



## ENTRY FORM

Case Name: \_\_\_\_\_

Description: \_\_\_\_\_

Objective: (Ex. Brand awareness, product launching, increase sales, etc.)

\_\_\_\_\_

Results expected: (Measurable in terms of page views, percentage or financial figures)

\_\_\_\_\_

Results obtained: \_\_\_\_\_

Media outlets in which it ran: \_\_\_\_\_

Campaign launching date: \_\_\_\_\_

Campaign closing date: \_\_\_\_\_

Reason why it should win the award: \_\_\_\_\_

\_\_\_\_\_

\*Include screen shots, images or other campaign elements including url.

Person entering the nomination: \_\_\_\_\_

Company: \_\_\_\_\_

Name of Brand/product/service \_\_\_\_\_

Industry to which the brand belongs to: \_\_\_\_\_

Address \_\_\_\_\_

Email \_\_\_\_\_

Phone \_\_\_\_\_

Alternative phone: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Other the people who might have been involved in the effort and who must be also recognized in the award \_\_\_\_\_

\_\_\_\_\_

\*The qualifying period for these awards is January 1, 2007 through December 31, 2007