



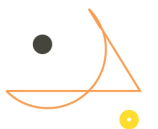
**Entry form for 1-15 & 27:  
Best Strategic Thinking**

This file is in two parts: **ENTRY FORM** and **Summary of agency details for this entry.**

Create a separate entry form (plus a summary of agency details) for each award entered. Entries must be typewritten only and printed, using a maximum of two separate sides of A4 paper only. Do not brand this form or photocopy onto letterheading. (Refer to 'How To Win' in the leaflet/website regarding visual submission requirements and read the Do's and Don'ts section; write entries according to the category descriptors).

Please note that with the exception of category 2 for collaboration, joint entries are not allowed. For integrated work, some channel execution will have been via multiple agencies and their individual contributions must be very clearly stated on the entry submissions. The main consideration is that the judges can consider the entrant agency's work; the entrant agency should remain anonymous on the entry form.

To encourage better written papers, we would like to see evidence of strategic thinking and planning included wherever possible within entries 1-15 (and as a mandatory condition for entry into category 27). Essentially this is defining the strategic insight that helped unlock the platform for the creative work. It could be from a planner or indeed any other member of the team. An insight is generally when different pieces of information are combined to create an original perspective. This is often based on a deep understanding of a target consumer's attitudes and beliefs, which connect at an emotional level with the consumer, provoking a clear response which has the power to change their behaviour. It is the 'aha' moment in the strategy/brief/research process; ultimately that moment which gives the team a new angle. On the brief it could come from anywhere; an insightful description of the business problem, the target audience, or an original proposition. We are looking for the story of how this insight was discovered and how it unlocked the brief and inspired the creative work. Key performance indicators and results should demonstrate effectiveness.



Please read the Call For Entries poster and website before submitting entries.

**1. Campaign Title :**

**Award Title:**

**Key statement 200 words max *detailing the insights and key concept that the entrant agency generated for the client and why the agency believes that their work is the Best and should win this category.***

**2. Objectives and Strategy 100-250 words: *Judges will consider the relevance of the proposed strategy to the client objectives. In planning terms; define the problem, what the agency insight was to solve this and what the strategy was that led from the insight. (For integrated category submissions we want to see clear evidence of a media neutral planning perspective).***

**3. Implementation 100-200 words:** *What was the specific channel thinking coming from the strategy? Identify non entrant agency media execution where appropriate. Judges will consider how the entrant agency has evolved particular campaign elements including use of media.*

**4. Campaign Proposition and Execution 100-200 words:** *How was everything summarised for the creative proposition? Consideration will be given to the quality of the entrant agency campaign execution in terms of visual elements such as typography, art direction, illustration etc.*

**5. Campaign results 200 words (actual or indexed; if a campaign is still current, please supply results to date and see Rule No 4 under Rules of Entry):** *consideration will be given to the quantified results and how they relate to the original stated objectives. Beyond factual results, what do you think was the really clever bit in the whole campaign?*

## Summary of agency details for this entry

(Please complete all items. The agency name, client and campaign title may appear on any publicity, in the format you provide below)

1.	Agency name:	
2.	Campaign title:	
3.	Campaign start & finish date:	
4.	Name of category entered:	
5.	Full agency address:	
6.	POSTCODE:	
7.	Telephone number (main no.):	
8.	Primary contact name for queries we may have about this entry:	
9.	Telephone number (extn 2):	
10.	Mobile (optional):	
11.	Email contact address:	
12.	Other key account handling team names involved in this project (Please list names as appropriate):	
13.	Other key creative & production team names involved in this project (Please list names as appropriate):	
14.	How did you find out about these awards? (Please be as specific as possible: Marketing Week advertising, previous entrant, MAA email flyer, MAA website banner?)	
<b>Please provide the contact details of your client, who can also verify queries if required:</b>		
15.	Name and job title of client:	
16.	Client organisation name:	
17.	Client telephone number:	
18.	Client address (comma separated):	
<b>Declaration which must be signed <u>by the client</u> and countersigned by the agency below:</b>		
<p>'I have read/understood and agree to abide by the rules of the MAA Best Awards 2011. I have read the entry submission details for this entry and confirm that the entrant agency has supplied factually correct information'</p>		
19.	<b>Authorised Client signature</b> (must be original NOT photocopied. Print name alongside signature and date of signing).	
20.	<b>Authorised Agency signature</b> (must be original NOT photocopied. Print name alongside signature and date of signing).	