Best Integrated Communication Campaign
Entries in this category celebrates multi-channel, holistic communication strategies.

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? Why did you choose an integrated campaign?
20 points ***450 word limit***

4 What outputs were delivered?
For example, earned and paid media, event attendance, engagement. This is 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 integrated campaign?
20 points ***150 word limit***