

## Nomination Form

### Section 1: Campaign Details

**Campaign Title:**

**Nomination Category:**

**Advertising Agency/ Organization:**

**Production House:**

**Brand Name:**

**Type of Product or Service:**

**Campaign Duration (Start Date – End Date / Approx. Duration):**

**Cost of Campaign:**

Please **red mark** the approximate total cost in BDT of production and media for executing this campaign.

- |  |  |
|--|--|
| <input type="checkbox"/> BDT 0 – BDT 49,999        | <input type="checkbox"/> BDT 500,000 – BDT 999,999       |
| <input type="checkbox"/> BDT 50,000 – BDT 99,999   | <input type="checkbox"/> BDT 1 million – BDT 9.9 million |
| <input type="checkbox"/> BDT 100,000 – BDT 249,999 | <input type="checkbox"/> Over BDT 10 million             |
| <input type="checkbox"/> BDT 250,000 – BDT 499,999 |  |

### Section 2: Campaign Story

Please attach the story of the nominated campaign (in word.doc within 350-400 words) in the following manner:

**Background:** A concise description of the context within which the campaign was designed. Include information on product/service positioning, level of competitiveness, market conditions, and trends as well as brief culture. State the problem statement for the campaign. Kindly use bullet points for identifying specific touch points of the campaign.

**Objectives:** Define objectives of the campaign in the stated (Jan '16 – Dec '16) amount of time and highlight other important factors relative to the promotion and its success.

**Idea:** What was the core idea/concept of the campaign? How this idea was turned into a strategy?

**Execution:** Describe the strategy employed and how it was executed. What were the challenges in execution and how were they addressed?

**Result:** What was the result of the campaign? What are some of the measures of success and how did it contribute in meeting the campaign's KPI?

**Disclaimer:**

1. By submitting nomination, the agency / company hereby confirms that they have read all the rules and guidelines of nomination for Digital Marketing Award 2017, and shall abide by all the stated and implied rules of the competition.
2. All the entries submitted are considered to comply with authorization from all the related sources (client etc.). Bangladesh Brand Forum (BBF) will not bear any responsibility.
3. Any material submitted for Digital Marketing Award 2017 will be considered as property of BBF. BBF can use it for educational and training purpose and can also share it in web and print.