

2013 ANA Multicultural Excellence Awards
ENTRY ID #

Agency Contact Information

Name
Title
Agency
Phone
Email

Client Contact Information

Name
Title
Company
Phone
Email

Entry Information

Campaign title
Run time

Background

Short paragraph on campaign background (75-100 words)

Objectives

- 2-3 objectives e.g. Connect with Hispanic consumers through ...
- Drive acquisitions by

Target Audience

- E.g. Hispanic Dominant and Bicultural consumers (18-49 years old)
- E.g. Tech savvy, Asian Adults 25-54

Results (examples)

- Increased share of market by XX% in targeted segment
- Sweepstakes delivered XX total entries
- Total revenue grew by XX%
- Acquired XX additional fans to Facebook page
- Increased conversion rate, yielding a decreased CPO (Cost per Order) (XX% vs. control).