

Best Integrated Media Strategy

The best integrated media strategy created by an agency, business, or organisation will be recognised in this award. Enter if you have created a strategy that utilises both traditional media and new media channels, and demonstrates best practice, innovation and excellence in promoting, advertising, communicating or marketing a brand, product or service. Entries should be able to demonstrate the effectiveness of their strategy in delivering against the campaign KPI's. Strategies can use a range of platforms and formats (including but not limited to online/offline advertising, search/viral/email marketing, text messaging campaigns, social media, radio, television, traditional media etc.).

Who should enter?

This category is open for anyone to enter; including agencies, businesses, and organisations, so long as a campaign has been created that utilises both traditional media platforms and new media.

Criteria:

- Strategy: (objectives, planning, execution, budget) 30%
- Design: (concept, rationale, engagement) 20%
- Innovation: (creative, integration, benefits) 20%
- Results: (access to audience, leads, ROI) 30%