

Most Impactful Print/Broadcast Media Campaign

This award recognises compelling earned media campaigns that captivated audiences.

- 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, earned coverage, event attendance, engagement. 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 weighed x 2 **400 word limit**
- 6** What was unique/innovative about this campaign?
20 points **150 word limit**