

Sample form, not for offline completion.

Visit <https://prolificnorth.awardsplatform.com> to enter.



## Best Brand Activation

This award recognizes the most creative and effective brand activations that bring brand experiences to life. Judges will be looking for activations that demonstrate originality, audience engagement, measurable impact, and a strong connection to the brand's core values. Whether it's an experiential event, a pop-up installation, a guerrilla marketing stunt, or an interactive campaign, this category celebrates activations that captivate audiences, generate buzz, and leave a lasting impression.

Please structure your entry name in the following format:

- **Agency /Team Name** for Agency/Organisation/Team Awards  
or
- **Agency Name & Client Name - Campaign Name** for Campaigns, Initiatives or Projects Awards  
or
- **Full name - Company name** for Individual Awards

Please keep this concise as it will appear on the website & brochure if you are shortlisted.

Entry name

Name of Company/Team

The name of the company/agency that the entry is for (this information will be used in the awards show, should you be nominated and on the trophy engraving should you win).

Client (optional)

The name of the client you did the work for (this information will be used in the awards show, should you be nominated and on the trophy engraving should you win)

LinkedIn Social Handle (optional)

This is so we can congratulate you on social media, in the event of a nomination or win.

Instagram Social Handle (optional)

This is so we can congratulate you on social media, in the event of a nomination or win.

X Social Handle (optional)

This is so we can congratulate you on social media, in the event of a nomination or win.

Company website (optional)

Objective(s)

150 words

Tell us what you were looking to achieve from your campaign/project or initiative and any targets that were set. We recommend showing targets as quantifiable metrics e.g., 'Increase conversions from 150 to 300 a month' rather than 'Increase conversions by 10%'. Judges pay specific attention to this section and love to read objectives that are clear, specific and measurable. Please keep within 150 words.

Budgets

60 words

Please include a breakdown of implementation costs, staffing costs, agency fees etc. If you are unable to provide a detailed budget breakdown, please include at least an indication of the budget banding - this can be what differentiates your entry from other entries! All elements of the entry form are confidential, and judges will not share this information.

Target audience & strategy

250 words

Outline your overall strategy for achieving your objectives, including details about your target audience and your approach to reaching them. Please keep within 250 words.

## Implementation

350 words

Bring your campaign, project or initiative to life by detailing its implementation. How did you execute your creative vision? Highlight the most innovative aspects and explain how they drove success. Share specific examples of overcoming unique challenges during the process. (350 words max)

## Results & evaluation

250 words

How did your campaign, project or initiative perform against your stated objectives and targets? Demonstrate the impact with clear evidence and quantifiable results, using actual numbers wherever possible. (250 words max)

## Office location(s)

Please list your office locations

## Number of employees (full & part time)

How many people does the entrant employ?

## Company logo (regular) (optional)



The logo of the company you wish to be credited for this entry. Format: jpeg or png Size: Max 5 MB

## Company logo (white) (optional)



The white version of the logo of the company you wish to be credited for this entry. Format: jpeg or png Size: Max 5 MB

## Why should your entry or nomination win?

150 words

What makes your entry truly stand out? Concisely summarise the unique qualities and impactful results that distinguish it from other entries. (150 words max)

## Entry image (optional)



Please submit one high-quality landscape image in JPEG format with a maximum file size of 5MB. Images should be at least 1920 pixels wide and depict key elements of your entry. Please use a clear naming convention (e.g., CompanyName\_CategoryName.jpg)." This will be the image we will use across marketing and event materials in the event of a nomination or win and should not be your logo.

## Entry Video (optional)

You have the option to add either a Youtube or Vimeo link (please make sure to have your video set to public). This video should be of your entry or to support your written entry and shouldn't be longer than 3 minutes - please let us know if you'd like your video to be kept confidential otherwise we might choose to show it on the night should you win. You will not be penalised if you do not include a video - it is optional.

If you have uploaded a video, please tick this box if you want it kept confidential. (optional)