



WELCOME TO UCSC MRKTNG AWARDS

All applications must be submitted in English with costs shown in Euros.

Name of the shopping mall *

Company name *

Responsible person *

First Name

Last Name

Position *

Contact Phone Number *

Area Code

Phone Number

Contact E-mail *

example@example.com

Shopping mall address *

Street Address

City

Postal / Zip Code

Country

Choose the Award *

Corporate Social Responsibility

Tactical Activation

Best Social Media Campaign

Creative of the Year

Name of Campaign *

DESCRIPTION OF ENTRY

This entry description offers a concise overview of your project, providing context for the judges and serving as the official introduction should your submission be announced as a winner at the awards ceremony.

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Consider the Entry Summary as a concise marketing roadmap for your project. It should cover four essential components:

- Goals
- Action
- Results
- Budget

Whenever possible, use bullet points instead of long paragraphs to ensure clarity and easy reading.

GOALS (UP TO 10 POINTS)

Project Rationale & Strategic Alignment

- What inspired this initiative?

Explain the core motivation or challenge that led to the development of the project. What gap, opportunity, or business need did it aim to address?

- Why was this approach chosen?

Describe the reasoning behind your specific solution or concept. What made this idea the best fit for the situation?

- Support with data and insights:

Include any relevant research, customer feedback, market analysis, or performance data that supports your approach and reinforces its necessity.

- Project overview and strategic fit:

Summarize the key facts — timing, scale, target audience, channels, etc. — and clearly show how the project aligns with your broader marketing goals and brand strategy.

The judges are looking for well-grounded ideas backed by evidence, with a strong connection between concept and execution.

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ACTION (UP TO 10 POINTS)

- How was the project executed?

Describe the step-by-step process used to bring the idea to life — from planning to rollout. Highlight key phases and milestones.

- What actions were taken to achieve the objectives?

Detail the specific tactics, campaigns, or activities implemented to meet the set goals. Focus on what was done, not just what was planned.

- What resources were involved?

Outline the team structure, budget, tools, technologies, or partnerships that supported the project's success.

- What made the implementation stand out?

Emphasize any innovative methods, challenges overcome, or standout features in your approach that distinguish this project from others.

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INNOVATION (UP TO 10 POINTS)

What made your project genuinely innovative?

Describe how your idea introduced something fresh — whether through concept, execution, or impact.

What differentiated it from conventional approaches?

What challenges did you face and how did you overcome them?

Explain the hurdles encountered during the project — logistical, creative, or strategic — and how your team successfully navigated them.

Why does your project raise the bar for the industry?

Demonstrate how your work breaks new ground and establishes a new benchmark for creativity, effectiveness, or influence in your field.

Judges are seeking projects that push boundaries, redefine norms, and inspire the industry to think bigger.

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RESULTS (UP TO 10 POINTS)

What measurable impact did your project deliver?

Present both qualitative insights and hard data that reflect how well you met your SMART objectives.

Demonstrate effectiveness through results:

Highlight key performance indicators, growth metrics, or audience feedback that clearly show the project's success.

Connect spend to outcome:

Illustrate the relationship between your investment and the value generated. Was the budget used efficiently to achieve strong results?

Show the Return on Investment (ROI):

Provide a euro-for-euro comparison that quantifies how your marketing efforts translated into tangible business value.

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BUDGET (UP TO 10 POINTS)

Tell us a short story about budget using.

Was the investment justified?

Assess whether the funds allocated to the project were used wisely and strategically.

Was the budget efficient in meeting objectives?

Demonstrate how the allocated resources delivered strong outcomes without unnecessary overspend.

Did the team show creativity in managing costs?

Highlight any innovative or resourceful budgeting approaches that maintained high quality and impact despite financial constraints.

Present your project's cost as a percentage of your total annual marketing budget.

Be sure to include all creative costs, agency fees, and retainers in your financial summary.

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Presentation

A digital file of up to 25 pages may be submitted to provide additional context and support for your entry. This document can include any relevant materials that help illustrate the scope and impact of your project – such as media coverage summaries, advertising examples, brochures, event photos, press releases, and other promotional assets that reinforce your case.

Budget

This document outlines the full financial breakdown of the project, including creative fees, agency retainers, production costs, and other related expenses. It also indicates the project's budget as a percentage of the total annual marketing spend, providing transparency and context for cost-effectiveness and ROI evaluation.

Audio & Video

Each entry may include one audio file and one video file only.

These should showcase elements related to either the advertising or publicity aspects of your project. All examples must be compiled into a single audio or video file, with a maximum duration of **4 minutes**. You are permitted to submit edited and narrated footage featuring real events, publicity efforts, or advertising activities, provided the total length does not exceed four minutes.

Please remember: this edited clip will count as your one and only eligible video file for the entry.

Please note: judges will only review the first 4 minutes of each submitted file, so ensure your most compelling content appears early.

Links

You can add up to 10 links that are related to your case.

