# **The Fulcrum Awards 2024 - Technique Awards**

*Entries that are not in accordance with the rules and regulations, will be disqualified. You may respond to the following questions as is in this document in a maximum of* ***two pages only****. Note: This form will be reviewed only post evaluating the A4 Storyboard*

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| **Name of the brand whose campaign is being submitted** |  |

1. **Challenge being addressed/Objectives of the campaign**
2. **Insights and strategy developed**
3. **Idea and tactic**
4. **Results and evaluation** (Please relate these directly to the objectives stated above. Additionally, please share the budget of the campaign.)

* **URLs** if any, on the above work may be shared as a footnote **(maximum of five only)**

***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.***