ENTRY TEMPLATE :
BEST USE OF SOCIAL ACTIVATION CONTENT/CREATIVE

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BEST USE OF SOCIAL ACTIVATION CONTENT/CREATIVE ENTRY TEMPLATE

Entry Details

Entry Title :

Entrant Organisation :

Client Organisation :

Contact Person :

Email :

Phone :

Campaigns must have been active in the Republic of Ireland and/or Northern Ireland between Jan 1st 2025 and March 19th 2026

A successful social media strategy involves deep understanding of target audience(s) segmentation, appropriate channel selection, development & activation engaging content, and most importantly, clear objectives to define success. For success, it is critical to set clear goals, track results, and adapting the approach based on data, whilst building a community around your brand.

This category rewards the application of symbiosis between creative thinking to and audience understanding behaviours. It is crucial the interplay of the social media channels and all branded / creative assets / influencers within a successful campaign. The entry can cover any aspect of activity that is exclusive to social channels only.

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CRITERIA	WEIGHT	WORD COUNT
Executive Summary		200
Background		100
Strategy / Creativity	20%	150
Insight / Audience Segmentation	30%	200
Execution / Social Channel Mix	20%	150
Results	30%	200
TOTAL	100%	1000

SUPPORT MATERIALS

Required
- Company Logo (JPEG / PNG / GIF)
- Digital Presentation Image (To be used at Awards Ceremony

Optional
- URL (e.g: Website or Video content such as a creative reel*)
- With a maximum of five pieces of supporting content (e.g: Creative Images / Brochure / Product shot etc.)

Judging Overview

Entries will be judged and scored by a panel of judges based on the relevant criteria & weightings :

- On the basis of this scoring a shortlist of 6 entries will be shortlisted and published.
- These 6 shortlisted entrants will go forward to present their entries 'live' to a panel of judges.
- Gold, Silver & Bronze awards will be awarded based on these presentations.

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CONTACT

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