

## STANDARD ENTRY FORM

All information must be typed. **Entries close on Monday 15<sup>th</sup> October 5.00 pm.** Please submit only one entry form for each entry. It is important that all credits are exact including spelling of names, as this is how it will appear on the certificate in the event that this entry is awarded. Any requests for change after the certificate has been produced will be deemed as a duplicate sales request. For any queries, please contact us at +65 6836-0600 or email [events@4as.org.sg](mailto:events@4as.org.sg).

Category:

Entry or Campaign Title:

Date Entry Was Created In Singapore:

Creative Agency:

Agency Contact & Title:

Tel & Email:

Address:

Creative Team

Name & Title:

Name & Title:

Name & Title:

Name & Title:

Name & Title:

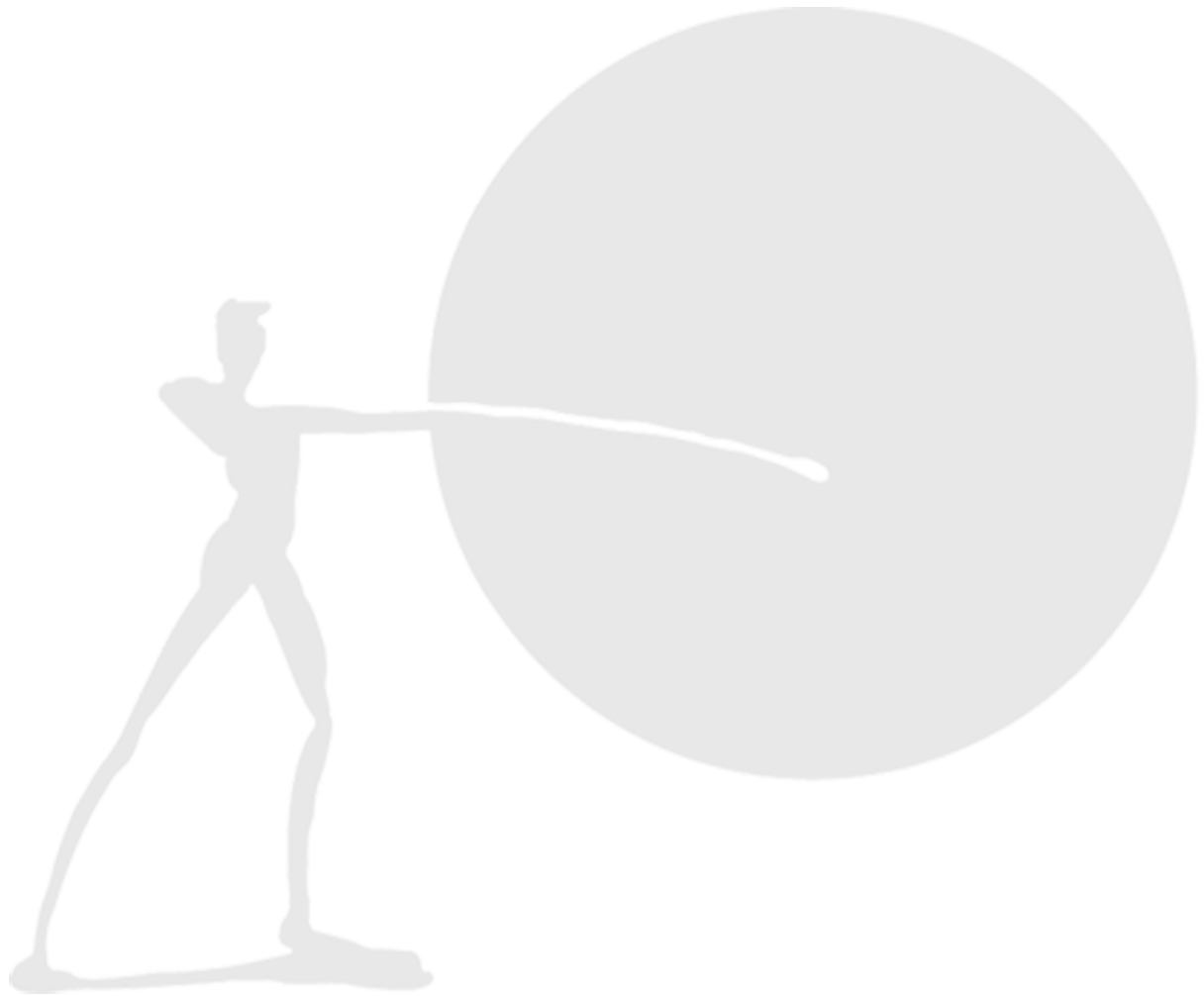
Name & Title:

Client Company & Contact:

Title:

Tel & Email:

Client Verification:



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## ENTRY FORM for RADIO

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1. Describe the objective and strategy behind the radio ad, or the overall campaign of which the radio commercial is a part of. (100 words max)
2. Describe the creative idea and its execution (100 words max)
3. Explain why radio is the relevant medium for the execution of your idea (100 words max)
4. Describe the results of the radio commercial, or the role the commercial played in the success of the overall campaign (100 words max)

