cairns crocodiles awards

2027 CATEGORIES & SUBMISSION CRITERIA

KEY DATES & INFORMATION

Entries Open	Wednesday, 23 September 2026
Early Bird Entries Close	Friday, 12 March 2027
On Time Entries Close	Friday, 19 March 2027
Late Entries Close	Friday, 26 March 2027
Finalists Announced	Wednesday, 21 April 2027
Live Judging	Monday, 24 May 2027 (Cairns Convention Centre)
Awards Ceremony	Thursday, 27 May 2027 (Cairns Convention Centre)

Judging Period

Examples of work must have been active in market during this period:
18 March 2026 - 18 March 2027

ENTRY PRICING

Early Bird Entry	$755 AUD + GST
On-Time Entry	$855 AUD + GST
Late Entry	$955 AUD + GST

ENTER NOW

2027 CATEGORIES

CRAFT

1. AI Craft
2. Branded Content
3. Design
4. Direct
5. Effectiveness **- Sponsored by Stackadapt**
6. Experiential & Activations
7. Film Craft
8. Inclusivity
9. Integrated
10. Media
11. Radio & Audio Craft
12. Strategy

CAMPAIGN

13. Advocacy - *NEW*
14. AI Innovation Campaign
15. Automotive Campaign
16. B2B Campaign
17. Beauty, Lifestyle & Fashion Campaign
18. PSA Campaign: Public Service Announcement Campaign
19. Entertainment Campaign
20. Film Campaign
21. FMCG Campaign
22. Food & Beverage Campaign
23. Healthcare & Wellness Campaign
24. Out of Home Campaign
25. Pet Care Campaign - *NEW*
26. PR Campaign
27. Print & Publishing Campaign
28. Radio & Audio Campaign
29. Retail Campaign
30. Retail Media Campaign
31. Social & Content Creator Campaign
32. Technology Campaign
33. Travel/Leisure Campaign

REGIONAL CAMPAIGNS OF THE YEAR

WINNERS SELECTED BY CAIRNS CROCODILE AWARDS COMMITTEE

The Regional Campaign of the Year Awards are given to the most outstanding campaigns submitted to the 2027 Cairns Crocodiles Awards from these four regions:

- ANZ Campaign Of The Year
- East Asia Campaign Of The Year
- South Asia Campaign Of The Year
- Southeast Asia Campaign Of The Year

These categories are not entered directly. The best campaign in each region is selected from the work entered into other categories.

cairns crocodiles awards

CRAFT

SUBMISSION REQUIREMENTS

COMPULSORY:

- **Presentation Board**
  - A3 Visual Work – Landscape Format, Submit as JPEG or PNG File ONLY)
  - A visual summary of the project for public consumption and publishing on media partner platforms.

- **Client Approval Letter (PDF)**
  - Confirmation from the client approving the submission.

- **Two-Minute Case Study Video (MOV format)**
  - A video outlining the campaign's challenge, approach, execution, and results.

- **Demonstration of execution**
  - The campaign's final, public creative execution (i.e. a film, TVC, images of OOH creative, etc.).

- **30-second downloadable reel**
  - Highlight of the campaign for public consumption and publishing on media partners. Also to be played on screen at the awards *should you win*.

OPTIONAL BUT ENCOURAGED:

- **A demo/behind the scenes film showing the work that went into crafting the campaign.**

1. AI CRAFT

SUMMARY

The AI Craft Crocodile recognises the most exceptionally crafted content developed by Generative AI technology.

This category celebrates work where AI technical skill and production expertise elevate the project to a higher level of filmmaking excellence.

The jury will evaluate how production elements such as direction, production design, cinematography and audio were applied to elevate the work.

In addition, post-production elements such as editing, colour grading, sound design, animation and visual effects will also be assessed for their role in dramatically enhancing the final execution.

This category rewards beautifully crafted AI films, rather than the use of AI technology to provide insights, strategy, targeting and other campaign capabilities.

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1. AI CRAFT

Question	Description	Word Count	Points
Question 1 Challenge, Context & Objectives	Judges will evaluate the context of the entry, including the industry category, brand challenges, and competitor landscape, to understand the degree of difficulty presented. They will assess the ambition and suitability of the objectives within the framework of the challenge. Provide background on the industry, competitors, and brand. Outline the specific production challenges faced and how the objectives were set in response to these challenges, including ambition and difficulty.	150	20
Question 2 Technical Approach and Composition	Judges will assess the technical aspects of the work, including production and post-production elements such as direction, cinematography, sound design, editing, colour grading and visual effects. Entries must illustrate the AI tools deployed and how these technical elements enhanced the overall execution. Detail the technical skills applied during production and post-production, focusing on the elements that elevated the work. Highlight any innovative approaches or technical mastery used to overcome challenges and deliver exceptional filmmaking.	250	40
Question 3 Engagement and Impact	Judges will evaluate the final impact of the AI film, looking at the clarity of the story, its ability to engage and resonate with audiences and its memorability. The emphasis will be on how the technical execution contributed to an emotional response. Provide insights into how the technical execution helped the film stand out, resonate with its target audience and deliver a powerful emotional or memorable impact. Highlight any audience feedback or measurable impact on brand perception.	250	40
Question 4 Credits	List all individuals involved in the campaign, including: • Full names • Job titles • Company/agency and role in the project This is not part of the judged criteria	NA	NA

2. BRANDED CONTENT

SUMMARY

The Branded Content Crocodile recognises the most effective brand integration or sponsorship of entertainment platforms, including but not limited to TV shows, sporting events, live events, gaming or branded social content.

The jury will focus on the suitability of the entertainment format for the target audience, the creative ideation and execution and the campaign's success in driving brand lift, recall, commercial outcomes and positive sentiment aligned with the client brief.

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2. BRANDED CONTENT

Question	Description	Word Count	Points
Question 1 Challenge, Context & Objectives	Judges will scrutinise the business challenge, the entertainment context and the ambition of the objectives. Clear articulation of how challenging it was to integrate the brand or sponsor the entertainment platform is essential. Present a thorough understanding of the entertainment platform's audience, competitive landscape and brand challenges. Define the objectives in a detailed and ambitious way, showing how the entertainment medium created unique challenges and opportunities for the brand.	150	20
Question 2 Insights & Strategy	Judges will examine the depth of the strategic thinking that drove the brand's integration or sponsorship. The strength of data-driven insights and their relevance to both the brand and entertainment format will be highly scrutinised. Clearly articulate the insights that shaped the approach. Demonstrate how these insights were unique to the entertainment format and the target audience, driving the execution. Show how the strategy was informed by consumer behaviour, entertainment consumption trends or other relevant data.	250	25
Question 3 Engagement and Impact	Judges will critically evaluate how well the strategy was executed, including the quality of the brand's integration or sponsorship within the entertainment content. Particular emphasis will be placed on how effectively the work engaged the audience and met the entertainment medium's accepted standards. Provide a detailed explanation of the creative execution, with emphasis on the seamlessness of the brand integration or sponsorship. Discuss the rationale behind the chosen communication strategies and media channels and how these choices maximised audience engagement and brand visibility. Include creative examples (e.g., film clips, visuals).	300	25
Question 4 Results & Business Impact	Judges will assess the measurable impact of the branded content or entertainment campaign on business outcomes. Emphasis will be placed on quantifiable results, such as brand lift, audience reach, engagement metrics and commercial success. Provide concrete data to support the effectiveness of the campaign. Include relevant metrics such as brand awareness, recall, sentiment analysis, social engagement, and sales impact. Demonstrate how the campaign achieved or exceeded the brand's objectives and set new standards for branded content in your industry.	300	30
Question 5 Credits	List all individuals involved in the campaign, including: • Full names • Job titles • Company/agency and role in the project This is not part of the judged criteria	NA	NA

3. DESIGN

SUMMARY

The Design Crocodile honours exceptional visual communication that significantly influences consumer behaviour and enhances brand perception.

Entries should demonstrate an innovative use of colour psychology, typography and visual hierarchy to evoke specific emotional responses. They should strategically apply design principles to strengthen brand identity and clarify messaging, showcasing how these elements lead to measurable impacts on consumer engagement, recognition and purchasing decisions.

Additionally, entries must integrate insights from consumer psychology to create persuasive and memorable designs that effectively solve communication challenges and drive desired actions. Judges will evaluate submissions based on creativity, strategic alignment with brand objectives and quantifiable results in terms of consumer response and business outcomes.

