



## **Best Campaign**

### **Introduction**

The category is open to all businesses or agencies that can present the full body of their advertising marketing campaign (traditional, digital, advertising and marketing) and relate the digital executions to an overarching creative and business strategy.

### ***Technology***

Entrants should demonstrate:

- Application of Technology across digital channels to support the achievement of objectives.
- How the best consumer-facing web technologies are matched with the best advertising strategies and product and services offering.
- The collaboration of technology and design in communicating message to users
- Technological advancement and/or use of available platforms i.e. mobile, desktop and interactive services.

### ***Design***

- Design should be clear and easy to navigate
- Design should be reflective of the market it is targeting
- Attention should be paid to accessibility and to best-practice interactive design in the delivery of simple administrative processes.

### ***Strategy***

Entrants should demonstrate:

- Campaign objectives and execution, background to the campaign, description of the objectives and definition of success expectation
- Clear communication of goals and actions to users of their site
- Performance improvement initiatives implemented to improve results.

***Measurable Results***

Entrants should demonstrate:

- Performance results against objectives and strategy
- Performance targets and KPI's to support the campaign
- A clear outline of the results achieved to demonstrate the success of the campaign
- A return on investment
- Evidence of value added services to your customers as a result of the campaign

***Feedback***

Entrants should demonstrate:

- Process for gathering and analysing customer and staff feedback – How did they use feedback as a measure of success?
- The learning that occurred during the sales campaign.