



SAMPLE FORM, NOT FOR OFFLINE COMPLETION

## BEST USE OF SOCIAL MEDIA IN SPORTS

This category recognises an organisation, team, event, or agency that has executed the most effective and creative Public Relations and Communications strategy in the Middle East sports industry during the eligibility period (1st January 2025 – 31st December 2025).

Judges will evaluate the strategy's clarity of objectives, the originality of the creative concept, the effectiveness of message delivery across all channels (e.g., traditional media, digital, social), and the ability to proactively and reactively manage the public narrative.

Key considerations include the campaign's success in driving measurable shifts in brand perception, achieving target media coverage, managing a crisis, or supporting key commercial and engagement goals. Submissions must provide clear evidence of campaign reach, sentiment analysis, and the ultimate business or strategic impact.

### JUDGING CRITERIA

This category will be judged on the clarity and relevance of the communication strategy and objectives, as well as the quality of insights informing the approach, including audience understanding, market context, and brand positioning. Assessment will focus on creativity and originality in messaging and storytelling, evaluating how effectively narratives are developed to create emotional or cultural resonance with target audiences. Evaluation will focus on execution quality and multi-channel integration, including professionalism across PR, digital, social, and media channels, consistency of messaging, and alignment with the brand or event identity.

Impact and effectiveness will be measured through proven, data-backed results such as media coverage, engagement levels, audience growth, sentiment improvement, reputation enhancement, and the strength of stakeholder communication and influence on public perception.

Judges will consider legacy and long-term value, including the contribution to brand reputation or communication standards, sustainability and continuity of the strategy, its potential for replication or scale, and evidence of lasting impact on stakeholders, fans, or the wider sports community.

### ENTRY DETAILS

**Organisation Name**

(Max 8 words | 40 characters)

**Submitted By (Full Name)**

(Max 8 words | 40 characters)

**Submitted by (Title)**

(Max 8 words | 40 characters)

**Email Address**

(Max 40 characters)

**Website**

UPLOAD URL

**Name visible on screen for shortlisting**

This will appear on screen and on the winners trophy (Max 8 words | 40 characters)

## ENTRY FORM

### 1. Strategy Overview and Objectives (150 words)

a. What did you do? Provide an overview of the social media-driven campaign or program, including the primary objectives and the specific platforms utilized (e.g., TikTok, Instagram, X, YouTube)

b. Why should you win this award?

### 2. Achievements in 2025 (200 words)

What were the most significant achievements of this social media strategy during the eligibility period? Highlight specific milestones, such as record-breaking reach, viral moments, or significant community growth.

### 3. Innovation and Creative Approach (150 words)

Describe how you demonstrated innovation and creativity in your content. Provide examples of unique content formats, platform-specific tools, or storytelling techniques that set this strategy apart from competitors

### 4. Collaboration and Digital Expertise (150 words)

Highlight how collaboration (e.g., with influencers, athletes, or fans) or the team's technical expertise enhanced the campaign's delivery. How did these elements contribute to the strategy's authenticity and impact?

### 5. Adaptability to Social Trends (150 words)

How did your strategy adapt to rapidly shifting social media trends or algorithm changes during 2025? Provide examples of how you navigated digital challenges to maintain audience engagement.

### 6. Authenticity and Brand Alignment (150 words)

How did you ensure that the content remained authentic and aligned with the values of the sport or brand? Describe how you maintained a consistent "voice" while managing community interactions and sentiment.

### 7. Measurable Outcomes (150 words)

Share data and metrics from 2025 that demonstrate success. Include specific KPIs such as engagement rates, reach, follower growth, watch time, and any evidence of conversions or positive sentiment shifts.

### 8. Ethics, Responsibility & Community Management (150 words)

Vision for the Future How has the success of this strategy influenced your future social media roadmap? What steps are you taking to continue innovating in the ever-evolving digital sports landscape?

## SUPPORTING DOCUMENTS REQUIREMENTS

### 1. Client Success Stories

Maximum 2 – Can be written quotes or video testimonials  
UPLOAD OPTION

### 2. Social Media Case Study (1 page)

Objectives, strategy, execution, innovation and results.  
UPLOAD PDF

### 3. Logos

1x EPS or AI vector logo  
1x hi-res JPEG/PNG (300dpi)  
UPLOAD OPTION

### 4. Main Video for Shortlisting

1x Video hi-res max 60 sec/100 MB Rights-cleared for publication  
UPLOAD OPTION