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3. DESIGN

Question	Description	Word Count	Points
Question 1 Challenge, Context & Objectives	Judges will assess the clarity and complexity of the design challenge, the context provided about the industry and brand, and the ambition of the design objectives. Provide essential background on the brand, industry and competitors. Clearly outline the design challenges faced and objectives set, highlighting any industry-specific obstacles overcome and how ambitious and suitable the design goals were in achieving the intended impact.	150	20
Question 2 Insights & Strategy	Judges will evaluate the strategic thinking behind the design, including unique insights, how they shaped the creative approach and how the design connects with the target audience. Detail the strategic process behind the design, focusing on key insights that informed the approach. Highlight how these insights influenced the creative direction, the understanding of the target audience and the innovative application of design principles.	200	30
Question 3 Execution & Business Impact	Judges will examine the execution of the design strategy, including creative choices, use of design elements and innovative visual communication techniques that brought the idea to life. Judges will assess the quantifiable outcomes of the campaign and how effectively the design elements translated into business success. Explain how the design strategy was brought to life, emphasising the creative concept and its alignment with the strategy. Detail the choice of typography, color, imagery and how these design elements were integrated innovatively to address the design challenges and meet the objectives.	250	50
Question 4 Credits	List all individuals involved in the campaign, including: • Full names • Job titles • Company/agency and role in the project This is not part of the judged criteria	NA	NA

4. DIRECT

SUMMARY

The Direct Crocodile recognises the most effective campaign that drives a direct response from a brand's target audience.

The jury will assess how well the campaign leveraged strategy or data to specifically target audiences, resulting in measurable brand engagement, actions or sales.

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4. DIRECT

Question	Description	Word Count	Points
Question 1 Challenge, Context & Objectives	Judges will evaluate the industry context, competitor landscape, and the specific brand challenges addressed. Emphasis will be placed on the degree of difficulty and ambition of the objectives. Provide essential background on the brand, industry and competitors. Outline the degree of difficulty of the challenge and the objectives set, providing quantifiable context to evaluate the case's effectiveness.	150	15
Question 2 Insights & Strategy	Judges will assess the depth of understanding of the brand, target audience and business objectives. They will also evaluate the strength of the strategic leap and whether it led to an effective creative idea. Detail the unique insights or strategic leaps that guided the campaign. Explain how these insights shaped the strategy, focusing on the connection between the target audience and the business objectives.	200	20
Question 3 Execution	Judges will evaluate the execution of the strategy, focusing on the alignment between creative, communication and media strategies. The emphasis is on how the execution engaged the audience and led to a direct response. Provide a detailed account of how the strategy was brought to life through creative, communication and media execution. Highlight the rationale behind media choices and the effectiveness of the campaign in eliciting a direct response from the target audience.	250	25
Question 4 Results & Business Impact	Judges will assess the quantifiable outcomes of the campaign, focusing on how the campaign directly influenced audience behavior and achieved measurable business results. Special emphasis will be given to campaigns that can clearly attribute direct outcomes to the strategic and creative approach. Provide concrete data showcasing the direct impact of the campaign. Include metrics such as response rates, conversion rates, sales uplift, lead generation or other relevant KPIs. Show how the campaign achieved or exceeded direct response objectives and contributed to business success.	300	40
Question 5 Credits	List all individuals involved in the campaign, including: • Full names • Job titles • Company/agency and role in the project This is not part of the judged criteria	NA	NA

5. EFFECTIVENESS

Sponsored by

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SUMMARY

The Effectiveness Crocodile recognises the measurable impact of creative thinking on brand and business outcomes. The work submitted must demonstrate how a unique, creative strategy directly led to quantifiable business success. Open to all strategic thinkers, this category is open to any campaign, channel, discipline, execution or platform—so long as it has creatively tackled a business problem.

Judges will look for a clear, quantifiable business challenge and a strategic insight or creative idea that achieved results unattainable without this specific approach. Strong consideration will be given to entries that isolate the impact of creative thinking, effectively discounting other contributing factors.

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5. EFFECTIVENESS

Sponsored by StackAdapt

Question	Description	Word Count	Points
Question 1 Challenge, Context & Objectives	Judges will evaluate the industry context, competitor landscape, and the specific brand challenges addressed. Emphasis will be placed on the degree of difficulty and ambition of the objectives. Provide essential background on the brand, industry and competitors. Outline the degree of difficulty of the challenge and the objectives set, providing quantifiable context to evaluate the case's effectiveness.	150	15
Question 2 Insights & Strategy	Judges will assess the depth of understanding of the brand, target audience and business objectives. They will also evaluate the strength of the strategic leap and whether it led to an effective creative idea. Detail the unique insights or strategic leaps that guided the campaign. Explain how these insights shaped the strategy, focusing on the connection between the target audience and the business objectives.	200	15
Question 3 Execution	Judges will evaluate the creative execution and media strategy, with a focus on how well these elements brought the strategy to life. The potential to drive business or behavioural outcomes will be key. Provide a thorough explanation of how the creative execution and media channels were selected and aligned with the strategy. Detail the rationale behind the chosen touchpoints and how they contributed to business outcomes.	250	20
Question 4 Results & Business Impact	Judges will assess the measurable impact of the campaign, focusing on how effectively the creative strategy translated into business success. Emphasis will be placed on the quality of evidence provided, such as ROI, sales uplift and market share growth. Provide detailed results that show the business impact of the campaign. Include metrics such as revenue growth, return on investment (ROI), market share changes and any other relevant KPIs. Clearly link the creative strategy to the business outcomes achieved, demonstrating the effectiveness of the work.	300	50
Question 5 Credits	List all individuals involved in the campaign, including: • Full names • Job titles • Company/agency and role in the project This is not part of the judged criteria	NA	NA

6. EXPERIENTIAL & ACTIVATIONS

SUMMARY

The Experiential and Activations Crocodile recognises the most innovative and effective brand experience or activation designed to create a strong connection between the consumer and the brand or product. This category highlights the curation of physical or virtual spaces that offer a holistic brand experience, driving results, positive brand sentiment and commercial success. The jury will focus on how the brand was brought to life, the design of the customer journey and the optimisation of the experience.

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6. EXPERIENTIAL & ACTIVATIONS

Question	Description	Word Count	Points
Question 1 Challenge, Context & Objectives	Judges will evaluate the clarity and complexity of the business challenge and the objectives. Weight will be given to the ambition of the objectives and the context provided about the industry, competitors and brand. Provide essential background on the brand, competitors and the industry context. Outline the challenge and objectives, and demonstrate how the strategy aligned with the brand's broader goals.	150	15
Question 2 Insights & Strategy	Judges will assess the strategic thinking and insights that informed the development of the experience or activation. The focus will be on how these insights led to the creative approach. Detail the insights that shaped the activation strategy. Explain how these insights informed your approach, including the customer journey and how the experience aligns with the brand's business objectives.	200	15
Question 3 Execution	Judges will evaluate the execution of the strategy, including how well the brand was brought to life, the curation of the space and the optimisation of the customer journey. The potential to drive brand sentiment and business results will be key. Provide a detailed account of how the strategy and creative ideas were brought to life. Highlight the design, communications and media strategies, explaining how these elements contributed to the success of the activation and engagement with the target audience.	250	30
Question 4 Results & Business Impact	Judges will assess the measurable impact of the experience or activation, focusing on the effectiveness of the work in achieving the brand's objectives. Emphasis will be placed on how well the activation influenced brand sentiment, customer engagement and business results. Provide detailed results that show the impact of the experience or activation. Include metrics such as audience reach, engagement levels, changes in brand perception, and business outcomes like sales uplift or customer acquisition. Demonstrate how the activation effectively met or exceeded the set objectives.	300	40
Question 5 Credits	List all individuals involved in the campaign, including: • Full names • Job titles • Company/agency and role in the project This is not part of the judged criteria	NA	NA

7. FILM CRAFT

SUMMARY

The Film Craft Crocodile recognises the most exceptionally crafted screen content, where the focus is on outstanding filmmaking and technical execution rather than the idea itself. This category celebrates work where technical skill and production expertise elevate the project to a higher level of filmmaking excellence.

The jury will evaluate how production elements such as direction, casting, production design, cinematography and audio were applied to elevate the work. In addition, post-production elements such as editing, colour grading, sound design, animation and visual effects will also be assessed for their role in dramatically enhancing the final execution.

