



SAMPLE FORM, NOT FOR OFFLINE COMPLETION

CAMPAIGN OF THE YEAR

This category recognises an outstanding integrated sports marketing campaign that has delivered exceptional impact, creativity, and strategic excellence in the Middle East. Eligible campaigns, including product launches, event promotions, retail activations, or sports tourism initiatives, will be evaluated on their ability to deliver a cohesive narrative across multiple platforms and channels.

Judges will consider the campaign's success over the past year, including how it engaged its target audience, elevated the brand or event profile, and achieved core objectives through innovative thinking. Key considerations include strategic alignment with industry trends, adaptability to regional challenges, meaningful fan and stakeholder engagement, high-level collaboration, creative storytelling, and ethical marketing practices.

Submissions should highlight measurable outcomes, such as increased brand awareness, audience reach, or revenue growth; supported by data and testimonials. The campaign must have been delivered in one or more Middle Eastern countries between 1 January 2025 and 31 December 2025.

JUDGING CRITERIA

Judges will assess the strategic execution and creative excellence of marketing or communications campaigns that enhance brand positioning and engage target audiences. Evaluation will focus on campaign planning, storytelling, and delivery across multiple platforms for a cohesive and consistent message.

Submissions must demonstrate meaningful audience engagement and measurable impact, including brand awareness, behavior change, sales, or other commercial outcomes. Campaigns will be evaluated on reach, influence, long-term brand value, and the use of innovative, ethical, and responsible marketing practices.

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. Overview (150 words)

- a. What is the campaign? Include its objectives, target audience, and the specific needs or challenges it aimed to address.(150 words)
- b. Why should you win this award?

2. Key Campaign Elements (200 words)

Describe the key elements of your campaign
Include messaging, creative execution, and the platforms or channels used. How did these elements work together to deliver an integrated campaign?

3. Innovation and Creativity (150 words)

How did your campaign demonstrate innovation or creativity?
Provide examples of unique strategies, ideas, or approaches that made the campaign stand out.

4. Target Audience Engagement (150 words)

How did the campaign engage the target audience effectively?
Share specific examples of interactions, activations, or initiatives that resonated with the audience.

5. Use of Multiple Platforms (150 words)

Explain how your campaign utilized multiple platforms or channels to deliver a cohesive narrative.
How did the integration of these platforms enhance the campaign's reach and impact?

6. Challenges and Solutions (150 words)

Describe any challenges faced during the campaign's execution and how they were overcome. What lessons were learned?

7. Alignment with Objectives (150 words)

How did the campaign's outcomes align with its original objectives?
Highlight the goals achieved and any significant milestones or results that exceeded expectations

8. Quantifiable Results (150 words)

Provide measurable results that demonstrate the campaign's success. Examples might include increased brand awareness, sales growth, market share improvement, or measurable behavioral change.

9. Legacy and Future Vision (150 words)

What lasting impact has the campaign had on the brand, organisation, or community?
How will the campaign's success influence future marketing initiatives?

SUPPORTING DOCUMENTS REQUIREMENTS

1. Client Success Stories

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

2. Campaign Case Study (1 page)

Objectives, strategy, execution, innovation and results.
UPLOAD PDF
UPLOAD CAMPAIGN VIDEO
UPLOAD 2 POSTS

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