

## Best Social Media

This category is open to entries for any social media campaign with a strong set of objectives and outcomes. Entries should demonstrate how they delivered their strategy across the social tools available to them, including social ads, video and use of innovative tools and techniques. Submissions should include quantitative and qualitative results for the campaign, including performance against the project KPI's. Judges will be looking for campaigns that have the most clearly communicated set of objectives and results that support the performance.

### **Who should enter?**

Any company, agency, organisation, or business can enter this category.

### **What types of projects should be submitted?**

Entries can be for advertising, PR and advocacy campaigns, provision of entertainment, cultural, customer services or other services, or for how social media was used for market research, news and communication. Judges will be looking for the most creative, innovative and effective use of social media which delivered business benefits to your clients or your own business/organisation. Submissions should demonstrate the virality of the campaign, earned vs. purchased impressions etc., and can be integrated or solely digital.

Criteria:

- Strategy (objectives, planning, execution, budget) 30 %
- Results Achieved (Quantitative and qualitative) 30 %
- Innovation (creative, integration, benefits) 30 %
- WOW Factor (unique elements and use of content) 10%