**Written Entry Form**

Education and awareness around FTTP or equivalent new connectivity technologies have become increasingly important to justify the extraordinary deployment and market changes we have seen throughout industry. This award will be given to the most innovative, engaged and successful campaign to publicly promote an organisation’s these new technologies. Measurement of the campaign will consider innovation in terms of the co-development of the campaign if it was created in partnership, in the methods used to communicate and engage with the target audience(s).

In judging this award, the panel will specifically be looking for evidence of the degree of innovation in scoping and developing the campaign and in measuring its overall impact; quantified details of the reach and effectiveness of the campaign; and details of any third-party involvement in developing and delivering the campaign.

We request a total word count of 1500 words +/-10% (excl. supporting docs). Any confidential data will be treated as such and only shared with the judging panel.

**Criteria**

Judges will be looking for evidence of the following points within the supplied application form (weighting percentages in brackets):

* A clear strategy with objectives based on audience insights and how the campaign was scoped and developed with a creative and novel approach to communicating its message and engaging its target audience; (30%)
* Campaign execution: how creatively and effectively the campaign reached its key audiences and achieved its objectives; (35%)
* Beyond awareness-raising: Measurement of the impact of the campaign: whether the campaign positively influenced behaviour change resulting in quantifiable impacts; (35%)

**Please fill out this written entry form (keep the document size to no more than two pages of A4 - minimum size font: Arial 10) and send to awards@ispa.org.uk by end of play on 1st July 2024. Additional supporting documents can be supplied via email. This could be in the form of a video, testimonial or other specific figures or graphs.**

**Company name**

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**A clear strategy with objectives based on audience insights and how the campaign was scoped and developed with a creative and novel approach to communicating its message and engaging its target audience**

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**Campaign execution: how creatively and effectively the campaign reached its key audiences and achieved its objectives**

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**Beyond awareness-raising: Measurement of the impact of the campaign: whether the campaign positively influenced behaviour change resulting in quantifiable impacts**

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