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7. FILM CRAFT

Question	Description	Word Count	Points
Question 1 Challenge, Context & Objectives	Judges will evaluate the context of the entry, including the industry category, brand challenges, and competitor landscape, to understand the degree of difficulty presented. They will assess the ambition and suitability of the objectives within the framework of the challenge. Provide background on the industry, competitors, and brand. Outline the specific production challenges faced and how the objectives were set in response to these challenges, including ambition and difficulty.	150	15
Question 2 Technical Approach & Composition	Judges will assess the technical aspects of the work, including production and post-production elements such as direction, cinematography, sound design, editing, colour grading and visual effects. The focus will be on how these technical elements enhanced the overall execution. Detail the technical skills applied during production and post-production, focusing on the elements that elevated the work. Highlight any innovative approaches or technical mastery used to overcome challenges and deliver exceptional filmmaking.	250	50
Question 3 Engagement & Impact	Judges will evaluate the final impact of the film, looking at the clarity of the story, its ability to engage and resonate with audiences and its memorability. The emphasis will be on how the technical execution contributed to an emotional response. Provide insights into how the technical execution helped the film stand out, resonate with its target audience and deliver a powerful emotional or memorable impact. Highlight any audience feedback or measurable impact on brand perception.	250	35
Question 4 Credits	List all individuals involved in the campaign, including: • Full names • Job titles • Company/agency and role in the project This is not part of the judged criteria	NA	NA

8. INCLUSIVITY

SUMMARY

The Inclusivity Crocodile recognises the authentic representation of people with physical and/or intellectual disabilities, both in front of the camera and behind the scenes in crew roles. The work can feature a person with a disability as the lead talent or more subtly integrate people with disabilities into support roles, aiming to normalise disability in mainstream media and advertising settings.

The produced work should challenge negative misconceptions about disability by portraying it under the social model of disability, which focuses on removing barriers like attitudinal, physical or communication challenges. The work should avoid framing people with disabilities as inspirational subjects or focusing excessively on their disability. Instead, it should present disability as a part of everyday life, challenging misconceptions by following the Inclusively Made 8 pillars of inclusion: Inclusive Casting and Concept Development, Accessible Auditions, Inclusive Crew Roles, Inclusive Mentoring, Accessible Documentation, Accessible Locations, Safe and Inclusive Work Environment, and Accessible Broadcast.

The jury will look for innovative and creative work that sets a new benchmark in inclusive casting, working and creative execution.

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8. INCLUSIVITY

Question	Description	Word Count	Points
Question 1 Inclusive Casting & Concept Development	Judges will evaluate whether people with disabilities are featured in lead or supporting roles and if they were consulted at the ideation stage of the concept development. Detail how people with disabilities were involved in casting and concept development. Explain if they were featured in lead roles or as extras and how they were consulted during the development of the campaign.	150	25
Question 2 Accessible Auditions & Productions	Judges will assess whether auditions were accessible to people with disabilities, including considerations such as wheelchair access or virtual auditions if requested. Judges will assess whether the documentation, such as call sheets, was accessible to all, and if filming locations were accessible for people with disabilities to participate in a dignified and inclusive way. Provide details on the accessibility of auditions. Highlight if the location was wheelchair accessible or if virtual options were available to accommodate participants with disabilities. Provide information on how documentation was made accessible and how filming locations ensured accessibility for all participants, focusing on dignity and inclusion.	150	25
Question 3 Safe & Inclusive Work Environment, including Crew Roles & Mentoring	Judges will evaluate whether opportunities were provided for people with disabilities to work in crew roles or as attachments and whether mentoring opportunities were offered. Judges will evaluate whether the work environment was inclusive and supportive for all staff, ensuring a safe and inclusive production process for people with disabilities. Outline how crew roles were made available to individuals with disabilities and whether mentoring opportunities were provided to support their professional growth in the project. Describe how the work environment was created to be inclusive and supportive for all staff, with specific considerations for people with disabilities.	150	30
Question 4 Accessible Broadcast	Judges will assess whether the broadcast provided accessibility features, such as captioning or audio description, to ensure the content could be enjoyed by all. Explain how the final broadcast incorporated accessibility features, such as captioning or audio description, to ensure people with disabilities could fully enjoy the content.	150	20
Question 5 Credits	List all individuals involved in the campaign, including: • Full names • Job titles • Company/agency and role in the project This is not part of the judged criteria	NA	NA

9. INTEGRATED

SUMMARY

The Integrated Crocodile recognises the most effective integrated marketing campaign executed across multiple media channels and formats. The jury will seek evidence of a connected media ecosystem that goes beyond standard asset distribution, unlocking increased effectiveness through strategic integration. Entries must clearly articulate how each channel or format played an individual role, how they were interconnected and how their creative applications contributed to a stronger overall campaign. Submissions should also include quantifiable and attributable brand and business outcomes.

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9. INTEGRATED

Question	Description	Word Count	Points
Question 1 Explain why this entry is worthy of the award?	Judges will assess why the campaign is a strong fit for the Integrated Crocodile category, focusing on its use of multiple media channels and formats to deliver a connected media ecosystem. Clearly explain how the integrated campaign effectively uses multiple media channels and formats to enhance brand performance.	100	10
Question 2 Challenge, Context & Objectives	Judges will evaluate the context of the industry, competitors and brand, with a focus on the complexity and difficulty of the challenge. Weight will be given to the clarity of the objectives and their alignment with the overall strategy. Provide essential background on the brand, competitors and industry context. Outline the objectives and challenges faced and explain how the campaign was designed to overcome these difficulties.	150	15
Question 3 Insights & Strategy	Judges will assess the strategic insights that drove the campaign, particularly the understanding of the target audience and how media channels/formats were used to engage them effectively. Detail the insights that informed the strategy, highlighting how these insights led to the creation of a connected media ecosystem. Explain how the strategy leveraged unique insights to create a seamless connection across channels and formats.	200	20
Question 4 Execution	Judges will evaluate how well the strategy was executed, focusing on how each channel and format was uniquely applied to elevate the overall campaign's impact. The seamless connection of channels and their contribution to the overall result will be key. Provide a detailed explanation of how the strategy was brought to life across media channels and formats. Explain the role of each channel in delivering an integrated experience, and how these connections amplified the campaign's effectiveness.	250	30
Question 5 Results & Business Impact	Judges will assess the measurable impact of the integrated campaign, focusing on how the use of multiple channels contributed to the brand's business outcomes. Emphasis will be placed on the effectiveness of the integrated strategy in driving key business results such as sales, brand perception and engagement. Provide concrete results demonstrating the impact of the integrated campaign. Include metrics such as brand awareness, sales uplift, customer engagement and cross-channel performance. Show how the integrated strategy contributed to achieving or exceeding business goals and improving brand performance.	300	25
Question 6 Credits	List all individuals involved in the campaign, including: • Full names • Job titles • Company/agency and role in the project This is not part of the judged criteria	NA	NA

10. MEDIA

SUMMARY

The Media Crocodile recognises the most creative and innovative use of media strategy, planning, targeting and placement. Judges will look for strong creative insights that inform the overall media strategy, highlighting how media was used to elevate the story in an innovative and impactful way. Media Crocodile wins officially count towards an agencies' RECMA scores.

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10. MEDIA

Question	Description	Word Count	Points
Question 1 Explain why this entry is worthy of the award?	Judges will assess how well the media campaign fits the Media Crocodile category, focusing on its creative and innovative use of media strategy and planning. Clearly explain why this campaign is relevant, highlighting how media was strategically and creatively used to enhance the story and impact.	100	10
Question 2 Challenge, Context & Objectives	Judges will evaluate the industry context, competitors and brand challenges, as well as the ambition of the objectives. Weight will be given to the complexity and difficulty of the challenge. Provide essential background on the brand, competitors and industry context. Clearly outline the challenge and the objectives set to overcome these difficulties, emphasising the ambition behind them.	150	10
Question 3 Insights & Strategy	Judges will assess the strategic thinking and unique insights that drove the media strategy. The focus will be on how these insights shaped the creative media approach and planning. Detail the insights that informed the media strategy, including how they were derived and how they led to innovative use of media in the campaign.	200	20
Question 4 Execution	Judges will evaluate how the strategy was brought to life, with a focus on the creative use of media, communications and channel planning. Weight will be given to how the media choices supported the strategy and connected with the target audience. Provide a detailed explanation of how the strategy was executed across media channels. Highlight why specific media choices were made and how they contributed to elevating the campaign and reaching the target audience.	300	30
Question 5 Results & Business Impact	Judges will assess the quantifiable outcomes of the media campaign, focusing on how the media strategy and planning directly influenced business results. Emphasis will be placed on demonstrating how media choices translated into key metrics such as brand lift, engagement, and sales impact. Provide concrete data showing the impact of the media strategy on business outcomes. Include relevant metrics such as audience reach, brand awareness, engagement rates and sales impact. Clearly link the media strategy to these outcomes, showing the effectiveness of the approach in achieving business goals.	300	30
Question 6 Credits	List all individuals involved in the campaign, including: • Full names • Job titles • Company/agency and role in the project This is not part of the judged criteria	NA	NA

11. RADIO & AUDIO CRAFT

SUMMARY

The Radio & Audio Craft Crocodile recognises the most exceptionally crafted audio work. This category is strictly for audio-only executions (excluding audio within film). The jury will focus on production quality, technical execution and the craft of audio—more so than the idea itself. Elements such as sound design, music, casting, editing and sonic branding will be evaluated, with emphasis on how they contribute to a distinguishing and memorable listening experience.

