**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

|  |
| --- |
|  |

**CAMPAIGN OR PROJECT NAME:**

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

|  |
| --- |
|  |

**YOUR DETAILS**

1. Organisation

|  |
| --- |
|  |

1. Contact name

|  |
| --- |
|  |

1. Job Title

|  |
| --- |
|  |

1. Telephone

|  |
| --- |
|  |

1. Email address

|  |
| --- |
|  |

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

|  |
| --- |
|  |

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

|  |
| --- |
|  |

**EXECUTIVE SUMMARY (250 WORDS)**

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

|  |
| --- |
|  |

**MAIN REPORT (1500 WORDS)**

**BACKGROUND TO PROJECT/CAMPAIGN:**

*Brief description of project/campaign.*

|  |
| --- |
|  |

**BUDGET:**

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

|  |
| --- |
|  |

**OBJECTIVES:**

*Brief and objectives, including any targets set.*

|  |
| --- |
|  |

**STRATEGY:**

*Strategy for achieving the above objectives.*

|  |
| --- |
|  |

**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.*

|  |
| --- |
|  |