**Entry Name:** Click or tap here to enter text.

**Entry Company:** Click or tap here to enter text.

**Email Address:** Click or tap here to enter text.

**Category Name:** Click or tap here to enter text.

**Sub-Category Name:** Click or tap here to enter text.

**Campaign Name:** Click or tap here to enter text.

**Period in review:** Click or tap here to enter text.

**Question 1 - Relevance and Messaging**

How does the campaign ensure its messaging is tailored to resonate with its target audience, and how clearly and effectively does it communicate key messages about the brand’s product offerings, benefits, or values? (Max 250 words)

Answer: Click or tap here to enter text.

**Question 2 - Creativity and Visual Appeal**

What unique and innovative elements does the campaign incorporate in its concept, design, and execution to stand out in the sector / category, and how does it capture and maintain audience attention? (Max 250 words)

Answer: Click or tap here to enter text.

**Question 3 - Strategic Placement and Contextual Relevance**

Describe the strategy behind the placement of the OOH advertisements. How does the chosen location(s) enhance the campaign's visibility and impact, ensuring it reaches the target audience effectively? (Max 250 words)

Answer: Click or tap here to enter text.

**Question 4 - Integration of OOH Media**

How does the campaign leverage different OOH media formats (e.g., billboards, transit ads, digital signage, experiential installations) to engage the target audience? Provide examples of strategic placement and creative adaptation across these formats. (Max 250 words)

Answer: Click or tap here to enter text.

**Question 5 - Engagement and Call to Action**

In what ways does the campaign include calls to action (CTAs) that encourage audience engagement and prompt further interaction? Describe the effectiveness of these CTAs in driving actions such as visiting a website, using social media hashtags, or scanning QR codes. (Max 250 words)

Answer: Click or tap here to enter text.