

**AWARD JUDGING CRITERIA****Best Content Driven Campaign**

**Judges will be looking for a campaign that has provided valuable, relevant and consistent content to a clearly defined audience - including, but not limited to, video, social, email and print. This activity can either be for a best in class example of one form of content or showcase how different content methods have been used in combination.**

**Content – 20 points**

- Does it trigger a strong human emotion – funny, shocking, unbelievable, controversial, geeky, cool, random, uplifting or cute [B2C] or persuasive, revelatory, credible, game changing [B2B]?
- Is it hyper-relevant but with sufficient longevity to gain ROI?
- What's new, different or unique about the content?

**Innovation – 20 points**

- Does the content make use of a new technology?
- Can the end user become part of the experience?
- Does it link to a wider social mechanic or some form of content distribution?

**Implementation – 20 points**

- How did you roll out the campaign?
- How well does the content match the target audience?
- Does it manage to convey a clear brand message whilst at the same time entertaining the target audience?

**Impact, Usability & Performance – 20 points**

- Does it offer a compelling and sticky experience to the user?
- Was it part of an integrated / larger content strategy?
- How easy was it to share?

**Results – 20 points**

- Did the piece start to trend on [social] media channels?
- Has the content achieved widespread views and/or downloads?
- Did it achieve desirable ROI?