BEST SOCIAL MEDIA CAMPAIGN

Recognising Innovation, Impact & Engagement

This award celebrates the clinic, brand, or individual who has executed an outstanding social media campaign demonstrating clear objectives, measurable success, and powerful audience engagement. The ideal submission highlights a campaign that was not only aesthetically compelling but also strategic, consistent, and brand-aligned.

WHAT JUDGES ARE LOOKING FOR

CLEAR OBJECTIVES

What was the campaign trying to achieve? For example, increasing bookings, raising brand awareness, launching a product, or building community engagement.

CONTENT QUALITY & CREATIVITY

Judges will consider originality, storytelling, aesthetic consistency, and emotional resonance. Include examples of visually compelling, on-brand content.

AUDIENCE ENGAGEMENT

Show evidence of high engagement — likes, comments, shares, saves, and user-generated content — proving the campaign resonated with the intended audience.

PLATFORM UTILISATION

Demonstrate savvy use of platform tools like Instagram Reels, TikTok, Stories, Lives, or Facebook Ads. Bonus points for multi-platform cohesion.

INNOVATION & ORIGINALITY

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

METRICS & RESULTS

Include reach, impressions, engagement rates, follower growth, link clicks, bookings, or ROI. The more quantifiable the results, the better.

BRAND ALIGNMENT

Was the campaign aligned with the tone, values, and visual identity of the clinic or brand?

Tips for Entrants

— Include before-and-after screenshots, a campaign timeline, and any promotional assets.

— Highlight collaboration with influencers, user-generated content, or community participation if relevant.

— Explain how the campaign evolved over time and what lessons were learned.