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11. RADIO & AUDIO CRAFT

Question	Description	Word Count	Points
Question 1 Explain why this entry is worthy of the award?	In this section, the jury assesses why your submission is a strong candidate for the Radio & Audio Craft category. The focus is on how the audio craft was central to the work and why it stands out from typical entries. Justify why the audio execution is particularly deserving of recognition in this category. Explain how technical aspects, such as sound design, music, mixing and voiceover, were critical in elevating the audio work and making it distinct from other entries.	100	10
Question 2 Challenge, Context & Objectives	Judges will consider the broader context of the work, the level of ambition in the objectives and the difficulty of the challenge within the industry category. The work should demonstrate how the audio execution addressed a brand or campaign challenge. Provide industry background, competitive landscape and brand challenges. Highlight the objectives' challenges and the level of ambition needed to meet them. Judges will evaluate how the audio execution was developed in response to these specific challenges.	200	15
Question 3 Technical Approach & Composition	This section focuses on the technical aspects of the audio, including sound design, music composition, voice casting, editing, mixing and other production elements that enhanced the quality and impact of the audio. Judges will evaluate this work on the technical complexities and beauty of the composition, detailing the creative and production decisions behind the audio. Discuss specific tools, techniques and innovations used in sound design, mixing, voiceover and music selection. Explain how these elements worked together to create a high-quality auditory experience.	300	40
Question 4 Engagement & Impact	Judges will evaluate the final impact of the audio, looking at the clarity of the story, its ability to engage and resonate with audiences and its memorability. The emphasis will be on how the technical execution contributed to an emotional response. Provide insights into how the technical execution helped the audio stand out, resonate with its target audience and deliver a powerful emotional or memorable impact. Highlight any audience feedback or measurable impact on brand perception.	250	35
Question 5 Credits	List all individuals involved in the campaign, including: • Full names • Job titles • Company/agency and role in the project This is not part of the judged criteria	NA	NA

12. STRATEGY

SUMMARY

The Strategy Crocodile recognises the most innovative strategic thinking that informs a campaign direction, gaining competitive advantage within market category or carving out a new pathway. This category is open to strategic thinkers across disciplines, platforms, channels or executions.

Judges will be looking for a clear business challenge and the unique insight that led to the strategic ideation of the campaign or new business direction. Special consideration will be given to how the strategy directly impacted the business outcomes and how effectively it addressed the challenge.

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12. STRATEGY

Question	Description	Word Count	Points
Question 1 Explain why this entry is worthy of the award?	Judges will assess why the campaign is a strong fit for the Strategy Crocodile category, focusing on how innovative strategic thinking informed the campaign direction. Clearly explain the relevance of the campaign, highlighting how strategic thinking was central to the campaign's direction and impact.	100	10
Question 2 Challenge, Context & Objectives	Judges will evaluate the industry context, competitors and brand challenges, along with the complexity and ambition of the campaign objectives. Weight will be given to how clearly the context has been provided for assessing the effectiveness of the strategy. Provide background on the industry, competitors and brand. Clearly outline the challenges faced, and the ambition and suitability of the objectives within the framework of the campaign's strategic direction.	150	15
Question 3 Insights & Strategy	Judges will assess the strategic insights and thinking that shaped the campaign, focusing on how these insights drove the direction of the strategy and created competitive advantage. Detail the insights that informed the strategy and how these insights were applied to create a unique strategic approach that differentiated the campaign from competitors.	300	30
Question 4 Execution	Judges will evaluate how the strategy and idea were executed, focusing on how well the strategy was implemented through creative, communications and media channels. Provide a detailed explanation of how the strategy was executed, including the use of creative and media strategies. Highlight how specific channels and tactics were selected and aligned with the overall strategy to engage the audience.	250	20
Question 5 Results & Business Impact	Judges will assess the measurable impact of the strategic approach, focusing on how well the strategy translated into business outcomes and brand performance. Provide concrete data demonstrating the impact of the strategic campaign. Include metrics such as business growth, brand perception, market share and competitive positioning. Show how the strategic approach contributed to achieving or exceeding the campaign's goals.	300	25
Question 6 Credits	List all individuals involved in the campaign, including: • Full names • Job titles • Company/agency and role in the project This is not part of the judged criteria	NA	NA

cairns crocodiles awards

CAMPAIGN

SUBMISSION REQUIREMENTS

COMPULSORY:

- **Presentation Board**
  - A3 Visual Work – Landscape Format, Submit as JPEG or PNG File ONLY.
  - A visual summary of the project for public consumption and publishing on media partner platforms.

- **Client Approval Letter (PDF)**
  - Confirmation from the client approving the submission.

- **Two-Minute Case Study Video (MOV format)**
  - A video outlining the campaign's challenge, approach, execution, and results.

- **Demonstration of execution**
  - The campaign's final, public creative execution (i.e. a film, TVC, images of OOH creative, etc.).

- **30-second downloadable reel**
  - Highlight of the campaign for public consumption and publishing on media partners. Also to be played on screen at the awards *should you win*.
- **URL**
  - A link to the campaign or relevant landing page.

OPTIONAL BUT ENCOURAGED:

- **A demo/behind the scenes film showing the work that went into crafting the campaign.**

- **Detailed Results Overview**
  - Any additional data that further highlights the measurable business impact.

13. ADVOCACY CAMPAIGN

SUMMARY

The Advocacy Campaign Crocodile recognises the most effective campaigns that champion a societal cause and deliver results for brands — including (but not limited to) the environment, gender equality, diversity and inclusion, or mental health. Judges will look for a clearly articulated issue and the insight that led to the strategic ideation of the campaign, with special consideration given to how the campaign shifted attitudes, behaviour or outcomes relating to the cause and delivered results for consumer brands.

Please note: entries do not need to be delivered on a pro-bono basis for a charity or philanthropic organisation. Campaigns commissioned and funded by a commercial brand, organisation or government body in pursuit of a societal cause are eligible for this category. For not-for-profit, charity and public service announcement work, please see the PSA Campaign category.

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13. ADVOCACY CAMPAIGN

Question	Description	Word Count	Points
Question 1 Explain why this entry is worthy of the award?	Judges will assess why the campaign is a strong fit for the Advocacy Campaign category, focusing on the clarity and significance of the societal cause it champions. Clearly explain the relevance of the campaign, highlighting the cause it addressed and why it deserves recognition. Clearly explain the relevance of the campaign, highlighting the cause it addressed and why it deserves recognition.	100	10
Question 2 Challenge, Context & Objectives	Judges will evaluate the context around the cause — including public awareness, prevailing attitudes and any barriers to change — along with the ambition and suitability of the campaign's objectives and how it aligns with the consumer brand's wider strategy. Provide background on the cause, the audience and the environment the campaign launched into. Clearly outline the challenge faced and how ambitious and suitable the objectives were in addressing it.	150	10
Question 3 Insights & Strategy	Judges will assess the strategic insights and thinking that shaped the campaign, focusing on how these insights drove the direction of the strategy and informed the creative approach to the cause and the opportunities for the brand. Detail the insights that informed the strategy and how they were applied to create a compelling and persuasive campaign.	300	20
Question 4 Execution	Judges will evaluate how the strategy and idea were executed, focusing on the creative concept, communications and media strategies used to bring the cause to life and engage the target audience. Provide a detailed explanation of how the strategy was executed. Highlight the choice of channels, creative elements and media strategies used to advance the cause.	250	25
Question 5 Results & Business Impact	Judges will assess the measurable outcomes of the campaign — whether shifts in attitude, behaviour, policy or public awareness — and their significance to the cause. They will also assess the results for the brand gleaned from the campaign and its alignment with the cause. Provide measurable results and explain their significance in relation to the campaign's objectives. Include relevant context, such as benchmarks or prior activity, to demonstrate the scale of the impact achieved.	300	35
Question 6 Credits	List all individuals involved in the campaign, including: • Full names • Job titles • Company/agency and role in the project This is not part of the judged criteria	NA	NA

14. AI INNOVATION CAMPAIGN

SUMMARY

The AI Innovation Campaign Crocodile recognises industry leading AI innovation to power impactful and effective campaigns. Judges will evaluate the clarity and ambition of the business challenge, the strategic insights that led to the campaign, and the tangible outcomes achieved for the business. Campaigns must demonstrate how AI technology was used to deliver a measurable impact on business objectives, with particular focus on strategy, execution and results. AI innovation in advertising can relate to technology used in production, audience curation, targeting, personalisation and media channel optimisation. This category rewards the creative and effective deployment of AI technology to deliver impact and business results for clients.

