



Digital, Special Event, Promotional Item and Print Campaigns

Questionnaire

Please answer the following six questions. The word count limit is next to each question.

1. Creative Brief (250 words or less) **25 pts.**

Please share your creative brief on your entry to convey to their jurors why your entry should win.

2. Marketing Objectives (75 words or less) **25 pts.**

Identify your marketing goals by answering the following questions:

- What did your firm hope to achieve with the piece or program?
- How did you plan to measure your results against your marketing goals?

Include the following:

- Marketing objectives
- Specify time frame
- Budget information
- Methodology for collecting and evaluating results

3. Target Audience (50 words or less) **10 pts.**

Define the audience for this piece or program.

- Who was your target audience?
- How many pieces were sent via mail or e-mail? If website or video, what were your analytical goals?
- Characterize the composition, size, and location of your target audience (example: 250 CEOs and senior managers of the top 500 leaders of the California high-tech industry).

4. Research and Planning (100 words or less) **10 pts.**

Describe the market research conducted prior to planning your piece or program. Summarize your marketing plan efforts. Explain the production and delivery method.

5. Messaging (50 words or less) **15 pts.**

What is the intended message of this entry?

6. Results (100 words or less) **15 pts.**

Please answer the following questions:

- What was the ROI?
- Which actions did the target audience take after receiving your materials (testimonials/feedback)?
- What was your break-even goal for profit/loss, and did you achieve it?
- Did you meet your specific sales goals?
- Did you gain new clients as a result?

Total: 100 pts.