



**Celebrating Excellence in
Ecommerce & Ecommerce Marketing**

PERSONAL DETAILS

- Entrant Name
- Email ID
- Contact Number
- Designation
- Company
- URL (if applicable)

CAMPAIGN DETAILS

Entrant Company:

Company Activity:

Entry Title:

Main Creative URL: (Non password protected/ accessible Google Drive Link)

Reference Material URL: (Non password protected/ accessible Google Drive Link)

Concept/ Idea:

Innovation:

Execution:

Results:

Brand Name

Parent Company for the Brand

Twitter Handle

Website Address

Date of Start of Activity:

Activity Duration:

Brand - Contact Person

Brand - Designation

Brand - Organization

Brand - Email

Brand - Mobile Number

Agency - Name

Agency - Designation

Agency - Organization

Agency - E-mail

Agency - Mobile Number

OTHER DETAILS (Answer the ones applicable)

(Each Answer Under 500 Characters (with spaces) Only)

1. How did your campaign drive website traffic and, more crucially, sales over the last 12 months?
2. How has your campaign helped you to relate to your target audience and grow your business?
3. How has the campaign delivered measurable customer value and commercial benefits?
4. What was the purpose of the campaign?
5. A clear description of the business/campaign/product objectives during the planning and designing process
6. A demonstration of innovative idea(s) and how the idea differs from existing ideas: will it alter the way other businesses/brands develop their ideas in the future?
7. A demonstration of how the creative work has delivered a competitive advantage.
8. Evidence of engaging, relevant and appropriate content for the identified audience/product