**2019 ARF David Ogilvy Awards**

**Campaign Summary**

Include this completed form with your digital entry in the awards portal.

**Campaign Title + Brand:**

This information will be included on your trophy.

**Company(s) Involved:**

**Applicant Name(s):**

**Award Category:**

If you are planning to apply for more than one award category, please note that you’ll need to complete a separate digital entry form and Campaign Summary per category.

**Provide a summary of the marketing challenge, methodology, insight discovered, creative execution, and business impact.**

Please limit answer to box size.

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| --- |
| Insert answer here. |

**What was the irrefutable consumer insight that fueled the campaign’s success?** In 20 words or less.

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| --- |
| Insert answer here. |

**Describe the marketing challenge.**

Please keep limit to box size.

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| Insert answer here. |

**What was the methodology?**

Please limit answer to box size.

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| --- |
| Insert answer here. |

**What was the creative execution?**

Please limit answer to box size.

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| Insert answer here. |

**What were the business results? Why was this campaign a success?**

Please limit answer to box size.

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| Insert answer here. |