

2021 Gong-Gong Awards Entry Form

MEDIA FORM

Name of agency

Agency address

Telephone and email

Title of entry

Category (see list of entry categories)

Medium (TV, Press, outdoor, mobile, web etc)

Brand

Campaign

Dates entry ran/flighted

Creative Director

Art Director

Photographer

Copywriter

Graphic Designer

Film Director

Illustrator

3D Artist

Strategy

What were the business and communication objectives that lay behind the creative brief? (30 word max)

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Describe the target audience. (30 word max)

What was the single-minded-proposition? (15 words max)

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: (i.e. <http://aag.com.gh>)

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)