

# CÚSPIDE STRATEGY AND EFFECTIVENESS ENTRY FORMAT ( PAPER)

## BASIC INFORMATION

Entry Title:

Company:

Brand:

Product:

Category:

Dates Effort Ran: \_\_\_\_\_ to \_\_\_\_\_

Total paid media investment:

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## CONTENT (maximum of 600 words)

1. Case Study Log Line (The essence of the paper in 30 words)

### Strategy (40%)

1. Context, Target and Objectives
2. Problem Definition
3. Propelling Insight
4. Strategic Solution

### Creative (30%)

1. Big idea, execution and channels

### Results (30%)

1. Results
2. Learnings for the industry

## CASE STUDY LOGLINE

State in 30 words or less the absolute essence of the paper. This section intends to create interest and excitement about the story of the case. The logline encapsulates the drama and glory of the brand effort.

## CONTEXT, TARGET, OBJECTIVES, PROBLEM DEFINITION, PROPELLING INSIGHT, STRATEGIC SOLUTIONS

(40% OF TOTAL SCORE)

### CONTEXT, TARGET AND OBJECTIVES

Describe the market scenario in which this work was conceived. Transport the judges to that moment and make them understand what the brand was facing and the important variables that you considered in the strategy. Define the target audience to whom this work had to influence and clearly state the objectives and KPI's that were set and aimed to meet. Be very specific as to how success was going to be measured. Any piece of data included here must have valid sources. No data sources, no awards.

## PROBLEM DEFINITION

In a short sentence, describe the single problem chosen to solve so the brand could achieve the desired results. A great problem definition leads to great solutions.

## PROPELLING INSIGHT

Describe the most revealing and inspiring discovery you made, the one that propelled the strategic solution. Tell us how you arrived at it and why this was the one you chose to work with.

## STRATEGIC SOLUTION

Here you need to tell us about the strategic idea that would solve the problem effectively. Describe what clever action needed to be done to solve the problem. This solution set the task for the creative work. A great strategic solution can be expressed in two lines; if you can't, then your strategy is not very good.

**CREATIVE**  
**(30% OF TOTAL SCORE)**

**BIG IDEA, EXECUTION AND CHANNELS**

Describe in one sentence the big idea and then tell us only the most important things we need to know about the execution so we have a clear understanding and appreciation of how the idea was brought to life and the communication channels and resources in which it was delivered.

**RESULTS**  
**(30% OF TOTAL SCORE)**

**RESULTS**

Remember those goals and metrics you set at the beginning of the paper? Now you have to show us the numbers that tell a story of success. These results must be absolutely coherent and in sync with the objectives previously set. These results must have verifiable sources otherwise the entry it will be disqualified.

## LEARNINGS FOR THE INDUSTRY

Tell us about what can the industry learn from this work and the process that made it possible. How this paper can improve our way of making communications and marketing?  
This section will not be scored.