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14. AI INNOVATION CAMPAIGN

Question	Description	Word Count	Points
Question 1 Explain why this entry is worthy of the award?	Judges will assess the relevance and appropriateness of the work within the AI Innovation Campaign category. The focus will be on how the campaign addressed a specific business challenge unique to the space and how the solutions applied are best suited for this category. Clearly articulate why the campaign is deserving of recognition in the AI Innovation Campaign space. Focus on how the AI powered campaign aligns with the complexities and dynamics of marketing, and why the strategic approach and results make it stand out.	100	10
Question 2 Challenge, Context & Objectives	Judges will evaluate the specific business challenge and objectives of the campaign. The difficulty of the challenge and ambition of the objectives must be clearly stated. Provide a detailed description of the business context, including industry challenges, competitor landscape and client needs. Clearly define the specific objectives of the campaign and explain why these were both ambitious and relevant to the business goals. Please explain the challenges of using AI technology in the context of the industry vertical, including regulatory and privacy, ethics and other concerns.	150	15
Question 3 Insights & Strategy	This section assesses the strategic thinking and insights that led to the campaign's development. Judges will look for strong, original insights that drive the campaign's direction and innovation. Detail how the AI Innovation Campaign strategy was specifically tailored to the specific industry vertical.Highlight any unique or data-driven insights that contributed to the creative and strategic decisions.	300	30
Question 4 Execution	Judges will examine how the strategy and idea were executed. This includes creative, communication and media strategies, with an emphasis on how AI innovation helped drive the execution and how well it aligns with the campaign objectives. Provide a detailed account of how the strategy was brought to life through creative execution, media choices and marketing channels. Clearly explain the role of AI innovation in the campaign's execution. Explain how these elements were selected to engage the audience and achieve the business objectives. Highlight any other external factors that could have influenced the results, such as market conditions or unforeseen events. Include examples of creative assets such as reels and images.	250	20
Question 5 Results & Business Impact	Judges will evaluate the campaign's outcomes, focusing on measurable business results. These include effectiveness and efficiency metrics, as well as market share growth. The campaign should tie directly to the business's bottom line. Clearly outline the results, with data that ties back to the original objectives. Include measures such as: revenue generated, percentage sales uplift, ROI, market share growth. Ensure that results are clearly linked to business growth and demonstrate the tangible impact on the client's business.	300	25
Question 6 Credits	List all individuals involved in the campaign, including: • Full names • Job titles • Company/agency and role in the project This is not part of the judged criteria	NA	NA

15. AUTOMOTIVE CAMPAIGN

SUMMARY

The Automotive Campaign Crocodile recognises the most impactful and effective campaigns in the Automotive vertical. Judges will evaluate the clarity and ambition of the business challenge, the strategic insights that led to the campaign, and the tangible outcomes achieved for the business. Campaigns must demonstrate a direct and measurable impact on business objectives, with particular focus on strategy, execution and results.

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15. AUTOMOTIVE CAMPAIGN

Question	Description	Word Count	Points
Question 1 Explain why this entry is worthy of the award?	Judges will assess the relevance and appropriateness of the work within the Automotive Campaign category. The focus will be on how the campaign addressed a specific business challenge unique to the automotive space and how the solutions applied are best suited for this category. Clearly articulate why the campaign is deserving of recognition in the automotive space. Focus on how the campaign aligns with the complexities and dynamics of automotive marketing and why the strategic approach and results make it stand out.	100	10
Question 2 Challenge, Context & Objectives	Judges will evaluate the specific business challenge and objectives of the campaign. The difficulty of the challenge and ambition of the objectives must be clearly stated. Provide a detailed description of the business context, including industry challenges, competitor landscape and client needs. Clearly define the specific objectives of the campaign and explain why these were both ambitious and relevant to the business goals.	200	10
Question 3 Insights & Strategy	This section assesses the strategic thinking and insights that led to the campaign's development. Judges will look for strong, original insights that drive the campaign's direction and innovation. Detail how the campaign's strategy was specifically tailored to the automotive sector. Highlight any unique or data-driven insights that contributed to the creative and strategic decisions.	200	20
Question 4 Execution	Judges will examine how the strategy and idea were executed. This includes creative, communication and media strategies, with an emphasis on how well the execution aligns with the campaign objectives. Provide a detailed account of how the strategy was brought to life through creative execution, media choices and marketing channels. Explain how these elements were selected to engage the target audience and achieve the business objectives. Highlight any other external factors that could have influenced the results, such as market conditions or unforeseen events. Include examples of creative assets such as reels and images.	250	25
Question 5 Results & Business Impact	Judges will evaluate the campaign's outcomes, focusing on measurable business results. These include effectiveness and efficiency metrics, as well as market share growth. The campaign should tie directly to the business's bottom line. Clearly outline the results, with data that ties back to the original objectives. Include measures such as:revenue generated, percentage sales uplift, ROI, market share growth. Ensure that results are clearly linked to business growth and demonstrate the tangible impact on the client's business.	300	35
Question 5 Credits	List all individuals involved in the campaign, including: • Full names • Job titles • Company/agency and role in the project This is not part of the judged criteria	NA	NA

16. B2B CAMPAIGN

SUMMARY

The B2B Campaign Crocodile recognises the most impactful and effective campaigns in the B2B vertical. Judges will evaluate the clarity and ambition of the business challenge, the strategic insights that led to the campaign, and the tangible outcomes achieved for the business. Campaigns must demonstrate a direct and measurable impact on business objectives, with particular focus on strategy, execution and results.

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16. B2B CAMPAIGN

Question	Description	Word Count	Points
Question 1 Explain why this entry is worthy of the award?	Judges will assess the relevance and appropriateness of the work within the B2B Campaign category. The focus will be on how the campaign addressed a specific business challenge unique to the B2B space and how the solutions applied are best suited for this category. Clearly articulate why the campaign is deserving of recognition in the B2B space. Focus on how the campaign aligns with the complexities and dynamics of B2B marketing and why the strategic approach and results make it stand out.	100	10
Question 2 Challenge, Context & Objectives	Judges will evaluate the specific business challenge and objectives of the campaign. The difficulty of the challenge and ambition of the objectives must be clearly stated. Provide a detailed description of the business context, including industry challenges, competitor landscape and client needs. Clearly define the specific objectives of the campaign and explain why these were both ambitious and relevant to the business goals.	200	10
Question 3 Insights & Strategy	This section assesses the strategic thinking and insights that led to the campaign's development. Judges will look for strong, original insights that drive the campaign's direction and innovation. Detail how the campaign's strategy was specifically tailored to the B2B environment. Highlight any unique or data-driven insights that contributed to the creative and strategic decisions.	200	20
Question 4 Execution	Judges will examine how the strategy and idea were executed. This includes creative, communication and media strategies, with an emphasis on how well the execution aligns with the campaign objectives. Provide a detailed account of how the strategy was brought to life through creative execution, media choices and marketing channels. Explain how these elements were selected to engage the B2B audience and achieve the business objectives. Highlight any other external factors that could have influenced the results, such as market conditions or unforeseen events. Include examples of creative assets such as reels and images.	250	30
Question 5 Results & Business Impact	Judges will evaluate the campaign's outcomes, focusing on measurable business results. These include effectiveness and efficiency metrics, as well as market share growth. The campaign should tie directly to the business's bottom line. Clearly outline the results, with data that ties back to the original objectives. Include measures such as: revenue generated, percentage sales uplift, ROI, market share growth. Ensure that results are clearly linked to business growth and demonstrate the tangible impact on the client's business.	300	30
Question 6 Credits	List all individuals involved in the campaign, including: • Full names • Job titles • Company/agency and role in the project This is not part of the judged criteria	NA	NA

17. BEAUTY, LIFESTYLE & FASHION CAMPAIGN

SUMMARY

The Beauty, Lifestyle & Fashion Campaign Crocodile recognises the most effective campaigns in the beauty, lifestyle and fashion vertical. Judges will look for a clearly defined business challenge and the insights that led to the strategic ideation of the campaign or new business direction. Special consideration will be given to how the campaign directly impacts the business outcomes. This category covers campaigns for beauty and cosmetic products and services, as well as fashion and lifestyle brands. Please note: this category does not include health and wellness campaigns, which are covered in the Health & Wellness category.

