Most Impactful Digital/Social Media Campaign
This Award honours innovative, high-engagement digital campaigns (excluding paid placements).

1 What was the brief/objective e.g the problem to be solved or opportunity to be grasped?
10 points ***100 word limit***

2 Who were the target stakeholders/publics to be reached and what did you need them to do?
10 points ***100 word limit***

3 What was the strategy and plan of action undertaken to deliver the objective?
20 points ***450 word limit***

4 What outputs were delivered?
For example, channel metrics, event attendance, engagement, increase of followers, unique visitors to website referred from social channels etc. This is both quantitative and qualitative measures of outputs.
20 points ***300 word limit***

5 What was the impact of your campaign?
Emphasise how your work made a difference. Show that you delivered the impact the organisation wanted, met the objectives, maybe even exceeded the expectations and changed societal attitudes, behaviours or policies.
20 points weighted x 2 ***400 word limit***

6 What was unique/innovative about this campaign?
20 points ***150 word limit***