

Submit your work

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

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LAUNCH DATE

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DURATION

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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 | |

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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+ | |

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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

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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?)

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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

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Who are we, who reads us, and why would you want to be featured?

We sift through thousands of submissions and articles every quarter, and from those we only ever feature a tiny number of what we consider to be exceptional campaigns, startups and brands.

Contagious magazine is a quarterly print and online publication for agency creatives and strategists, and brand marketers. We were founded ten years ago to help agencies make sense of a changing landscape in technology and consumer marketing. Subscribers from the brand side include: Nike, Heineken, Google, Louis Vuitton and Red Bull. And we're read by all the world's top agencies.

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.

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Mike Cookson, media director
Europe & global football, Nike