**Innovation Awards form**

To enter your award, please complete the following fields with details of your entry. Once complete, this form and any assets need to be sent to whoever is uploading your case study.

Please provide all assets (images, videos, supporting docs), that accompany this entry.

**Section 1**

All fields are mandatory are marked with a \*

|  |  |
| --- | --- |
| Case Study Title\* | Choose Your Family – Brand Experience |
| Brand\* | SPCA |
| Contact Name\* | Justin Gomes |
| Client\* | SPCA |
| Client Brand\* | SPCA |
| Team that created the work (names)\* | Gareth Owen, Andrew Pearson, Daniella Grazier |
| Describe a summary of your campaign in 40 words\*  This copy will appear in summary boxes and in search | An SPCA dog is the one family member you can choose so we asked people who they would swop out for an SPCA dog and then did it for real. |

**Section 2**

|  |  |
| --- | --- |
| Primary Market\* | LSM 4 + |
| Other Markets involved |  |

Select the Category/Industry by putting an X in the box (you can only select one for tagging purposes):

|  |  |
| --- | --- |
|  | Alcohol and beverages |
|  | Automotive |
|  | Business support and supplies |
| x | Charity and CSR |
|  | Computers and electronics |
|  | Construction and constructors |
|  | Education |
|  | Entertainment, TV and Film |
|  | Fashion |
|  | Finance and banking |
|  | FMCG |
|  | Food and dining |
|  | Government |
|  | Hair and Beauty |
|  | Health and Medicine |
|  | Home and Garden |
|  | Legal and Financial |
|  | Media and Marketing |
|  | Professional services |
|  | Retail |
|  | Property & Real estate |
|  | Religion |
|  | Sport |
|  | Technology |
|  | Telecommunications |
|  | Travel, transport and Tourism |
|  | Utilities |

Select the channels by putting an X in the box (you can select multiple for tagging purposes)

|  |  |
| --- | --- |
| x | Experiential |
|  | Mobile earned media |
|  | Mobile owned media |
|  | Mobile paid media |
| x | Online earned media |
| x | Online owned media |
| x | Online paid media |
|  | Other |
|  | Outdoor (inc. digital) |
| x | PR |
|  | Press |
|  | Radio |
|  | Sponsorship |
|  | TV |

Select the creative formats/media partnerships by putting an X in the box (you can select multiple)

|  |  |
| --- | --- |
| x | Online ads |
|  | Film |
|  | Game |
|  | Mobile app |
|  | Mobile site |
|  | Website |
|  | TV ads |
|  | Out of home posters |
|  | Radio ad |
|  | Digital Posters |
|  | Homepage Takeover |
|  | Press ads |
|  | Social media app |
|  | Social media commerce |

Select the challenge by putting an X in the box (you can select multiple):

|  |  |
| --- | --- |
| x | Attract a new audience |
| x | Change perception of brand |
|  | Charitable fundraising |
|  | Crowd Sourcing Innovation |
|  | Decrease Acquisition Costs |
|  | Defend against competitive threat |
|  | Deliver multi market integration |
|  | Enter a new market |
|  | Increase average order value  Increase Digital Sales |
| x | Increase Loyalty |
| x | Increase Market share |
| x | Increase ROI |
| x | Integrate multiple channels |
|  | Launch a new brand |
|  | Launch a new product |
|  | More effective ways to segment and target |
|  | Product Innovation |
|  | Re-launch a brand |
|  | Sponsorship |

Campaign start and end dates. These have to fall in 2016 to be eligible for this year’s awards

|  |  |
| --- | --- |
| Campaign Start\* | Feb |
| Campaign End\* | May |

**Section 3**

|  |  |
| --- | --- |
| How does the work meets your brand ideals? (200 words max) | The SPCA is a brand that wants to celebrate the positives of owning a pet rather than emotionally blackmailing people into adoption by making people feel sorry for the pets. |
| Enter the Challenge (200 words max) | We were tasked with increasing adoption rates |
| Enter insight and strategy (200 words max) | We all have that one family member we don’t get along with all that well, so what if we told people they could actually choose their family by adopting a dog from the SPCA.. |
| Enter execution/solution/innovation (200 words max) | We told people they could choose a family member through the SPCA and then actually did it for real by swopping out a family member for the chosen dog.. |
| Enter results/business effect (200 words max) | Facebook traffic increased by 180%. Mention of SPCA increased by 480%. Twitter engagement increasd by 633%. Overall, there was a 65% increase in adoptions. |
| Enter the client testimonial (200 words max. optional) |  |

|  |  |
| --- | --- |
| Enter all the agencies involved  Multiple agencies can be entered, including the non-Dentsu Aegis Network agencies who worked on the project. | FoxP2 CT |
| Enter the number of external awards won | 10 |
| Names of awards this case has won | SA Creative Circle Awards - Feb/SPCA Radio Uptalker: 1st Place , Feb/SPCA Radio Rose: 3rd Place, Feb/SPCA TV Body Builder: 1st Place , Feb/SPCA TV Maypole: 3rd Place, Jan-May / SPCA There’s one family member you can chose / Integrated: 1st Place , May / SPCA Family Tree ‘Krueger’, ‘Escobar’, ‘Hofmeyr’, ‘Simpson’, ‘Lector’ / Print: 2nd Place, Jan-May / SPCA #chooseyourfamily / Digital & Interactive: 1st Place, May / SPCA Family Swop / Television, Film & Video: 3rd Place, Loerie Bronze |

**Section 4**

|  |  |
| --- | --- |
| Video Embed code |  |

Add more rows to add more videos

**Section 4: Awards category entry**

Select the Categories that you would like your case study to be entered into by putting an X in the box:

|  |  |
| --- | --- |
| x | Winning in the new world of Content |

Explain why this piece of work should win by completing the relevant boxes below

|  |  |
| --- | --- |
| Winning In The New World Of Content  (200 words) | Our content highlighted that you could choose a family member through the SPCA in a way that cut through the clutter and increased adoption rates by 65% in a space that normally relies on emotional blackmail to effect adoption behaviour. |

**Section 5: Supporting materials:**  
A summary Powerpoint and/or a storyboard with visuals  
A short film. This is optional but must be no longer than 2 minutes

**Uploading guidelines**

* All videos will need to be uploading onto our new video channel (details of how to do this are in the Training Guide)
* Whilst there is no limit on size, we ask that you try and keep the image sizes down to below 5Mb
* Whilst we would prefer a video as a .wmv or .mp4 file. We can accept .avi, .mov or .flv video files
* You can also upload Word documents (.doc), PowerPoint Presentations (.ppt), image (.jpg and .gif) and text files (.txt)