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17. BEAUTY, LIFESTYLE & FASHION CAMPAIGN

Question	Description	Word Count	Points
Question 1 Explain why this entry is worthy of the award?	Judges will assess why the campaign is a strong fit for the Beauty, Lifestyle & Fashion Campaign category, focusing on how the campaign addresses specific challenges in the beauty, lifestyle and fashion vertical. Clearly explain the relevance of the campaign, highlighting the innovative approach and its impact within the beauty, lifestyle & fashion vertical.	100	10
Question 2 Challenge, Context & Objectives	Judges will evaluate the industry context, competitors, and brand challenges, as well as the complexity and ambition of the objectives set for the campaign. Weight will be given to how well the entrant has provided the context needed to assess the campaign's effectiveness. Provide background on the industry, competitors and brand. Clearly outline the challenges faced and how ambitious and suitable the objectives were within the beauty, lifestyle & fashion vertical.	150	10
Question 3 Insights & Strategy	Judges will assess the strategic insights and thinking that shaped the campaign, focusing on how these insights drove the direction of the campaign and informed its creative approach. Detail the insights that informed the strategy. Explain how these insights were applied to create a unique approach that aligns with the brand's goals and resonates with the target audience in the beauty, lifestyle & fashion verticals.	200	20
Question 4 Execution	Judges will evaluate the creative execution and media strategies used to bring the campaign to life. Weight will be given to the choice of marketing channels, the integration of creative assets and how they helped achieve the campaign's objectives. Provide a detailed explanation of how the strategy was executed, including creative and media strategies. Highlight how the chosen channels and assets were aligned with the campaign's objectives and resonated with the target audience.	250	25
Question 5 Results & Business Impact	Judges will assess the measurable outcomes of the campaign, focusing on how the results tie back to the business and brand objectives. Weight will be given to results such as brand awareness, sales or engagement. Provide measurable results and explain how they relate to the objectives. Include relevant context, such as prior year performance or category benchmarks, to show the significance of the outcomes.	300	35
Question 6 Credits	List all individuals involved in the campaign, including: • Full names • Job titles • Company/agency and role in the project This is not part of the judged criteria	NA	NA

18. PSA CAMPAIGN

SUMMARY

The PSA Campaign Crocodile recognises the most effective campaigns in the PSA (Public Service Announcement), Not for Profit and Charity vehicles or those broadly aimed at affecting positive societal change. Judges will seek a clear articulation of the challenge faced and the insights that led to the strategic ideation of the campaign. Consideration will be given to how the campaign directly impacted its objectives, particularly in driving meaningful and measurable change.

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18. PSA CAMPAIGN

Question	Description	Word Count	Points
Question 1 Explain why this entry is worthy of the award?	Judges will assess why the campaign is a strong fit for the PSA Campaign: Public Service Announcement Campaign Crocodile category, focusing on its contribution to societal or charitable impact. Clearly explain the relevance of the campaign, highlighting how it aimed to drive societal or charitable change and the impact it sought to achieve.	100	10
Question 2 Challenge, Context & Objectives	Judges will evaluate the industry context, competitors and brand challenges, along with the complexity of the objectives set. Weight will be given to the degree of difficulty and how well the entrant has provided the necessary context to assess the case's effectiveness. Provide background on the industry, competitors, and brand. Clearly outline the challenges faced and how ambitious and suitable the objectives were in addressing the societal or charitable issue.	150	10
Question 3 Insights & Strategy	Judges will assess the strategic insights and thinking that shaped the campaign, focusing on how these insights drove the campaign's direction and creative execution. Detail the insights that informed the strategy and how these insights were applied to create an innovative campaign that resonated with the target audience.	200	20
Question 4 Execution	Judges will evaluate how the strategy was executed, focusing on the creative concept, communications and media strategies. They will assess how these elements brought the campaign to life and achieved engagement with the target audience. Provide a detailed explanation of how the strategy and idea were executed. Highlight the choice of channels, creative elements and media strategies used to engage the audience and deliver the desired impact.	250	25
Question 5 Results & Business Impact	Judges will assess the measurable outcomes of the campaign, focusing on how the results tie back to the objectives and their significance in driving business or societal change. Provide measurable results and explain their significance in relation to the campaign's objectives. Include relevant context such as category benchmarks or previous year's performance to show the significance of the results.	300	35
Question 6 Credits	List all individuals involved in the campaign, including: • Full names • Job titles • Company/agency and role in the project This is not part of the judged criteria	NA	NA

19. ENTERTAINMENT CAMPAIGN

SUMMARY

The Entertainment Campaign Crocodile recognises the most effective campaigns in the Media and Entertainment vertical. Judges will be looking for a clear business challenge and the insight that led to the strategic ideation of the campaign or a new business direction. Special consideration will be given to how the campaign directly impacted business outcomes.

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19. ENTERTAINMENT CAMPAIGN

Question	Description	Word Count	Points
Question 1 Explain why this entry is worthy of the award?	Judges will assess why the campaign is a strong fit for the Entertainment Campaign Crocodile category, focusing on how it addressed key challenges in the media/entertainment industry. Clearly explain the relevance of the campaign, highlighting how it addressed specific challenges within the entertainment vertical.	100	10
Question 2 Challenge, Context & Objectives	Judges will evaluate the industry context, competitors, and brand challenges, along with the ambition and suitability of the objectives. Weight will be given to the degree of difficulty and the context provided to assess the effectiveness of the strategy. Provide background on the industry, competitors, and brand. Clearly outline the challenges faced, and how ambitious and suitable the objectives were for the Entertainment sector.	150	10
Question 3 Insights & Strategy	Judges will assess the strategic insights and thinking that shaped the campaign, focusing on how these insights drove the direction of the strategy and informed the creative approach. Detail the insights that informed the strategy and how they were applied to create a compelling and effective campaign in the Entertainment vertical.	200	20
Question 4 Execution	Judges will evaluate how the strategy and idea were executed, focusing on the creative concept, communications and media strategies. They will assess how these elements brought the campaign to life and achieved audience engagement. Provide a detailed explanation of how the strategy and idea were executed. Highlight the choice of channels, creative elements, and media strategies used to engage the audience and achieve business outcomes.	250	25
Question 5 Results & Business Impact	Judges will assess the measurable outcomes of the campaign, focusing on how the results tie back to the objectives and their significance in driving business success in the Entertainment sector. Provide measurable results and explain their significance in relation to the campaign's objectives. Include relevant context such as category benchmarks or previous year's performance to show the significance of the results.	300	35
Question 6 Credits	List all individuals involved in the campaign, including: • Full names • Job titles • Company/agency and role in the project This is not part of the judged criteria	NA	NA

20. FILM CAMPAIGN

SUMMARY

The Film Campaign Crocodile recognises the most creative and effective film that captures the audience's attention by illustrating a compelling brand story. This category highlights film advertisements aired on cinema, mobile, online, TV or at events. The jury will assess how well the film drove audience engagement, increased brand awareness and boosted brand lift/recall amongst other metrics

