

Company name:

Category applying for:

### Section 1

(300 words)

#### The Challenge

- What problem were you trying to solve?
- What was the context (market, internal, challenges)?

**Pro tips:**

- ✓ Keep this concise - focus on the key challenge
- ✓ Add some humour!

#### Strategy & Approach

- What was your plan?
- What were your goals?
- How were you going to track success?
- Increase engagement by X%
- Decrease attrition by Y%

**Pro tips:**

- ✓ This is where judges look for thinking, rather than activity
- ✓ Showcase creativity & teamwork

### Section 2

(300 words)

#### Execution

- What did you do?
- What made your approach different or innovative?
- What channels/tactics/ Reward Gateway | Edenred products did you use?
- What made this campaign impactful/different?

**Pro tip:**

- ✓ Focus on the most impactful elements

### Section 3

(300 words)

#### Results

- What did you achieve?
- Include clear metrics and outcomes

**Pro tips:**

- ✓ % improvements
- ✓ Before vs after comparisons
- ✓ Use bolding, bullet points, and formatting to emphasise your results.

#### Optional Add-On

- Consider adding some supporting evidence e.g. screenshots, charts, testimonials.
- You may include up to five pieces of static evidence and one piece of dynamic collateral of up to 5 minutes. (e.g. a video)