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Do you have a case?

The following is the compulsory entry template and explains what should be set out under each heading. Using this guide will ensure that all required information is supplied and will help the jury to reward winning entries.

Pre-Reading /Preparation

- 1 Read a selection of Grand – Prix winning cases from IAPI ADFX & IPA effectiveness awards & objectively identify 'as a judge' what makes a strong case
 - 2 Revisit 'The Long & The Short of it' (Binet & Field, 2012) & Advertising – An engine for economic growth (Deloitte, 2013) & how to calculate Return on Marketing Investment (IPA).
 - 3 Select the best case (s) your agency has to demonstrate the commercial power of advertising
 - 4 Select the team (creative agency, media agency, client, researchers?) that will work together on the team
 - 5 Put together a timing plan for building the case & writing the time & allocate tasks N.B it will always take longer than anticipated
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1 Company Profile (200 words)

This does not form part of your word count and is used for PR purposes.

2 Introduction & Background (300 words)

This should be in the context of the commercial situation on the brand, going back several years (if needed) before the campaign.

What was the market situation? Who were the competitors and what was their activity at the time? This



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is your opportunity to hook the reader about the importance of your case. Remember some of the judges may not have worked in the Irish market and therefore it is best to imagine that the judge knows nothing about your brand. (At the same time, remember some of the judges may know your brand or category very well & they will mark you down if you don't acknowledge the real issues at play.)

3 **The Objectives (500 words)**

The judge needs to know what the advertiser was hoping to achieve with their marketing investment. What problems were you trying to solve?

Define the objectives as:

- i. Commercial objective – e.g. Increase profits/ revenue by x% within one year of the campaign
 - ii. Marketing Objectives – e.g. Increase penetration of the target audience by y% within ""
 - iii. The role for Communications? You need to define this clearly. What was the problem that communications could uniquely solve?
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4 **The Task (500 words)**

This is your opportunity to explain what was difficult or interesting about achieving the marketing objectives. (Why was this NOT just 'business as usual'?) You need to think about all the possible sources for the problems: the market, brand, audience, entrenched behaviour, budget restrictions, competitive activity, past history etc... You need to sum up the task in language or models that is/are clear & compelling?



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5 The Strategy (400 words)

(you need to bring this to life in the most engaging way)

How did the agency get to its solution or big idea? What did you do? Research? Qualitative? Quant? What insights about the target market or marketplace led to the strategy? What was the message and why?

Clearly define the strategy in as engaging a way as possible. (Ideally your solution is an elegant answer to the issue/task you set up in Section 2.)

6 The Idea and Communication (700 + 500 words in the case of a joint submission)

Note we encourage joint entries between the creative/digital and media agency and/or clients. Joint entries are given an extra word count of 500 for this section of their paper.

Creative strategy

This should describe what the communications idea was and how it manifested itself in one or more channels.

You should set out to prove just how imaginative and impressive your solution was, rather than simply asserting it. You should also think about what might be new and different about your solution versus what has been done in the past or what competitors do.

Use of channels

Here you should explain the media strategy, looking at the how and the why, not just what and where.

Be clear about how much was spent and on what, and when (you may wish to use a data chart to show this).



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7 Results & Payback (900 words)

This is the most important part of your paper and should conclude all you have presented up to this point. Results are vital to the evaluation of the campaign's success and should help prove beyond any doubt that the choice and use of marketing communications led to the campaign's success. See notes on calculating ROMI in our insights and inspirations section.

To effectively prove a campaign's commercial success the Evidence of Results should:

- Clearly demonstrate that it reached or exceeded the objectives. A mere correlation between objectives and results will not be sufficient.
- What happened? Profits went up, sales rose, web visits increased, etc.
- Why it happened (linking it to the communications strategy), this is about using ad/brand tracking and other consumer metrics to show the link between the impact and the campaign.
- Even if your case is from the Public Sector category you are still encouraged to look at ways calculating payback.
- Discounting all other factors (look at everything and don't ignore anything – the judges won't).
- Econometrics/Area test/ Extrapolation/Client Financials (forecast of sales vs. actuals).
- Any other manifold effects that could have been due to the communications (e.g. employee satisfaction rose due to the campaign)
- Relate 100% to each objective as noted in section 2 (The objectives) e.g. if the first objective was about market share then the first results should be about market share.
- When using ROMI it is important that it is calculated correctly. We have provided a guide for this here.
- Where possible take into account long term effects as well as short term.
- Be aware of just focusing on ROI which measures efficiency; look at absolute payback in terms of Net



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Present Value (NPV). Again this is covered in the payback calculation guide.

- Use visuals such as graphs to effectively demonstrate the attained growth – graphs should be named correctly on axis, readable and easy to follow.
- Include a short introduction and conclusion to emphasise the point in which you prove effectiveness.
- State the reference of all data sources. This could be advertiser data, agency research, or other effectiveness case studies you have read.

8 Impact on behavioural attitude (500 words)

How did your target market think, feel, reason and select between different products after your communication activity?

9 New learnings (100 words)

If you discovered an insight that you will use in future campaigns make sure to let the judges know. Maybe you developed a new communication model or a new way of measuring communications. Maybe you engaged with the client or the consumer in a fresh innovative way Think about what's interesting in the Industry at the moment e.g. advertising in a recession. Give the judges new learnings on a plate if you have them, don't make them work at it.

10 Summary (100 words)

Note this does not form part of your word count and will be used for PR purposes.
