



STRATEGIC EXCELLENCE AWARDS

2021 HMC STRATEGIC EXCELLENCE AWARDS CASE STUDY WORKSHEET

CATEGORY SELECTION: Select a single award category for this submission. **(SELECT ONE ONLY)**

- Best Cultural Insight
- Mainstream Impact
- Impact on Innovation
- Pro-Bono
- Shopper & Experiential Excellence
- Media Connections & Content Strategy Excellence

CLIENT NAME:

BRAND, PRODUCT OR SERVICE:

WRITTEN CASE STUDY

Executive Summary: Please provide a **200 word summary** of your case submission. Topline your journey to developing a strategy that inspired a culturally relevant and impactful plan and idea. Establish key highlights of the client's objectives, your key discoveries and insights, your campaign idea, and your campaign performance. (no more than 200 words).

Definition of your challenge: Explain how your perspective helped frame your client's/brand's core problem. What were key obstacles for success, what was your strategically defined core target audience, and what measurable objectives did you set?



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The Key Insight & Strategy: Present the key tenants of your brief and strategy. Articulate and expand on the insights driving each tenant and the corresponding data that supports it. Briefly illustrate how you arrived at your communications insight. For media & shopper/experiential submissions please also describe your channel selection approach.

Execution: Describe your core creative, program or platform idea. Clearly demonstrate how your insights are reflected in the creative interpretation and execution across the different channels employed in your program or campaign. For media submissions please describe your implementation, placement and optimization activities. For shopper & experiential submissions please describe your key experience design and corresponding touch points ensuring to paint a picture of the scale of your activation.

Results: What measurable and quantifiable success did the campaign drive? Quantifiable results can include sales lifts, share growth, brand health improvements, audience reach/engagement/delivery, event attendance, lead generation, etc. How is the success linked to problem you identified and the objectives set? What was the benefit to the brand and the business?

Industry Impact: What new learnings can the industry gain from your case? How does this work contribute to advancing the understanding of multiculturalism in America? How does this work promote the importance of multicultural strategic rigor?



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Signature: (printed full name constitutes signatures and [agreement](#) to the terms of the awards)

Once your case study worksheet it's complete submit the [entry form](#), and upload this case study worksheet(s). Then, we will contact you via email to request payment and provide the link to upload your creative assets.