

MITX AWARDS

MAY 25, 2017

AT ROYALE

CHEERS TO 21 YEARS

Campaign Categories:

Background Information:

Agency / Company responsible for the project / campaign
Company for whom the campaign was created for
Title of Campaign/Project
What was the budget for the campaign?

What is it:

In a concise way, describe the project / campaign. What is it and who is it targeted for?

Please provide a URL with link to demo or video of project / campaign.

- Provide any necessary log-in requirements for accessing this link

What was the strategy?

Outline the business and/or marketing goals of the project / campaign. Provide details on specific objectives such as: (200 word limit)

- Brand awareness
- Purchase intent
- Direct response
- Email captures
- Sales

Marketing goals can be qualitative and/or quantitative.

Describe the strategic approach you took in planning the project / campaign. What problem were you trying to solve? (200 word limit)

How was this executed?

Describe the project / campaign execution. Provide the following details: (200 word limit)

- What tactics were used to meet the goals?
- Why and how were these tactics used?
- Describe client / internal challenges, logistical constraints, technical challenges, etc. and how you overcame them.

What were the results? (200 word limit)

Detail the effectiveness of the project / campaign. Provide the following details:

- How well did it achieve against the goals?
- What metrics show that the project met or surpassed expectations?
- How did the results compare to industry standards?

Why is this different and innovative? (200 word limit)

What significantly differentiates this project / campaign from others? Tell us your story.

- Explain the collaboration that took place, both internally and externally if applicable. (Finalists may be asked to create a video that explains the story/collaboration.)
- Did you use innovative tactics/strategies/technologies that make it unique?
- Why should your entry win?

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Tech Categories:

Background Information:

Company responsible for the creation of the technology

Company for whom the technology was created for (if applicable) / Your company

Name of technology

What is it: (200 word limit)

Describe the Technology. Provide details on:

- Target Buyer
- Competition / Current marketplace
- Logistical constraints
- Technical challenges

Please provide a URL with link to demo or a pitch deck of your technology.

- Provide any necessary log-in requirements for accessing this link

What was the strategy?

Outline the problem that this technology solves. (200 word limit)

- What is the underlying insight or market need that drove the creation of this technology?

What is the value proposition? (150 word limit)

Describe the approach you took in creating this technology. (200 word limit)

- Provide details on this approach and any unique elements on how this technology was developed.

What were the results? (200 word limit)

Detail the effectiveness or business impact of the technology. Provide the following details:

- How well did it achieve against the goals?
- What metrics show that the project met or surpassed expectations?

Why is this different and innovative? (200 word limit)

What significantly differentiates this technology from others? Tell us your story.

- Explain the collaboration that took place, both internal and external if applicable. (Finalists may be asked to create a video that explains the story/collaboration.)
- What innovative tactics / strategies did you employ that make it unique?
- Why should your entry win?

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Game Changer Categories:

Provide some background on who this person or company is: (200 word limit)

What is it? Who is involved?

New, different, and disruptive? (200 word limit)

How is what this person or company accomplishing disruptive, imaginative, new, and different?

Moves the industry forward because? 200 word limit)

Explain why and how this person or company is moving the industry forward?

Additional Detail: (200 word limit)

Provide further detail about why this person or company was nominated for this specific category.