**Entry Criteria**

1. **Background and Marketing Challenge/Objectives (1,300 characters)**
   - Identify the key market and competitive insights that led to this campaign.
   - Clarify if this campaign was a new initiative or an extension of a previous program.
   - What were the quantifiable core business objectives? (E.g. "Generate a lift of 2% in gross sales.")
   - What were the campaign specific communication objectives? (E.g. "Generate an increase in brand awareness of 5% points," "Generate a 2.25% response rate," etc)

2. **Strategy [1/3 of scoring value] (1,600 characters)**
   - What was the strategic impetus that shaped the campaign's direction?
   - What problem were you trying to solve and how did this strategic insight shape this campaign?
   - What was unique and different about your approach?
   - Who was the core target market?
   - What behaviour or attitude were you trying to invoke?

3. **Creative Idea [1/3 of scoring value] (1,600 characters)**
   - How did your strategy manifest into a creative look and feel?
   - How did you maximize the various media options available to push your creative product?
   - What made it stand out and be noticed by your target?

4. **Results [1/3 of scoring value] (1,200 characters)**
   - Confirm how your campaign performed against the metrics and objectives provided in Question 1
   - Identify KPIs that proved your marketing initiative delivered measurable impact.

5. **Should your campaign win GOLD, please include a write-up for the public CMA website (350 characters).**