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**The 2021 Entry form.**

**The Team**

Winning a Wing isn’t just for the agency, the individuals that worked on the campaign get recognition too. Please list the key people in the agency (not the client) that were directly involved in the work so they too can earn their wings. Please add up to 20 people from your agency that worked on the campaign.

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| **NAME** | **JOB ROLE** | **EMAIL** | **LINKEDIN** |
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**Entry Question 1**

**Please provide a summary of the campaign**

1500 characters Max. *Your overview should set the scene and give everything else in your entry context. Briefly describe the client, market conditions and the brief. This is your movie trailer for the full entry!*

**Entry Question 2**

**What are the objectives?**

500 characters max. *It’s vital the judges can see if the work was a success. Clearly articulate what success looks like and remember, judges will refer back to these when reviewing the results.*

*!*

**Entry Question 3**

**Describe your strategy**

1500 characters max. *Expand on the brief and go deeper into the clients challenges. How did you interpret the brief and explain in detail the strategic process from brief to execution. Judges will want to see a rationale behind every decision made from choice of media to creative output. Don’t let any element of success look like luck played a role in the work. Justify every decision made with use of insights and data.*

**Entry Question 4**

**Describe the execution**

1500 characters max. *Bring the story to life and tell judges about the output of the work. Showcase the creativity and innovation that came as a result of the strategy.*

**Entry Question 5**

**Did it work?**

1500 characters max. *Creativity and innovation are great, but judges want to see work that worked. Here’s your chance to describe how the campaign was successful and achieved its objectives. Whether it’s sales, data collection or brand building please be crystal clear in what the objectives were and show that you hit them out of the park. If results are used in visual format in the supporting material, please reference it here.*

***Confidential metrics.***

*We know that getting metrics from clients to back up the results isn’t always easy. So this section will be for judges eyes only and will not appear in the public domain with a case study. All judges will complete a NDA for the entire judging process. If you have confidential metrics please only add them here and not in your case study video or other supporting uploads.*

**Freedom Awards**

*In addition to the list of “paid for” categories in the entry platform, the Alliance also champions other benefits of being independent…with the Freedom Awards. During the judging process, judges will be asked to look for standout work that captures the Freedom that independent agencies have and how it can benefit clients. Judges are specifically looking for examples around these 3 areas:*

**Agency Collaboration.***(show examples where the agency has worked in collaboration with other agencies and 3rd parties)*

**Agility**. *(show examples how an agile approach and the ability to react quickly can result in better work)*

**Client Service*. (****Demonstrate how working with independent agencies means the service levels go above and beyond for clients)*

*Add any extra content that can tailored to the Freedom Awards here. Please note – the Freedom awards do not require extra payment, they are free to enter in addition to any paid for entries.*

***Freedom Awards.***

*Delete as appropriate – Agency Collaboration, Agency Agility or Client Service. Add maximum of 1000 characters to enter any of the freedom awards.*