

# Entry Form

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## 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

### **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
2. Describe the key insight(s) that became the foundation for the media strategy
3. Tell us about some key media tactics and why they are innovative...
4. Describe how this campaign solution can be a template for world class standards
5. Discuss the success of the media campaign and how this was measured.

### **PART 4: EXAMPLES**

Show up to 3 relevant media campaign examples that best illustrate the innovative solutions described

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.

Host: **ftp.internationalist-awards.com**

Log in: **inter157**

Password: **0iu!8po!7**

Directory: **mediainnovationentries2011**

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

\$150 Late Fee