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### ENTRY FORM for DIRECT

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1. Describe the brief/objective of the direct campaign. (100 words max)
2. Was the target audience drawn from existing customers, or new customers?
3. What was the strategy of the campaign? (100 words max)
4. Describe the creative solution to the brief/objective with reference to the projected response rates and desired outcome. (100 words max)
5. Explain why the creative execution was relevant to the product or service. (100 words max)
6. Explain the strength of the creativity and originality (100 words max)



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7. Describe why it is most appropriate to the brand (100 words max)
8. Describe the results in as much detail as possible with particular reference to the RESPONSE of the target audience including deliverability statistics, response rates, click through, sales cost per response, relationships built and overall return on investment. (100 words maximum)

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## ENTRY FORM for ENTERTAINMENT & BRANDED CONTENT

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1. Describe the current situation around Branded Entertainment in your country or the region where this campaign appeared. Include any restrictions or regulations imposed by TV stations, broadcasting companies, government or other regulating body. (100 words max)
2. Describe how the audience were drawn to the content, giving examples where possible. (100 words max)
3. In summarizing the Campaign, please present an overview of the whole campaign or project from start to finish, in order of implementation. Describe the challenge, the objectives, the strategy and the execution. (200 words max)
4. Give some indication of how successful this campaign/entry was both for the client and with the consumer or target audience. The more quantifiable statistical information you can give the better. (100 words max)

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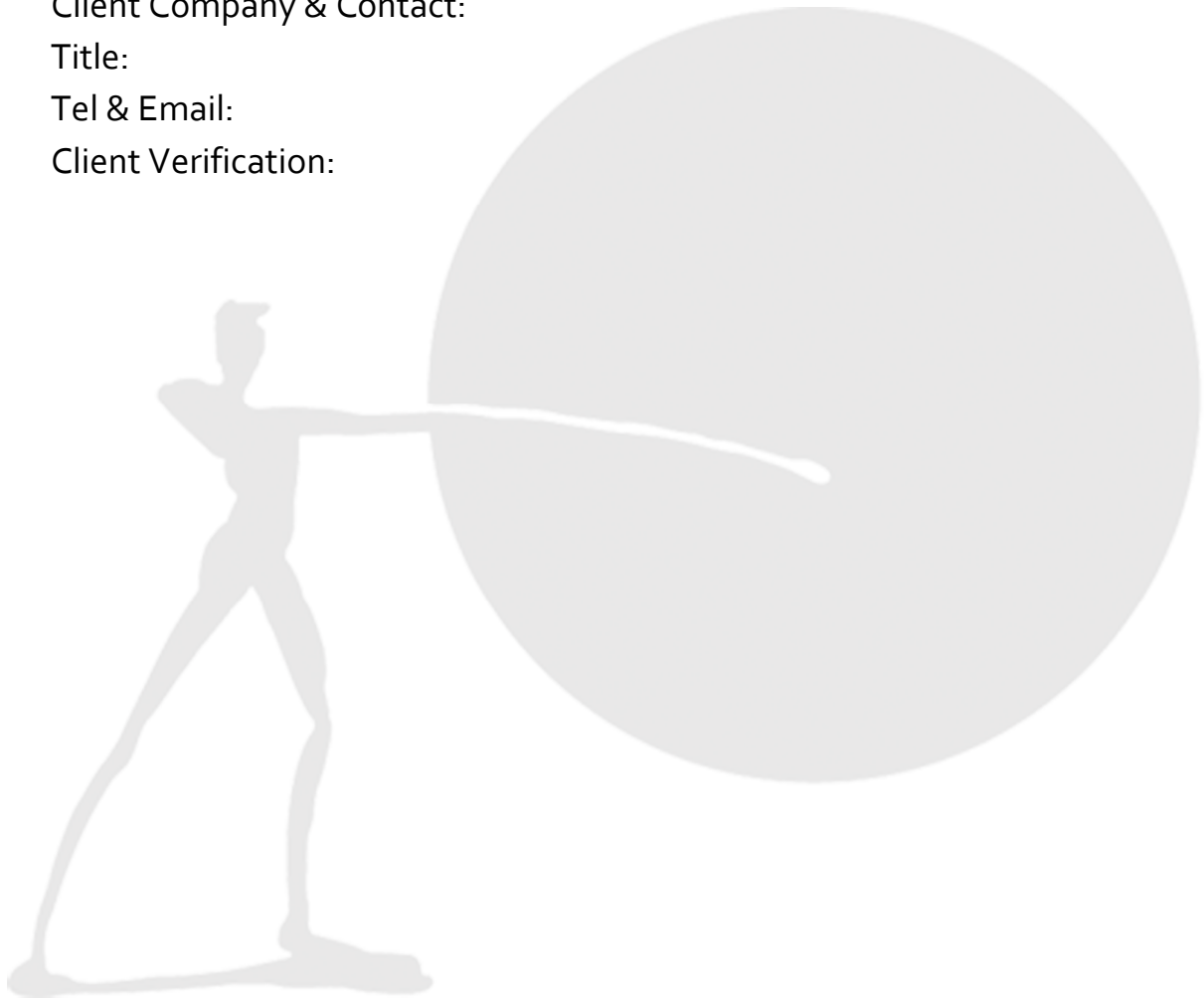
Name & Title:

Client Company & Contact:

Title:

Tel & Email:

Client Verification:



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