

internationalist

2009 | 2010

Awards for Innovative  
Digital Marketing Solutions



# ENTRY FORM

## PART 1: SUBMISSION DETAILS:

Date: \_\_\_\_\_

Title of Entry: \_\_\_\_\_

Client for whom media was executed: \_\_\_\_\_

Entrant Company: \_\_\_\_\_

Address: \_\_\_\_\_

Country: \_\_\_\_\_

Entrant Name: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_

Country: \_\_\_\_\_

Names to be credited with submission: \_\_\_\_\_

List name & company affiliation with each name.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## PART 2: WHICH ENTRY CATEGORY?

Local     Local Execution of Multinational     Regional     Global

Detailed Category Explanations:

- A Local Brand or Service in a Local Market with innovative media solutions worthy of international adaptation or of world class standards
- A Local execution of a Multinational campaign
- A Multinational campaign in any one region of the world, such as Europe, Latin America, Middle East, Asia, etc.
- A Global or Multinational campaign running in several regions

# ENTRY FORM

## PART 3: ENTRY CRITERIA

Suggested length to each question is no more than 400 words. Please attach sheets to this form.

1. Outline the marketing situation to which the campaign responded (20 points maximum)
2. Describe the critical insight or insights that became the foundation for the digital strategy (20 points maximum)
3. Tell us about key tactics employed and why they are innovative (20 points maximum)
4. Describe how this campaign solution may be a template for other markets or exemplify worldwide best practices (20 points maximum)
5. Discuss the success of the digital campaign and how this was measured (20 points maximum)

## PART 4: EXAMPLES

Show up to 3 relevant examples that best illustrate the innovative solutions described (5 bonus points maximum)

Upload these examples our FTP site:

Make sure you name them clearly, so that we can find them. Include your company name in the file name and place them in a folder with your company name.

From a web browser you can access from: <https://files.exavault.com/> From an ftp program you may need to add ftp. or ftp:// to access

Host: ftp.internationalist-awards.com

Log in: internationalist.exavault.com

Username: digitalawards

Password: enterdigital2009

Tell us the three names of the examples here, so we can match them to your written entry details

Example 1 file name: \_\_\_\_\_

Example 2 file name: \_\_\_\_\_

Example 2 file name: \_\_\_\_\_

## PART 5: PAYMENT

Fees: \$395 single entry

\$295 per entry for multiple entries from the same office

Final Deadline: August 1, 2010