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 including how this campaign added value whilst meeting the business objectives. Specifically, explain the overall business objective and strategy upon which the initiative is founded.

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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. **SOCIAL / ENVIRONMENTAL BENEFIT**

What target audience/consumer/community/environment benefits from this campaign and how specifically have they benefitted – i.e. what is the “doing good” element of this campaign?

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1. **BRAND BENEFIT**

What is the benefit to the Brand – i.e. what is the “doing good business” part of this campaign?

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1. **IMPACT ASSESSMENT**

How did you assess whether this campaign has positively impacted both your business and the targeted community or audience – i.e. what measurable results can you provide? (Provide a simple, clear impact model or sufficient argument to evidence these benefits based on authentic measurements. This could include a direct financial benefit, product development, value chain improvement (inbound logistics, operations, outbound logistics, marketing, sales, service, beneficial partnerships created, customer loyalty, etc.). Here you can address issues such as brand growth, increased revenue, increased market share, improved profitability, new customers, increased sales, improved productivity, reduced operating costs, improved quality, improved distribution infrastructure, etc.

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