1. **ENTRY TITLE:**

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1. **BRAND:**

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1. **ENTRY ID** (you will get this from the online entry system)

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1. **PROVIDE A BRIEF OVERVIEW OF THE ENTRY**

Provide a brief overview of how involvement from the lead marketer resulted in an enhanced creative product.

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1. **TIMELINE**

When was this initiative implemented, and what is the planned timeframe, including future/ongoing plans? (Explain if this is a once off project, or an on-going campaign, and supply specific dates and duration, as well as future plans)

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1. **VIDEO SUBMISSION**

Please submit a short video (max 2min) from the nominated marketer explaining the impact they made on the campaign. This is an opportunity for them to share their journey during creation of the campaign and to allow the judging panel to better understand how deeply they were involved in various aspects of the campaign (rather than just the standard approval process).

We advise that the video cannot be a professional video and should be an uncut two minutes. Recording via a computer camera or mobile phone (16x9) is acceptable.