

Results:

What happened as a result of the communication? Include business results such as sales and profit, audience reach, social interactions as well as measurable change in awareness and attitudes (100 words max)

Entry Specifications

Print/press/outdoor etc. filename: jpg or pdf (max 5mb)

Print/press/outdoor etc. Hard Copy mounted on board (max A2)

Audio filename: mp3 (max 5mb)

Video filename: .mov, .divx, .mpg4, (max 10mb)

Digital: filename, jpg or pdf (max 5mb) url: (ie <http://aag.com.gh>)

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Activations and online campaign entries can be submitted in the form of short case study videos. They should be no longer than three minutes.

Case study Video filename: .mov, .divx, .mpg4, (max 20mb)