**ARF David Ogilvy Awards**

**Written Explanation**

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

**Campaign Title + Brand:**

This information will be included on your trophy.

Insert Creative Frame inside box

**Brand Owner/Advertiser:**

(e.g., Unilever/Dove, PepsiCo/Bubly, P&G/Old Spice)

**Entrant Company:**

**All Affiliated Companies:**

List any and all companies involved in the creation and execution of the campaign. This might include research, agency, media, marketer, and/or production companies.

**Award Category:**

Include all categories where this campaign will be considered for an award.

**Launch date and end date (if applicable):**

Month/Year

**Applicant Name/Point of Contact:**

Include all points of contact.

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

**Provide a summary of the marketing challenge, methodology, insight discovered, creative execution and business impact.** In 200 words or less.

**Describe the marketing challenge.**

Limit answer to 750 words (or one page).

**What was the research methodology?**

Limit answer to 750 words (or one page).

**What was the creative execution?** **Include media budget if possible.**

Limit answer to 750 words (or one page).

**List all accompanying (non-advertising) activities to the campaign, if applicable (i.e., big promotions, increased distribution, new product launch, etc.)** This information will provide better context to the business result along with the campaign execution. Limit answer to 750 words (or one page).

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

Did the campaign perform against the original business goal? Were there attitudinal or behavioral changes? What “lessons learned” can the industry take away from this work? Limit answer to 750 words (or one page).

**Sources**

List any sources here, one source per line. If you want to link sources to specific parts of your entry, write them in-line or use a numbered list here and quote the appropriate number in backets within the entry. Limit answer to 200 words.