

APEX AWARDS CASE STUDY SUBMISSION TEMPLATE

Please use a clear and concise approach to the formulation of your submission. The easier you make it for the judges to absorb, understand and evaluate your submission, the better.

Use an appropriate outline formatting structure, with links back to your Contents page.

CDs to be cross-platform and so easily accessible to the judges.

Executive Summary

Don't describe your entire submission here; rather "sell" the judges on your submission with a succinct summary of your case. Provide enough information for the judges to become acquainted with the full submission without reading it, and include a statement of the problem, some background information, a description of any alternative strategies, and the major conclusions.

Project Title

This should be used consistently throughout your submission

The Brand

Describe the nature and market context of the brand/company which is the subject of this entry

Campaign/Strategy dates

- Start and End dates of the Strategy/Campaign under review
- The date on which the Strategy/Campaign results were reviewed for this entry

Situational Analysis

Describe the state of play BEFORE you implemented the Strategy and/or Campaign, in terms of your brand/company and the competitive environment

Target Audiences

Describe the target decision-makers and influencers, in terms of both demographics and lifestyle attributes

Business Objectives

Outline the business objectives which were set ahead of the implementation of the Strategy/Campaign

Marketing Objectives

Specify the marketing objectives in terms of awareness levels, market share growth, diversification, entry to new markets, etc.

The Strategy/Campaign

Set out in a clear and concise manner, the strategy and tactics adopted by your company. Ensure that you cross-reference the strategy and tactics against the stated business and marketing objectives.

This section will include an analysis of all the contributing factors, including:

1. Classical and non-classical communications
2. Other factors which may have contributed to the brand's success. We refer here to factors such as pricing strategies, channel marketing and innovative distribution channels, changes in the competitive threats, overall category growth, etc.

By analysing and contextualising each potential variable, one-by-one until all that's left is communications, it's hard not to accept the merits of the case for advertising.

Results

- These must relate back directly to the business and marketing objectives
- Tangible achievements in financial metrics
- Researched achievements in terms of mind-shifts, perceptions and attitudes to the brand
- How have your positive results impacted on the competitive environment?
- What did the Strategy/Campaign cost the brand, in terms of the cash investment and application of other resources?

Attachments