**ARF David Ogilvy Awards**

**Campaign Summary Template**

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)/Point(s) of Contact:**

**Award Category:**

Please include all entry categories where you plan to enter this campaign.

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

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

**Describe the marketing challenge.**

Limit answer to one page.

**What was the methodology?**

Limit answer to one page.

**What was the creative execution?** **Please include media budget.**

Limit answer to one page.

**Please 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 one page.

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

Please limit answer to one page.