

ADFX Entry Questionnaire

This is a sample questionnaire to allow agencies to prepare their answers in advance. If you have any queries about the content of the ADFX Entry Questionnaire, please contact jay@iapi.com



1. Year of Entry

2. Name of Agency

3. 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.

Main Contact - Name & Email:

Additional Author - Name & Email:

Additional Author - Name & Email:

Additional Author - Name & Email:

Additional Author - Name & Email:

4. Please provide a contact in the client company (e.g. insights, finance etc.) who can confirm the accuracy of the data in your case study?

Name

Job Title

Email

Phone Number

5. Which category are you entering?

- FMCG
- Pharmaceutical, Healthcare, Cosmetics & Toiletries
- Corporate, Finance & Services
- IT/Telecommunications & Digital
- Leisure, Media & Entertainment
- Electrical Consumer Goods
- Automotive
- Retail & Fashion
- Alcoholic Beverages
- Public Service, Social Welfare & Education
- Small Budget
- New Launch
- Long Term Effectiveness

6. Market Type

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

Bottom of Form

7. Paper Details

Case Title

Brand Name

Client

8. Campaign Length

Start date (month/year)

Finish date (month/year)

9. Overall, would you say your campaign is:

- Short Term (6 months or less)
- Long Term (more than 6 months)

10. Campaign Type

- Direct Response (The customer can reply to show interest in a product or service, by filling a form, phoning a number, sending an email)
- Brand Campaign (The goals of a branding advertising campaign are to favourably develop brand image and awareness.)
- Brand Response (The purpose of all activity is to drive response (both short and longer term) while building the brand).

11. 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

12. What was the brands average market share after the campaign?

% Share of market value

% Share of market volume

Don't know

13. Over the length of your campaign what was the change seen in:

% Share of market value

% Share of market volume

Don't know

14. Per month of campaign, what was the average change seen in:

% Share of market value

% Share of market volume

Don't know

15. What level of payback was achieved by the campaign you are evaluating? N.B. Include the level of time-frame for ROMI as well. (Please click here for more information on ROMI)

Return on Marketing investment (ROMI)

Other payback

16. 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

17. 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 of 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)

18. 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 primary or secondary importance or not applicable

	Primary	Secondary	N/A
Building brand awareness/knowledge	<input type="radio"/> Building brand awareness/knowledge Primary	<input type="radio"/> Building brand awareness/knowledge Secondary	<input type="radio"/> Building brand awareness/knowledge N/A
Differentiation or vitality setting the brand apart	<input type="radio"/> Differentiation or vitality setting the brand apart Primary	<input type="radio"/> Differentiation or vitality setting the brand apart Secondary	<input type="radio"/> Differentiation or vitality setting the brand apart N/A
Creating brand values or user imagery that strengthens the brands relationship with the consumer	<input type="radio"/> Creating brand values or user imagery that strengthens the brands relationship with the consumer Primary	<input type="radio"/> Creating brand values or user imagery that strengthens the brands relationship with the consumer Secondary	<input type="radio"/> Creating brand values or user imagery that strengthens the brands relationship with the consumer N/A
Building the salience/fame of the brand getting it talked about or perceptions of its strength or authority	<input type="radio"/> Building the salience/fame of the brand getting it talked about or perceptions of its strength or authority Primary	<input type="radio"/> Building the salience/fame of the brand getting it talked about or perceptions of its strength or authority Secondary	<input type="radio"/> Building the salience/fame of the brand getting it talked about or perceptions of its strength or authority N/A
Building a belief in the esteem and perceived quality of the brand	<input type="radio"/> Building a belief in the esteem and perceived quality of the brand Primary	<input type="radio"/> Building a belief in the esteem and perceived quality of the brand Secondary	<input type="radio"/> Building a belief in the esteem and perceived quality of the brand N/A
Building commitment to the brand/a feeling of loyalty/brand relevance	<input type="radio"/> Building commitment to the brand/a feeling of loyalty/brand relevance Primary	<input type="radio"/> Building commitment to the brand/a feeling of loyalty/brand relevance Secondary	<input type="radio"/> Building commitment to the brand/a feeling of loyalty/brand relevance N/A
Building a sense of trust or security in the brand	<input type="radio"/> Building a sense of trust or security in the brand Primary	<input type="radio"/> Building a sense of trust or security in the brand Secondary	<input type="radio"/> Building a sense of trust or security in the brand N/A

	Primary	Secondary	N/A
Directly influencing short-term behaviour such as trial website visits or search click-throughs or other direct response or overcoming barriers to purchase	<input type="radio"/> Directly influencing short-term behaviour such as trial website visits or search click-throughs or other direct response or overcoming barriers to purchase Primary	<input type="radio"/> Directly influencing short-term behaviour such as trial website visits or search click-throughs or other direct response or overcoming barriers to purchase Secondary	<input type="radio"/> Directly influencing short-term behaviour such as trial website visits or search click-throughs or other direct response or overcoming barriers to purchase N/A

Other (please specify)

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

- Yes
- No

20. 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 exact figure.

