# The Fulcrum Awards 2019 - Technique Awards

*Please provide details of the campaign or project that you are submitting the entry for, basis the questions asked. Do read “Things to Remember” page of the website carefully. Entries which are not in accordance to the rules and regulations, will be disqualified.*

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| --- | --- |
| Name of the brand whose campaign is being submitted  |  |
| Campaign Start Date & End Date  |  |
| Campaign Budget |  |

You may respond to the following five questions as is in this document in maximum of two pages or respond using an A4 size storyboard that covers all the responses.

1. **Challenge being addressed/Objectives of the campaign**
2. **Insights and strategy developed**
3. **Ideas and tactics**
4. **Results and evaluation** (Please relate these directly to the objectives stated above)
5. **Why do you think your entry should win this award?** (Please address this in not more than five bullet points)
* **URLs** if any, on the above work maybe shared as a footnote
* **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.***