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20. FILM CAMPAIGN

Question	Description	Word Count	Points
Question 1 Explain why this entry is worthy of the award?	Judges will assess how well the film fits the Film Campaign Crocodile category and its relevance in capturing audience attention and illustrating a compelling brand story. Clearly explain how the film successfully fits the category, focusing on how it effectively communicates the brand message and drives engagement with the audience.	100	10
Question 2 Challenge, Context & Objectives	Judges will evaluate the industry context, brand challenge and the ambition of the objectives. Weight will be given to the difficulty of the challenge and how well the entrant provided the context to evaluate the film's effectiveness. Provide background on the brand, competitors, and industry context. Outline the specific brand challenge addressed and the objectives of the film, emphasising the level of difficulty and ambition in achieving these goals.	150	10
Question 3 Insights & Strategy	Judges will assess the strategic thinking behind the film, focusing on the unique insights that shaped the approach and how these insights informed the overall creative and execution strategy. Detail the strategic insights that informed the film's approach. Explain how these insights were tied to the brand's objectives and target audience and how they led to the development of the film's creative strategy.	200	20
Question 4 Execution	Judges will evaluate the execution of the film, including the creative, communication and media strategies. The focus will be on how effectively the film brought the strategy to life and engaged audiences across the chosen platforms. Provide a detailed explanation of how the film was brought to life, including the creative approach, media strategies and rationale for choosing specific channels. Discuss how these elements contributed to driving audience engagement and achieving the film's objectives.	250	30
Question 5 Results & Business Impact	Judges will assess the measurable impact of the film, focusing on the effectiveness of the work in achieving the brand's objectives. Emphasis will be placed on how well the film boosted brand and sales metrics. Provide detailed results that show the impact of the film. Include metrics such as audience reach, engagement levels, changes in brand perception and business outcomes such as sales uplift or customer acquisition. Demonstrate how the film effectively met or exceeded the set objectives.	300	30
Question 6 Credits	List all individuals involved in the campaign, including: • Full names • Job titles • Company/agency and role in the project This is not part of the judged criteria	NA	NA

21. FMCG CAMPAIGN

SUMMARY

The FMCG (Fast Moving Consumer Goods/Home Products and Services) Campaign Crocodile recognises the most effective campaigns in the FMCG vertical. Judges will look for a clear business challenge and the insights that led to the strategic ideation of the campaign or a new business direction. Consideration will be given to how the campaign directly impacted the business outcomes.

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21. FMCG CAMPAIGN

Question	Description	Word Count	Points
Question 1 Explain why this entry is worthy of the award?	Judges will assess why the campaign is a strong fit for the FMCG Campaign Crocodile category, focusing on how it addressed challenges specific to the FMCG sector. Clearly explain the relevance of the campaign, highlighting the innovative and strategic use of marketing tactics that addressed the FMCG category's specific challenges.	100	10
Question 2 Challenge, Context & Objectives	Judges will evaluate the industry context, competitors and brand challenges, along with the complexity of the objectives. Weight will be given to how well the entrant provides quantifiable context about the FMCG category and how the objectives relate to the brand's business goals. Provide background on your brand within the FMCG category, its competitors and the audience behaviours. Outline the challenges faced and the objectives set to address these challenges, explaining the degree of difficulty.	150	10
Question 3 Insights & Strategy	Judges will assess the strategic insights and thinking that shaped the campaign. The focus will be on how a unique insight or strong strategic leap led to a powerful idea that informed effective marketing activity. Detail the insights that informed the strategy. Explain how the insights were used to create a compelling and unique strategy that aligned with the brand's objectives and resonated with the target audience in the FMCG sector.	200	20
Question 4 Execution	Judges will evaluate the creative execution and how the media channels or touch points brought the strategy to life. They will assess how well the creative execution drove business and/or behavioural outcomes, and why specific channels were chosen. Provide a detailed explanation of how the strategy and idea were executed, including the media and creative elements used. Highlight why specific channels were chosen and how they contributed to achieving the campaign's objectives.	250	25
Question 5 Results & Business Impact	Judges will assess the quantifiable outcomes directly attributable to the campaign. Consideration will be given to how well the results align with the objectives, with benchmarks to provide context. Special focus will be on how other contributing factors were discounted to demonstrate the direct contribution of creative thinking to the outcomes achieved. Provide measurable results and explain their significance in relation to the campaign's objectives. Include benchmarks or previous year data to provide context and demonstrate the campaign's effectiveness.	300	35
Question 6 Credits	List all individuals involved in the campaign, including: • Full names • Job titles • Company/agency and role in the project This is not part of the judged criteria	NA	NA

22. FOOD & BEVERAGE CAMPAIGN

SUMMARY

The Food and Beverage Campaign Crocodile recognises the most effective campaigns in the Food and Beverage vertical. Judges will be looking for a clearly defined business challenge and the insights that led to the strategic ideation of the campaign or a new business direction. Special consideration will be given to how the campaign directly impacted the business outcomes.

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22. FOOD & BEVERAGE CAMPAIGN

Question	Description	Word Count	Points
Question 1 Explain why this entry is worthy of the award?	Judges will assess why the campaign is a strong fit for the Food & Beverage Campaign Crocodile category, focusing on how it addressed key challenges in the food and beverage industry. Clearly explain the relevance of the campaign, highlighting how it addressed specific challenges within the food and beverage vertical.	100	10
Question 2 Challenge, Context & Objectives	Judges will evaluate the industry context, competitors and brand challenges, along with the ambition and suitability of the objectives. Weight will be given to the degree of difficulty and the context provided to assess the effectiveness of the strategy. Provide background on the industry, competitors and brand. Clearly outline the challenges faced, and how ambitious and suitable the objectives were for the Food and Beverage sector.	150	10
Question 3 Insights & Strategy	Judges will assess the strategic insights and thinking that shaped the campaign, focusing on how these insights drove the direction of the strategy and informed the creative approach. Detail the insights that informed the strategy and how they were applied to create a compelling and effective campaign in the Food and Beverage vertical.	200	20
Question 4 Execution	Judges will evaluate how the strategy and idea were executed, focusing on the creative concept, communications and media strategies. They will assess how these elements brought the campaign to life and achieved audience engagement. Provide a detailed explanation of how the strategy and idea were executed. Highlight the choice of channels, creative elements and media strategies used to engage the audience and achieve business outcomes.	250	25
Question 5 Results & Business Impact	Judges will assess the measurable outcomes of the campaign, focusing on how the results tie back to the objectives and their significance in driving business success in the Food and Beverage sector. Provide measurable results and explain their significance in relation to the campaign's objectives. Include relevant context such as category benchmarks or previous year's performance to show the significance of the results.	300	35
Question 6 Credits	List all individuals involved in the campaign, including: • Full names • Job titles • Company/agency and role in the project This is not part of the judged criteria	NA	NA

23. HEALTHCARE & WELLNESS CAMPAIGN

SUMMARY

The Healthcare & Wellness Campaign Crocodile recognises the most effective campaigns in the healthcare and wellness vertical. Judges will look for a clearly defined business challenge and the insights that led to the strategic ideation of the campaign or new business direction. Special consideration will be given to how the campaign directly impacts the business outcomes. Healthcare and wellness covers consumer and pharmaceutical healthcare goods and services.

Please note: this category does not include beauty, lifestyle & fashion campaigns, which are covered in the Beauty, Lifestyle & Fashion category.

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23. HEALTHCARE & WELLNESS CAMPAIGN

Question	Description	Word Count	Points
Question 1 Explain why this entry is worthy of the award?	Judges will assess why the campaign is a strong fit for the Healthcare & Wellness Campaign category, focusing on how the campaign addresses specific challenges in the healthcare and wellness industry. Clearly explain the relevance of the campaign, highlighting the innovative approach and its impact within the healthcare and wellness vertical.	100	10
Question 2 Challenge, Context & Objectives	Judges will evaluate the industry context, competitors, and brand challenges, as well as the complexity and ambition of the objectives set for the campaign. Weight will be given to how well the entrant has provided the context needed to assess the campaign's effectiveness. Provide background on the industry, competitors and brand. Clearly outline the challenges faced and how ambitious and suitable the objectives were within the healthcare and wellness vertical.	150	10
Question 3 Insights & Strategy	Judges will assess the strategic insights and thinking that shaped the campaign, focusing on how these insights drove the direction of the campaign and informed its creative approach. Detail the insights that informed the strategy. Explain how these insights were applied to create a unique approach that aligns with the brand's goals and resonates with the target audience in the healthcare and wellness industry.	200	20
Question 4 Execution	Judges will evaluate the creative execution and media strategies used to bring the campaign to life. Weight will be given to the choice of marketing channels, the integration of creative assets and how they helped achieve the campaign's objectives. Provide a detailed explanation of how the strategy was executed, including creative and media strategies. Highlight how the chosen channels and assets were aligned with the campaign's objectives and resonated with the target audience.	250	25
Question 5 Results & Business Impact	Judges will assess the measurable outcomes of the campaign, focusing on how the results tie back to the business and brand objectives. Weight will be given to results such as brand awareness, sales or engagement. Provide measurable results and explain how they relate to the objectives. Include relevant context, such as prior year performance or category benchmarks, to show the significance of the outcomes.	300	35
Question 6 Credits	List all individuals involved in the campaign, including: • Full names • Job titles • Company/agency and role in the project This is not part of the judged criteria	NA	NA

24. OUT OF HOME CAMPAIGN

SUMMARY

The Out Of Home Crocodile recognises the most innovative and effective campaigns that leverage out-of-home (OOH) media, including but not limited to outdoor media, billboards, special builds, ambient installations and digital posters. The jury will evaluate the suitability of the format in the overall strategy, the creativity of the idea and execution and the results in terms of brand lift, recall, commercial success and sentiment aligned with the client's brief.