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

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

The MEDIA spend for your brand

The total MEDIA spend for your brands category over the same period

Your brands overall % share of voice over the evaluation period?

21. Did you use the following media in your campaign?

- TV
- Press
- Outdoor
- Radio
- Cinema
- Digital
- Other (please specify)

22. Overall, how many media (see list above) did you use in your campaign?

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

Over the campaign evaluation period what was

- **the media spend of your brand**
- **the total category media spend and**
- **your brand share of voice in the following key media channels?**

23. TV

Brand Spend €

Total Category Spend €

Brand Share of Voice %

24. Press

Brand Spend €

Total Category Spend €

Brand Share of Voice %

25. Outdoor

Brand Spend €

Total Category Spend €

Brand Share of Voice %

26. Radio

Brand Spend €

Total Category Spend €

Brand Share of Voice %

27. Cinema

Brand Spend €

Total Category Spend €

Brand Share of Voice %

28. Digital

Brand Spend €

Total Category Spend €

Brand Share of Voice %

29. Other

Brand Spend €

Total Category Spend €

Brand Share of Voice %

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

Brand Building (%)

Sales Activation (%)

Total (100%)

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

- Yes
- No
- Don't know

32. 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.

	Grand Prix	Gold	Silver	Bronze
ICAD	<input type="radio"/> ICAD Grand Prix	<input type="radio"/> ICAD Gold	<input type="radio"/> ICAD Silver	<input type="radio"/> ICAD Bronze
Media Awards	<input type="radio"/> Media Awards Grand Prix	<input type="radio"/> Media Awards Gold	<input type="radio"/> Media Awards Silver	<input type="radio"/> Media Awards Bronze
An Post Smart Marketing Awards	<input type="radio"/> An Post Smart Marketing Awards Grand Prix	<input type="radio"/> An Post Smart Marketing Awards Gold	<input type="radio"/> An Post Smart Marketing Awards Silver	<input type="radio"/> An Post Smart Marketing Awards Bronze
APMC Awards	<input type="radio"/> APMC Awards Grand Prix	<input type="radio"/> APMC Awards Gold	<input type="radio"/> APMC Awards Silver	<input type="radio"/> APMC Awards Bronze
Kinsale Shark Awards	<input type="radio"/> Kinsale Shark Awards Grand Prix	<input type="radio"/> Kinsale Shark Awards Gold	<input type="radio"/> Kinsale Shark Awards Silver	<input type="radio"/> Kinsale Shark Awards Bronze
Cannes Lions Awards	<input type="radio"/> Cannes Lions Awards Grand Prix	<input type="radio"/> Cannes Lions Awards Gold	<input type="radio"/> Cannes Lions Awards Silver	<input type="radio"/> Cannes Lions Awards Bronze

Grand Prix

Gold

Silver

Bronze

D&AD	<input type="radio"/> D&AD Grand Prix	<input type="radio"/> D&AD Gold	<input type="radio"/> D&AD Silver	<input type="radio"/> D&AD Bronze
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IPA Effectiveness (Previous years)	<input type="radio"/> IPA Effectiveness (Previous years) Grand Prix	<input type="radio"/> IPA Effectiveness (Previous years) Gold	<input type="radio"/> IPA Effectiveness (Previous years) Silver	<input type="radio"/> IPA Effectiveness (Previous years) Bronze
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IPA Effectiveness (This year tbc)	<input type="radio"/> IPA Effectiveness (This year tbc) Grand Prix	<input type="radio"/> IPA Effectiveness (This year tbc) Gold	<input type="radio"/> IPA Effectiveness (This year tbc) Silver	<input type="radio"/> IPA Effectiveness (This year tbc) Bronze
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AIM Awards	<input type="radio"/> AIM Awards Grand Prix	<input type="radio"/> AIM Awards Gold	<input type="radio"/> AIM Awards Silver	<input type="radio"/> AIM Awards Bronze
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Marketing Society Research Excellence Awards	<input type="radio"/> Marketing Society Research Excellence Awards Grand Prix	<input type="radio"/> Marketing Society Research Excellence Awards Gold	<input type="radio"/> Marketing Society Research Excellence Awards Silver	<input type="radio"/> Marketing Society Research Excellence Awards Bronze
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PR Awards	<input type="radio"/> PR Awards Grand Prix	<input type="radio"/> PR Awards Gold	<input type="radio"/> PR Awards Silver	<input type="radio"/> PR Awards Bronze
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Client internal awards	<input type="radio"/> Client internal awards Grand Prix	<input type="radio"/> Client internal awards Gold	<input type="radio"/> Client internal awards Silver	<input type="radio"/> Client internal awards Bronze
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Other (please specify)