

# Submit your work

The following form should be completed and returned by the planner who worked on the campaign

1/7

## LAUNCH DATE

2/7

## DURATION

3/7

## MEDIA TYPE

- |  |                                       |  |   |
|--|---------------------------------------|--|---|
| <input type="checkbox"/> Ambient guerrilla     | <input type="checkbox"/> Film         | <input type="checkbox"/> Out of Home       | <input type="checkbox"/> TV Commercial          |
| <input type="checkbox"/> Apps                  | <input type="checkbox"/> Games        | <input type="checkbox"/> Print             | <input type="checkbox"/> Twitter                |
| <input type="checkbox"/> Branded entertainment | <input type="checkbox"/> Gaming       | <input type="checkbox"/> Product Placement | <input type="checkbox"/> User Generated Content |
| <input type="checkbox"/> Branded Utility       | <input type="checkbox"/> Integrated   | <input type="checkbox"/> Retail            | <input type="checkbox"/> Viral                  |
| <input type="checkbox"/> CSR                   | <input type="checkbox"/> Mobile       | <input type="checkbox"/> Social Media      | <input type="checkbox"/> Websites Microsites    |
| <input type="checkbox"/> Events                | <input type="checkbox"/> Online       | <input type="checkbox"/> Sponsorship       |   |
| <input type="checkbox"/> Facebook              | <input type="checkbox"/> Online Video | <input type="checkbox"/> TV                |   |

4/7

## TARGET AUDIENCE

- |                                  |                                 |
|----------------------------------|---------------------------------|
| <input type="checkbox"/> 0 – 12  | <input type="checkbox"/> Male   |
| <input type="checkbox"/> 13 – 18 | <input type="checkbox"/> Female |
| <input type="checkbox"/> 19 – 24 | <input type="checkbox"/> Both   |
| <input type="checkbox"/> 25 – 34 |                                 |
| <input type="checkbox"/> 35 – 50 |                                 |
| <input type="checkbox"/> 50+     |                                 |

5/7

## WHAT WERE THE CLIENT'S PRIMARY BUSINESS OBJECTIVES?

- |   |  |  |   |
|---|--|--|---|
| <input type="checkbox"/> Change attitudes                                 | <input type="checkbox"/> Drive footfall in store         | <input type="checkbox"/> Increase social media following / drive web traffic | <input type="checkbox"/> Raise awareness            |
| <input type="checkbox"/> Customer acquisition                             | <input type="checkbox"/> Dramatise a key product benefit | <input type="checkbox"/> Launch new product                                  | <input type="checkbox"/> Reduce price sensitivity   |
| <input type="checkbox"/> Customer retention                               | <input type="checkbox"/> Earn media / increase exposure  | <input type="checkbox"/> Market share gain                                   | <input type="checkbox"/> Revitalise existing market |
| <input type="checkbox"/> Defend market share                              |  | <input type="checkbox"/> Profit gain   | <input type="checkbox"/> Sales value gain           |
| <input type="checkbox"/> Develop new market (e.g. territory, demographic) |  |  | <input type="checkbox"/> Sales volume gain          |

Other  
Please specify

6/7

## CAMPAIGN DETAILS

Please describe the creative brief

Describe the execution of the campaign

Describe the insight into the product, market and consumer that led to the campaign, citing any relevant primary or secondary research

Is there anything about the history of the company, its marketing or the cultural context of the campaign that our readers might not know? (e.g. is this part of a long-running campaign?)

7/7

## RESULTS

Please list specific soft, intermediate and hard results demonstrating the success of this campaign  
(For example, sales effectiveness, ROI, PR coverage, brand awareness, click-through rates, footfall)

Please return this form to [submit@contagious.com](mailto:submit@contagious.com)

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**Contagious I/O** is a collaborative and fully customisable research platform, based on our dynamic global archive of the most effective brand-funded ideas. With over 12,000 subscribers, I/O is used and read by some of the world's most influential marketers.

[www.contagious.com](http://www.contagious.com)



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Mike Cookson, media director  
Europe & global football, Nike