# **BW Businessworld**

**Nomination Form for BW Merit Awards 2024**

**Section A: Basic Details**

**Category Name:**

**Name of Entrant:**

**Contact Details of the Entrant:**

**Designation:**

**Agency Name:**

**Brand Name:**

**Email ID:**

**Oﬃce address (if any):**

**Campaign Name:**

**Campaign Start Date:**

**Campaign End Date:**

***Note: Your provided details will be used for the Certificate/Trophy and Social Media Posting purposes, In case you win the award. Thank you for your attention to accuracy.***

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**Section B:**

**1. Clearly explain the goals for the work done to carry out the campaign: (Max word limit 250 words)**

**2. Describe the pre-campaign stage. Please share more on the context and the planning involved. (Max word limit 250 words)**

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**3. Explain your work's strategic approach. (Max word limit 250 words)**

**4. Describe the process used to achieve the goal. (Max word limit 250 words)**

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**5. What evidence do you have that the campaign was successful? Please give statistics to back up your assertion. (Max word limit 250 words)**

**6. Share the campaign's budget. (Max word limit 250 words)**

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**Section C:**

**1. Supporting link to the work 1**

**2. Supporting link to the work 2**