|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Client | | {client} | | Job No. | | {jobNo} | | | | Project name | | {projectName} | |
| Completed by | | {am} | | Brand | | {brand} | | | | Product/service | | {productService} | |
| Date | | {date} | | Duration | | {duration} | | | | Date Campaign in Market | | {dateMarket} | |
| Budget | | {budget} | | | | Was this a ‘no boundaries’ campaign  Yes /  No | | | | | | | |
| Campaign synopsis - highs and lows Were there any influences that need to be considered ie limited budget, targeting issues, time restrictions, etc. | | {campaignHighsLows} | | | | | | | | | | | |
| What was the communication objective for this campaign? Acquisition, retention, awareness, brand building,  ROI, etc. | | {campaignObjective} | | | | | | | | | | | |
| Who were we talking to? | | {talkingTo} | | | | | | | | | | | |
| What was the communication strategy? | | {communicationStrategy} | | | | | | | | | | | |
| What communication channels were used to reach the audience? Direct mail, email, online advertising, press, radio, web, etc. | | | | | | | | | | | | | |
|  | Quantity/ Exposure | | Targeted response | | Actual  response | | Cost per  response/click | | Cost per conversion | | Campiagn  ROI | | Other |
| DM | Type here | | Type here | | Type here | | Type here | | Type here | | Type here | | Type here |
| Email | Type here | | Type here | | Type here | | Type here | | Type here | | Type here | | Type here |
| Banner | Type here | | Type here | | Type here | | Type here | | Type here | | Type here | | Type here |
| Website | Type here | | Type here | | Type here | | Type here | | Type here | | Type here | | Type here |
| Microsite | Type here | | Type here | | Type here | | Type here | | Type here | | Type here | | Type here |
| Other (type here) | Type here | | Type here | | Type here | | Type here | | Type here | | Type here | | Type here |
| Other (type here) | Type here | | Type here | | Type here | | Type here | | Type here | | Type here | | Type here |
| Other (type here) | Type here | | Type here | | Type here | | Type here | | Type here | | Type here | | Type here |
| Other (type here) | Type here | | Type here | | Type here | | Type here | | Type here | | Type here | | Type here |
| Other (type here) | Type here | | Type here | | Type here | | Type here | | Type here | | Type here | | Type here |
| Other (type here) | Type here | | Type here | | Type here | | Type here | | Type here | | Type here | | Type here |
| Was this campaign tested, if so, explain? Give details of the test and how it performed against Control. | | {campaignTested} | | | | | | | | | | | |
| Are there any additional results information available? Post campaign research, call centre feedback, segmentation analysis. | | {additionalResults} | | | | | | | | | | | |
| Why should it win? Data, insight, unique media solution, big idea, etc | | | | | | | | | | | | | |
| Objective | | {winObjective} | | | | | | | | | | | |
| Results | | {winResults} | | | | | | | | | | | |
| Data/Insight | | {winData} | | | | | | | | | | | |
| Is this a potential AWARD entry? If so, which ones? Tick which awards  will be appropriate. | | DMA  Precision Marketing  Revolution  Caples | | | | | | Cannes  D&AD  IDM Business Effectiveness  Other please specify Type here | | | | | |
| Campaign  teams and titles Client, account handling, planning, creative, traffic, production and any partner agencies. | | {campaignTerms} | | | | | | | | | | | |