**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\* | Van Der Merwe - Creative |
| Brand\* | Ster-Kinekor |
| Contact Name\* | Justin Gomes |
| Client\* | Primedia |
| Client Brand\* | Ster-Kinekor |
| Team that created the work (names)\* | Michael Leese-Rolfe, Mimi Cooper |
| Describe a summary of your campaign in 40 words\*  This copy will appear in summary boxes and in search | In South Africa, Van Der Merwe is a surname associated with being clueless - the same way Paddy is in Ireland. To sell the movie Van Der Merwe, we rallied the Van Der Merwe communty to right this wrong and at the same time, spread the word about the Van Der Merwe movie. |

**Section 2**

|  |  |
| --- | --- |
| Primary Market\* | LSM 6 plus |
| 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 |
|  | Charity and CSR |
|  | Computers and electronics |
|  | Construction and constructors |
|  | Education |
| X | 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)

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

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

|  |  |
| --- | --- |
| x | Online ads |
| x | Film |
|  | Game |
| x | Mobile app |
| x | Mobile site |
| x | Website |
|  | TV ads |
| x | 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 |
|  | 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 |
|  | Increase Loyalty |
|  | Increase Market share |
| x | Increase ROI |
|  | 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\* | June |
| Campaign End\* | August |

**Section 3**

|  |  |
| --- | --- |
| How does the work meets your brand ideals? (200 words max) | Ster-Kinekor is SA’s largest cinema chain and the leading supporter of local cinema . Unfortunately local cinema often gets lost amongst the big Hollywood blockbusters. |
| Enter the Challenge (200 words max) | We had to find an innovative way to spread the word about the Van Der Merwe movie without the usual budgets afforded to big international marketing campaigns for big studio releases. |
| Enter insight and strategy (200 words max) | Van Der Merwe’s have had it tough in South Africa as the butt of numerous jokes so we knew they’d jump at the chance to set the record straight and relay their actual achievements. . |
| Enter execution/solution/innovation (200 words max) | We rallied Van Der Merwe across South Africa to spread the word about the Van Der Merwe movie, |
| Enter results/business effect (200 words max) | 63% of Vans that commented tagged other Vans. 50% Organic video views. Earned media of R5 million off a budget of R186 000. ROI was 25x campaign budget. As a result of the Van Der Merwe buzz, VDM was shown in 50 local cinemas as opposed to the normal 20. |
| 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 | Not yet entered |
| Names of awards this case has won | Not yet entered |

**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:

|  |  |
| --- | --- |
|  | Breakthrough ideas |
| x | Winning in the new world of Content |
|  | Proving market effectivenss |
|  | Real data and insight |
|  | Harnessing the power of technology |
|  | Creativity that connects |
|  | Fulfilling the new potential of Media |
|  | Building new brand fame and scale |
|  | Helping to create a society that works for Everyone |
|  | Making Dentsu a 100% Digita Economy Business |

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

|  |  |
| --- | --- |
| Winning In the new world of content | A totally fresh take on how to promte a movie, we created content using the Van Der Merwe communty in South Africa to promote the Van Der Merwe movie in the absence of the lavish international studio budgets typically afforded large big name movie titles. |

**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)