

- Q1. What was the brief / delivery requirement / shopper campaign task? (Max 150 words)
- Q2. Describe what went into the idea/execution of this brief? (Max 100 words)
- Q3. What did the brand and/or business set out to achieve? Who was the target shopper? How was success measured? Consider trial, loyalty, increase basket size, purchase frequency etc.? (Max 200 words)
- Q4. What was the shopper opportunity? What were the objective/growth drivers? Think about the dynamics the brand faces in the various retail environments, barriers, and opportunities - these should be specific to the campaign objectives and deliverables. (Max 200 words)
- Q5. What was the untapped need or insight on the brand, category or audience that unlocked the commercial opportunity? (Max 150 words)
- Q6. What were the mechanics and touchpoints used, why were they selected and what were the design considerations? How were the touchpoints used? (Max 100 words)
- Q7. What is the entry's targeted retail environment? (Max 50 words)
- Q8. What added value was brought to the project? Eg: A joint business partnership/trade exchange. Value added items or promotional prizes. Added value media spent or an extension.
- Q9. What was duration of the campaign?
- Q10. Clearly show how the execution / campaign resulted in something measurable linking.

