

### Campaign/Strategy categories

- Best M&A communications
- Best IPO communications
- Most effective crisis communications
- Best use of digital media
- Best management of corporate & financial media relations
- Best management of investor & analyst relations
- Best communication with overseas investors &/or media
- Best evaluation of a communications campaign

### Context

This is your chance to provide some background information. Who is the organisation/client? Where do they fit in the market?

### Challenge

Tell the judges what you wanted to achieve. What were the objectives? What did the work need to fulfil?



### **Strategy/Implementation**

Explain to the judges the approach you took in order to meet your objective(s).

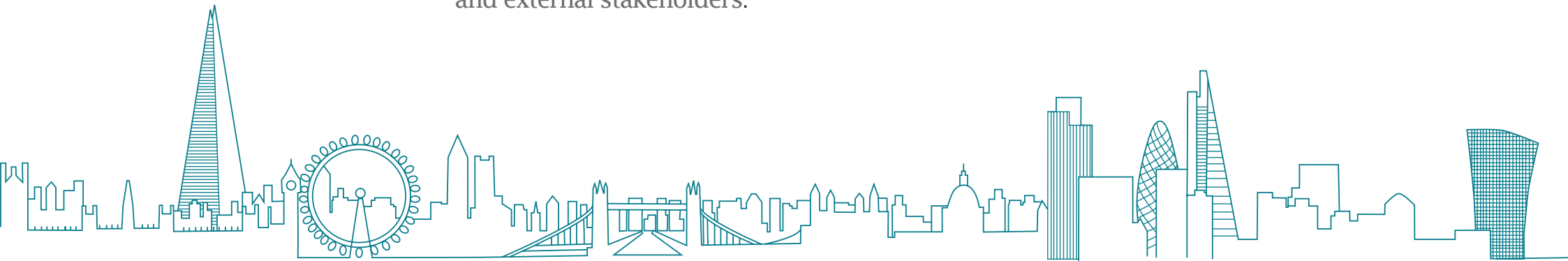
What was the strategy? How did the strategy develop? What research was carried out and incorporated? What influenced the decision making? How did you implement the strategy? Did you encounter unexpected difficulties? How did you ensure the target audience were reached? How was the report incorporated into the company's communication output?

### **Innovation**

This is your opportunity to show off to the judges why your work stands out from others. Is the work innovative? If not explain any restrictions faced with the innovation of your work. What creative aspects were incorporated?

### **Result**

Tell the judges about the success of the work. Results do not have to be quantitative but they ought to reflect how the initial objectives were met. If your work hasn't had any quantifiable results yet then you may include projections and initial reactions to the work. What was the outcome? Were there any expected outcomes? How effective was the work? Were there quantifiable results? Include feedback from both internal and external stakeholders.



### Supporting materials

Supporting materials may be submitted to help the judges evaluate your entry. All supporting material should be included in your single PDF entry document.

### For the campaign/strategy categories, suggested materials include:

- Media coverage
- Statistics
- Internal feedback
- External feedback

When providing links and videos please ensure they do not expire as the judging will be taking place in May 2017. If necessary please include user names or passwords needed.

