

# Campaign Submission Template

## Introduction to the African Digital Awards Submission

We are excited to introduce the African Digital Awards, an evolution of the esteemed Moroccan Digital Awards, now expanding to celebrate excellence across the entire African continent. These awards, originally part of the African Digital Summit (ADS), have long honored the most outstanding digital achievements within Morocco. This year, we are broadening our scope to recognize and celebrate the most innovative and impactful digital campaigns from all African markets.

As part of this prestigious competition, we invite you to submit your campaign details using the following template. This document will allow you to provide comprehensive information about your project, showcasing your creativity, strategy, and impact. Please ensure that all relevant fields are completed accurately, as this will play a crucial role in the evaluation process.

We look forward to seeing your remarkable work and wish you the best of luck in the African Digital Awards!

Identification Field	Details
Name of the project lead	
Job Title	
Email	
Phone	
Address	
Project Team	
Company/Organization	
Industry Sector	
Brand	
Agency/ies	
Campaign Name	
Campaign Airing Dates	
Target Audience	
Award Category	

## Instructions to Fill the Template

### Scoring:

**Evaluation Criteria:** Each criterion is scored according to the following scale:

- **Fail to deliver**
- **Partially delivered**
- **Delivered**
- **Over-delivered**
- **Best in class**

### Application:

- You must submit a separate template for each award category in which your campaign is being considered.
- The criteria listed in the template are intended to guide your submission. Please include all relevant Key Business Indicators (KBIs) and details that best showcase your campaign's success.
- The jury may adjust the weighting of the KBIs depending on the award category, as not all KBIs are equally relevant for every type of award.
- Please ensure that you fill in all blank fields.

We encourage you to complete each section thoroughly to give the jury a comprehensive view of your campaign's strengths and impact.

### ADA Evaluation Grid

Evaluation Criteria	Weight (out of 100)	Criteria key elements	Description	Criteria key elements weight	Suggested/Expected KBIs *	Narratives and data for the candidate
<b>Criterion 1 : Strategic challenge</b>	<b>20</b>	<b>Quality of the analysis</b>	how the deep understanding of the macro context, competitive contexte, trends, consumer, customers, environment, business context... helped bring clarity on the business opprtunity or challenge to solve	10	-	
		<b>Problem Articulation</b>	how clearly articulated is the business problematic we're trying to solve and how it sets the stage to bring the right creative idea that will solve the problematic	10	-	

Criterion 2 : Idea	20	<b>Creativity</b> how disruptive is the idea vs the usual business practices, how out of the box the thinking is	5	-	
		<b>Originality</b> how unique, distinct, differentiated is the idea	5	-	
		<b>Storytelling</b> The technique of captivating an audience with a coherent and engaging narrative	5	-	
		<b>Solution Fit</b> to which degree the idea effectively addresses the identified problematic	5	Complementarity of the media used and originality of these media, Fit between brand and asset, Fit between influencer and brand, Personalization, Relevance	

<b>Criterion 3 : Bringing idea to life</b>	<b>30</b>	<b>Innovation</b>	how unique yet impactful are the connection points used to amplify the idea	10	Use of AI	
		<b>Idea Scalability</b>	how easy is it to scale the idea over multiple connection points, how liquid is the idea	10	Sustainable sourcing, the ability of AI tools to handle increasing volumes of data and content, Model improvement, Continuous learning, Test and learn	

		<p><b>Media Integration Quality</b></p>	<p>how smart, efficient, effective is the media plan and how it helps deliver the audience reach targets</p>	<p>5</p>	<p>Media budget management, Alignment with influencer's audience</p>	
		<p><b>Plan Execution</b></p>	<p>how good is the operationalization and the execution of the plan on the ground</p>	<p>5</p>	<p>Complementarity between different touchpoints, Optimization of touchpoints, Asset versatility, Adaptation rate, Asset lifecycle, Criteria for choosing the influencer (profiling, fit with the brand, credibility, clear image), Quality of the content, Personalization rate, A/B testing rate, Data synchronization rate, Database qualification, Data size, Data acquisition, Consistency across channels, Behavioral changes, Policy changes, Partnerships, Carbon footprint , Sustainable sourcing, Diversity, Data integration, Automation, Data analysis, Usability testing, Aesthetic appeal, Intuitiveness, Mobile optimization, Load time, Data empowered</p>	

<b>Criterion 4 : Results</b>	<b>30</b>	<b>Business</b>	what was the impact on the topline (sales, revenue, volumes, transactions, market share...)	6	Sales lift , Revenue, Market share, Return on investment, Growth rate , Average order value , Cost per acquisition/ engagement, Optimization of contact cost , Customer lifetime value, Marketing mix modeling, Referrals, Return on ad spend, Frequency of visits, Cart abandonment rate, CRM usage rate, Click-to-brick rate, Brick-to-click rate, Cross-channel attribution, Social impact, Waste reduction, Time saved, Model accuracy, Website traffic, Click-through rate,	
		<b>Brand equity/ Corporate equity</b>	what was the impact on the brand equity and/or the corporate reputation	6	Impact on brand awareness (brand / campaign), Brand Image, Brand Loyalty, Corporate Reputation, Corporate Social Responsibility, Impact on the awareness, Brand sentiment, Measurable impact on populations/environment (number of people reached, real impact on people's lives, how many gained access to water, for example), on brand equity	
		<b>Media reach</b>	what was the audience exposure and impact across various media channels	6	Reach / Impressions, Community growth, Viral reach, Content output, Engagement, cost optimization, cost per contact, cost per acquisition, leads, media buying performance	

		<b>Consumer Behavior</b>	What changes in purchasing patterns, consumer behavior, product usage and/or consumption influenced by the campaign	6	Purchase intent, Purchase frequency, Conversion rate, Engagement rate, User-generated content, Engagement rate, Click-through rate, Video completion rate, Share of voice, Sentiment analysis, User-generated content, Fan recruitment, Views, Time on site, Bounce rate, Pages per visit, Data history (digital behavior of users), Customer journey mapping, Dwell time, Customer database qualification,	
		<b>Consumer / Customer Satisfaction</b>	to what extent the product or service is perceived by the consumers, customer or users and meets their expectations	6	Differentiation, Customer retention rate, Memorability, Community growth, Net promoter score, Overall customer satisfaction, Trust, Reliability, Favorability, Admiration for the brand, Customer reviews and ratings, Customer satisfaction surveys, Virality	

**\* This list of criteria is for inspiration only. Candidates can submit in their cases the available and relevant kbis to tell their story. The jury might adjust the weighting of the kbis depending on the award as not all kbis are relevant for each and every award type .**