

BEST MULTI-FACETED MARKETING CAMPAIGN RECOGNISING STRATEGIC EXCELLENCE ACROSS MULTIPLE CHANNELS

This award honours a brand, clinic, or individual that has executed an outstanding marketing campaign across multiple touchpoints. It rewards those who think beyond a single platform to create cohesive, strategic messaging that drives results. Judges will look for clear alignment between brand voice, marketing objectives, and the use of multiple tools to deliver an integrated and impactful campaign.

WHAT JUDGES ARE LOOKING FOR:



INTEGRATED STRATEGY:

Demonstrates clear, strategic planning and seamless execution across multiple platforms (e.g. email, social, website, in-clinic, PR, print).



CONSISTENT MESSAGING:

Maintains a cohesive brand voice, visual identity, and narrative across all marketing channels.



CREATIVITY & INNOVATION:

Originality in campaign design and message delivery. Bonus for unique or trend-setting approaches.

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WHAT JUDGES ARE LOOKING FOR CONTINUED:



MEASURABLE OUTCOMES:

Did the campaign take risks? Was it different from what others were doing? Judges will reward creative approaches that pushed boundaries or started trends.



DETAILED KPIS INCLUDING

engagement, conversions, ROI, lead generation or new client acquisition.



CHANNEL-SPECIFIC EXCELLENCE:

Tailoring of content and message to suit the strengths of each channel.

TIPS FOR ENTRANTS:

Include visuals of your campaign (e.g. email screenshots, social media, ads, landing pages).

Share insights into your strategy: why you chose each channel, how you connected them, and your timeline.

Use metrics to demonstrate impact: open rates, click-throughs, bookings, follower growth, revenue lift, etc.