

ADFX Entry Questionnaire



## Generic Questions

### Name of Agency

**Author. If this is a joint entry please list the names and emails for the relevant people who worked on this case study and nominate the main contact for all enquiries relating to this case study.**

### Market Type

- Single market (Republic of Ireland)
- Multi-market
- Irish Owned Co.
- Multinational

## Section 1 - Paper details

### Case Title

### Brand Name

### Client

### Campaign Length

- Start date (month/year)
- Finish date (month/year)
- Campaign length (months)

### Campaign Type

- Direct Response
- Brand Campaign
- Brand Response

## Section 2 - Overall Effectiveness

**What was the brand's average market share before the start of the campaign you are evaluating?**

- % share of market value
- % share of market volume
- Don't know

**What was the brand's average market share after the campaign?**

- % Share of Market Value
- % Share of Market Volume
- Don't know

**What level of payback was achieved by the campaign you are evaluating?**

N.B. Include the level of time-frame for ROMI as well.

**Return on Marketing Investment (ROMI)**

**Other payback**

**Which of the following pricing categories does the brand fall into?**

- Value (i.e. less than 90% of average price)
- Mid-market (i.e. about average price)
- Premium (i.e. 20% or more than average price)
- Not Applicable

## **Section 3 - Campaign Objectives**

**Commercial Cases Only - Which of the following would you consider to be business objectives of the campaign?**

- Sales value gain
- Sales volume gain
- Profit gain
- Market share gain
- Defend market share/arrest decline in market share
- Develop new market
- Revitalise existing market
- Customer acquisition
- Customer loyalty - share of customers total category purchasing or customer retention
- Support trade
- Drive web/social media traffic
- Reduction of price sensitivity
- Change attitudes
- Other social political and not for profit aims
- Other (please specify in the box below)

**Below you will find a list of broad ways in which your campaign might have sought to change consumer behaviour attitudes and beliefs. Please indicate which of these you would consider to be of primary importance.**

	Primary	Secondary	N/A
Building brand awareness/knowledge			
Differentiation or vitality setting the brand apart			
Creating brand values or user imagery that strengthens the brands relationship with consumer			
Building the salience/fame of the brand getting it talked about or perceptions of its strength or authority			
Building a belief in the esteem and perceived quality of the brand			
Building commitment to the brand / a feeling of loyalty / brand relevance			
Building a sense of trust or security in the brand			
Directly influencing short-term behaviour such as trial website visits or search click-throughs or other direct response or overcoming barriers to purchase			

Other (please specify)

**Did the planning for your campaign draw on insights derived from behavioural economics?**

- Yes
- No

**What was the TOTAL MARKETING COMMUNICATIONS budget including production media and agency fees for the entire campaign(s) described in your paper? Please estimate if you do not have the exact figure.**

**Commercial Cases Only. Please please do your best to answer this question!  
What was:**

(a) the category your brand competes with (narrow e.g. soft drinks OR broad e.g. health promotion)

(b) the MEDIA spend for your brand

(c) the total MEDIA spend for your brands category over the same period

(d) your brands overall % share of voice over the evaluation period?

**Evaluation period (e.g. Jan 2017 - Oct -2017)**

**Over the campaign evaluation period what was (a) the media spend of your brand (b) the total category media spend and (c) your brand share of voice in the following key media channels?**

	Brand Spend (€)	Total Category Spend (€)	Brand Share of Voice (%)
TV			
Cinema			
Radio			
Outdoor			
Press			
Digital			
Other			
Total			

- Other (name)
- Dont know

**What proportion of your overall campaign was accounted for by the following?**

- Brand building (%)
- Sales activation (%)
- Total (100%)

**Did the campaign that you have evaluated win any major creative advertising or media awards?**

- Yes
- No
- Don't know

**If yes, which of the following major creative advertising and media awards were won by the campaign you have evaluated? Please advise whether the awards were grand prix, gold, silver or bronze in the 'Other' box below.**

List whether the awards were Grand Prix, Gold, Silver, Bronze, Special

- ICAD
- Media Awards
- An Post Smart Marketing Awards

- APMC Awards
- Kinsale Shark Awards
- Cannes Lions Awards
- D&AD
- Any Creative Awards
- IPA Effectiveness
- Effie Effectiveness
- IAPI effectiveness (previous years)
- IAPI effectiveness this year (TBC)
- Any Effectiveness
- AIM Awards
- Marketing Society Research Excellence Awards
- PR Awards
- Client Internal Awards
- Other (insert)