**Best B2C Influence Campaign** - Entry deadline – Friday 4 October

**Entry Guidance**

* Your campaign must have been started and completed between November 2018 and November 2019. It must have been targeted at a B2C (consumer) audience.
* Please ensure your entry includes detail on any background research and strategy deployed to reach your target business audience.
* It should include objectives and process for evaluating results with demonstration of the tactics used to engage online influencers to realise impact – for example, through partnerships, content led campaigns or other tactics.
* The entry form is split into sections and the judges will award points by section. Please ensure you complete each section of the entry form.
* Please accompany the award entry with a visual image such as example of creative or social media content that is at 300 dpi or above to be used in the award materials. It will be displayed on our website and in the awards booklet should you be shortlisted.
* Additional supporting content including video, podcast examples or PDF are encouraged. If part of your entry contains video or audio, please ensure this is shared either as an attachment or WeTransfer.
* The written element of the entry should be no more than 800 words.
* Please ensure any information that you wish to remain confidential is highlighted. Anything not highlighted may otherwise be used in marketing or promotion before, during or after the awards.
* When complete please convert your entry into PDF format and send both the completed form and any supporting materials to rebecca.potts@vuelio.com.

**Category Summary**

This award has been created to recognise the very best B2C Influence campaign for 2019 based on creativity, innovative approach, execution and demonstration of results.

**Entry form**

**1.** **Context and objectives** – the challenge answered by the campaign, the target audience, objectives and targets used to measure the success of the campaign.

**2. Planning** – detail of any audience research/insight, segmentation and the campaign strategy.

**3. Delivery** – how the strategy was implemented, demonstrating how you engaged influencers to deliver impact against your objectives. Please consider including visuals and other content examples to make your entry stand out.

**4.** **Results –** summarise how thecampaign results related to the objectives set. Please include factors for why the entry should win this award.

**Campaign name:**

 **Background:**

**Planning:**

**Delivery:**

**Results:**