**Entry Form Friends of Search Awards 2021**

**Deadline for Entry: September 10, 2021**

* Your full entry should be no more than **1500 words.**
* Ownership of an entry must be with brand/advertiser side, **NOT agency side**.
* Your entry must cover all the points below. If you exclude these points, you reduce your chance of being nominated.
* The judges will be looking for evidence of:
  + Effectiveness;
  + Tangible results;
  + Clear strategic thinking;
  + Innovation;
  + Clarity and transparency;
  + Responsible & privacy-minded data use.
* When you upload your entry on the awards site please provide supporting URL links, images, and/or video (if applicable) on the entry form.
* Please note, the organizers reserve the right to publish/exhibit screen grabs and/or submitted entries in relation to the awards and nominated/winning reports will be published on friendsofsearch.com. **If your report includes sensitive, NOT for re-publication information, please mark clearly.**

**CATEGORY:**

SEA (PPC) / SEO

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**CAMPAIGN OR PROJECT NAME:**

Include case title and company name eg: “Starting the Friends of Search Awards - Friends of Search”.

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**YOUR DETAILS**

1. Organisation

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1. Contact name

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1. Job Title

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1. Telephone

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1. Email address

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1. Summary of:
   1. Brief summary of business organization

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* 1. Organizations/partners/tools involved for this case

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**EXECUTIVE SUMMARY (250 WORDS)**

*Executive Summary to summarize the key points in your report*

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**MAIN REPORT (1500 WORDS)**

**BACKGROUND TO PROJECT/CAMPAIGN:**

*Brief description of project/campaign.*

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**BUDGET:**

*Provide details of the campaign/strategy's budget.*

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**OBJECTIVES:**

*Brief and objectives, including any targets set.*

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**STRATEGY:**

*Strategy for achieving the above objectives.*

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**RESULTS:**

*Results including evidence of effectiveness prior and post campaign. When discussing figures, tell the judges what the actual figures were, rather than just using percentages (increases). Preferably use more than 2 years of data. This will add credibility to your submission and give the judges a better understanding of your successes.*

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