



Helpful tips and judge insights to note as you complete your REGGIE submissions

- **Write fully formed thoughts and sentences in response to the questions.**
More information will give judges a better understanding of the full scope of your campaign.
- **Make sure your initial objectives have measurable goals.**
- **Be clear on how the “Big Idea” came to life.**
- **Share and back up your insights.**
Judges appreciate an activation rooted in primary research.
- **Results - be specific!**
Judges will be looking for results that truly moved the needle and achieved the stated objectives. Results are key to your entry.
- **Utilize the new Sources Cited field on the entry form.**
By not including Sources information within the main entry sections, you can maximize your word count on each question to tell your story.
- **Correctly fill in all fields pertaining to the campaign details.**
The awards team will populate finalist details directly from the entry form, so be sure the Entry Title, Client Information, Brand/Product name is entered exactly as you would like it to be written if selected as a finalist. This includes spacing, punctuation, capitalization, etc.
- **Don’t forget to proof your entries.**
Grammatical errors can easily distract from an otherwise stellar case study.
- **Make sure you are entering your campaign in the category best suited for the entry.**
Many campaigns incorporate several brand activation tactics, so be sure your case study speaks to elements of the campaign that match the category selected.
***The same campaign **can** be entered into multiple categories — this will allow you to showcase the full scope of your campaign.*
- **Including a case study video or sizzle reel can strengthen your written case and bring your story to life.**
In addition to individual creative files (images, videos, social posts, etc.) that highlight specific elements utilized during your activation, a case study video or sizzle reel is a great way to showcase all the elements of your campaign.



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