# The Fulcrum Awards 2018

**General instructions** - Please read the following instructions carefully before filling the entry form. Your entry form can be rejected if instructions are not followed.

* The Entry Form consists of six sections
* **Section A and B are mandatory and should be completed by all entrants.**
* Please answer the sections applicable to your entry and delete the extra sections before submitting the form.
* Please answer all questions in the exact sequence as asked. You may choose to present your responses creatively using jpegs, infographics and such. However, please stay within the word limit specified for each question and give appropriate references for any extra documents attached.
* **Complete Section C if you are submitting** your entry for the Technique (Campaign) Category.
* Complete Section D if you are submitting your entry for the Sector (Campaign) Category
* Complete Section E if you are submitting your entry for the Special Awards Category.
* Complete Section F if you are submitting your entry for the Individual – In-house Professional or Individual Consultancy Professional Category
* Please complete the form in clear and crisp language.
* Do not forget to attach supporting documents
* The font should not be less than 10.

# Section A:

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| *Organisation or Consultancy name: One who is submitting* |  |
| *Category: Choose and write only the desired category* | Technique Campaign /Sector Campaign/ Individual – In-house Professional OR Individual Consultancy Professional / Special Awards |
| *Sub Category:* | Refer the Category section for various options |

# Section B:

Top of Form

**100 WORD NOMINATION DESCRIPTION:** *Please provide 100 words to summarise your nomination (campaign/nominee/team/consultancy).This will be used on the awards website, should your nomina­­­tion be shortlisted.*

Bottom of Form

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| **SECTION C – TECHNIQUE (CAMPAIGN) ENTRY FORM** |
| **Client name or the organisation name:** |
| **Consultancy name:** |
| **Campaign title:** Please keep this concise (not more than 10 words) as it will appear on the awards website & brochure, if you are shortlisted and on an award, if you win. We reserve the right to shorten entry titles if necessary. |

***Please provide details of the campaign or project that you are submitting the entry for basis the questions asked. The answers have to be within the 1000 word count. If your total word count is over this word limit, you will be penalised.***

1. **Objectives & budget** (Please include a breakdown of implementation costs, staffing costs etc.)
2. **Audience insight & strategy developed**
3. **Implementation and creativity**
4. **Results & evaluation** (Please relate these directly to the objectives stated above, or you may be penalised)
5. **Why do you think your entry should win this award?**

**Other details that you may give**

* **URLs** if any, on the above work
* **Details of any supporting documents that are being submitted:** Please remember to attach when submitting this entry form

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| **SECTION D – SECTOR (CAMPAIGN) ENTRY FORM** |
| **Client name or the organisation name:** |
| **Consultancy name:** |
| **Campaign title:** Please keep this concise (not more than 10 words) as it will appear on the awards website & brochure, if you are shortlisted and on an award, if you win. We reserve the right to shorten entry titles if necessary. |

***Please provide details of the campaign or project that you are submitting the entry for basis the questions asked. The answers have to be within the 1000 word count. If your total word count is over this word limit, you will be penalised.***

1. **Objectives & budget** (Please include a breakdown of implementation costs, staffing costs etc.)
2. **Audience insight & strategy developed**
3. **Implementation and creativity**
4. **Results & evaluation** (Please relate these directly to the objectives stated above, or you may be penalised)
5. **Why do you think your entry should win this award?**

**Other details that you may give**

* **URLs** if any, on the above work
* **Details of any supporting documents that are being submitted:** Please remember to attach when submitting this entry form

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| **SECTION E – SPECIAL AWARDS CATEGORY ENTRY FORM**  Please complete the following sections providing details of the team or consultancy that you are submitting the entry for. |
| **In-House Team/Consultancy name:** |

***All answers supplied must be within the 1500 word count. If your total word count for the questions mentioned below is over this word limit, you will be penalised***

1. **Total fees for last year and profitability of your department or the consultancy: We recommend a CA certificate to be attached for the last audited results.**
2. **Details of the team: Please include number of employees and roles in in-house category and if consultancy then do share total strength with details of servicing and support staff details. Remember to share roles and responsibilities of your core team**
3. **Your objective for last year**
4. **Recent star campaigns or work example(s) that you are proud of: Please include crisp case studies with objectives, implementation strategies, results and evaluation)**
5. **Details of any recent achievements**
6. **Details of the challenges faced in last one year and how these were overcome**
7. **Why should your entry win?**

**Other details that you may give**

* **URL**s if any, on the above work
* **Details of any supporting documents that are being submitted:** Please remember to attach when submitting this entry form

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| **SECTION F – IN-HOUSE PROFESSIONAL OR INDIVIDUAL CONSULTANCY PROFESSIONAL ENTRY FORM**  (Please note entries can be self nominated or nominated by a third party. There are 11 individual categories that acknowledge professionals from corporate communications and Consultancies. In house professional should be born on or before December 31st 1977 and consultancy individual born on or before December 31st, 1980. in or before 1980 |
| **Entry Category: (Consultancy professional or In-house professional)** |
| **Name, job title and organisation of the nominee:** |
| **Contact details of the nominee:**(Please include a contact phone number and email address) |
| **Date of birth of the nominee: (**In house professional should be born in or before  December 31st1977 and consultancy individual born on or before December 31st, 1980 in or before 1980 ) |

***All answers supplied must be within the 1000 word count. If your total word count for the four questions mentioned below is over this word limit, you will be penalised***

1. **Details of the nominee** (Please include current and previous job roles etc).
2. **Recent work example/s**
3. **Details of your achievements in the last one year**
4. **Why should the nominee win this award?**

**Other details that you may give**

* **URLs** if any, on the above work
* **Details of any supporting documents that are being submitted:** Please remember to attach when submitting this entry form

***By submitting this form you agree to the terms and conditions and declare that all facts and figures contained within are accurate and true, and that permission to enter has been given by all involved parties.***