

PROMAXUK

EFFECTIVENESS: BEST MEDIA PLANNING



Judging Criteria

A demonstration of a successful media plan that showcases smart use of strategic thinking and expertise. A good plan would reflect effective use of tried and tested methods of on-air elements, navigation and/or innovative new strategies to deliver strong campaign KPIs.

This criteria is to celebrate the impact of a good media plan. Judging should be based on strategic, creative and effective planning, and not simply reflecting the size and reach of the campaign. Campaigns of any priority level can be submitted.

Please submit a 1-2 page PDF including the following three areas of information; (creative executions and examples can also be included)

The Background

A short description of the brief, the objectives, the plan and execution

The Challenges

Highlight any challenges (i.e. conflicting campaigns/other priorities, resource, airtime constraints, adapting to changes, reprioritisation etc)

The Achievements

Highlight key factors of why plan was critical to success of campaign, lessons learnt and post campaign analysis (i.e. different approach to achieve a different result, mitigation against challenges, new thinking to support viewer engagement, commissioning of unique assets to help to deliver on plan etc)
Best Media Plan category to be judged by a panel of experts from production across broadcasters and agencies.