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24. OUT OF HOME CAMPAIGN

Question	Description	Word Count	Points
Question 1 Explain why this entry is worthy of the award?	Judges will assess how well the campaign fits the Out Of Home Campaign Crocodile category, focusing on its innovative use of out-of-home media to achieve brand and business goals. Clearly explain the relevance of the campaign, highlighting how out-of-home media was central to the strategy and its impact on the target audience.	100	10
Question 2 Challenge, Context & Objectives	Judges will evaluate the industry, competitors and brand challenges, as well as the complexity and ambition of the objectives. The context should highlight any specific challenges faced by the campaign. Provide background on the industry, competitors and brand. Clearly outline the challenges faced and how ambitious and suitable the objectives were in relation to the out-of-home strategy.	150	10
Question 3 Insights & Strategy	Judges will assess the strategic thinking and insights that shaped the campaign, particularly the unique use of out-of-home media to deliver a powerful idea. Detail the insights that informed the strategy, including how these insights led to the creative use of out-of-home formats. Explain how the campaign connected with the target audience and aligned with the brand's business objectives.	200	25
Question 4 Execution	Judges will evaluate how well the strategy was brought to life through the use of out-of-home media, including the creative execution and innovation in using OOH formats. Provide a detailed explanation of how the campaign was executed through out-of-home media. Highlight the formats chosen, their relevance to the target audience, and how these choices contributed to achieving the campaign's objectives.	250	25
Question 5 Results & Impact	Judges will assess the measurable impact of the out-of-home campaign, focusing on how the use of OOH media contributed to brand awareness, audience engagement, and business results. Provide concrete data demonstrating the impact of the campaign. Include metrics such as audience reach, brand recall, social engagement and business outcomes. Show how the out-of-home strategy directly contributed to achieving or exceeding the brand's objectives.	300	30
Question 6 Credits	List all individuals involved in the campaign, including: • Full names • Job titles • Company/agency and role in the project This is not part of the judged criteria	NA	NA

25. PET CARE CAMPAIGN

SUMMARY

The Pet Care Campaign Crocodile recognises the most effective campaigns from brands in the pet care space — including pet food and treats, toys and accessories, and pet welfare and healthcare. Judges will look for a clear business challenge and the insight that led to the strategic ideation of the campaign, with special consideration given to how the campaign directly impacted business outcomes and resonated with pet owners.

Please note: campaigns for pet food, treats, toys, accessories, welfare and veterinary care all sit within this category, rather than FMCG Campaign or Healthcare & Wellness Campaign.

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25. PET CARE CAMPAIGN

Question	Description	Word Count	Points
Question 1 Explain why this entry is worthy of the award?	Judges will assess why the campaign is a strong fit for the Pet Care Campaign category, focusing on how it addressed challenges specific to the pet care sector. Clearly explain the relevance of the campaign, highlighting the innovative and strategic approach that addressed the pet care category's specific challenges.	100	10
Question 2 Challenge, Context & Objectives	Judges will assess the industry context, competitors and brand challenges, as well as the degree of difficulty of the objectives. They will also consider whether the entrant provided enough context to evaluate the case effectively. Provide background on the industry, competitors and brand. Clearly outline the challenge faced and how ambitious and suitable the objectives were within the framework of the storytelling campaign.	150	10
Question 3 Insights & Strategy	Judges will assess the strategic insights and thinking that shaped the campaign, focusing on how insights into pets, owners or the human-animal bond drove the direction of the strategy. Detail the insights that informed the strategy and how they were applied to create a compelling and effective campaign in the pet care vertical.	200	20
Question 4 Execution	Judges will evaluate how the strategy and idea were executed, focusing on the creative concept, communications and media strategies used to engage pet owners. Provide a detailed explanation of how the strategy and idea were executed. Highlight the choice of channels, creative elements and media strategies used to achieve business outcomes.	250	25
Question 5 Results & Impact	Judges will assess the measurable outcomes of the campaign and their significance in driving business success in the pet care sector. Provide measurable results and explain their significance in relation to the campaign's objectives. Include relevant context, such as category benchmarks or previous year's performance, to show the significance of the results.	300	35
Question 6 Credits	List all individuals involved in the campaign, including: • Full names • Job titles • Company/agency and role in the project This is not part of the judged criteria	NA	NA

26. PR CAMPAIGN

SUMMARY

The PR Crocodile recognises the most innovative and effective PR campaign designed to earn attention and media, change opinions and drive business, societal and/or cultural change. The jury will evaluate the suitability of the campaign format for the overall strategy, the creativity in ideation and execution and the results in terms of brand recall, commercial success, audience engagement, reach and sentiment aligned with the client's brief.

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26. PR CAMPAIGN

Question	Description	Word Count	Points
Question 1 Explain why this entry is worthy of the award?	Judges will evaluate why the campaign is a strong fit for the PR Campaign Crocodile category, focusing on how creative storytelling and earned media were used to drive attention, influence or change. Clearly explain why this campaign is relevant, highlighting the role of PR and creative storytelling in achieving the campaign's objectives.	100	10
Question 2 Challenge, Context & Objectives	Judges will assess the industry context, competitors and brand challenges, as well as the degree of difficulty of the objectives. They will also consider whether the entrant provided enough context to evaluate the case effectively. Provide background on the industry, competitors and brand. Clearly outline the challenge faced and how ambitious and suitable the objectives were within the framework of the storytelling campaign.	150	10
Question 3 Insights & Strategy	Judges will assess the strategic thinking and unique insights that shaped the campaign, with a focus on how these insights drove the storytelling approach. Detail the insights that informed the strategy. Explain how these insights were applied to create a powerful storytelling campaign that resonated with the target audience and aligned with the client's business or societal objectives.	200	25
Question 4 Execution	Judges will evaluate the execution of the storytelling strategy, focusing on how creative communications, media strategies and channels were used to bring the campaign to life. Provide a detailed explanation of how the strategy was executed through storytelling, media, and communications channels. Highlight why specific channels were chosen and how these choices contributed to the campaign's overall success.	250	25
Question 5 Results & Impact	Judges will assess the measurable outcomes of the PR campaign, focusing on how effectively the storytelling and media strategies influenced public opinion, drove engagement or achieved business objectives. Provide concrete data demonstrating the impact of the campaign. Include metrics such as media coverage, audience reach, sentiment analysis and business or societal outcomes. Show how the PR strategy contributed to achieving or exceeding the campaign's goals.	300	30
Question 6 Credits	List all individuals involved in the campaign, including: • Full names • Job titles • Company/agency and role in the project This is not part of the judged criteria	NA	NA

27. PRINT & PUBLISHING CAMPAIGN

SUMMARY

The Print & Publishing Campaign Crocodile recognises the most innovative and effective campaigns utilising print media and publishing, including but not limited to newspapers, magazines and digital publishers. The jury will assess the suitability of the format in the overall strategy, the creativity in ideation and execution and the results in terms of brand recall, commercial success, and sentiment aligned with the client's brief.

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SUBMISSION REQUIREMENTS

COMPULSORY:

- **Presentation Board (A3 Visual Work - Landscape Format, Submit as JPEG or PNG File ONLY):** A visual summary of the project for public consumption and publishing on media partner platforms.
- **Two minute case study video (MOV format):** A video outlining the campaign's challenge, strategy, execution, and results.
- **Client Approval Letter (PDF format):** Confirmation from the client approving the submission
- **100-Word Description:** A brief description of the campaign's objectives and impact.

HIGHLY RECOMMENDED:

- **Additional Support Material:** Any additional content that demonstrates the campaign's impact, such as published examples of the materials used in the campaign.

27. PRINT & PUBLISHING CAMPAIGN

Question	Description	Word Count	Points
Question 1 Explain why this entry is worthy of the award?	Judges will assess why the campaign is a strong fit for the Print & Publishing Campaign Crocodile category, focusing on how print media was central to the campaign's success. Clearly explain why the campaign is relevant, highlighting the unique use of print media and its role in achieving the campaign's objectives.	100	10
Question 2 Challenge, Context & Objectives	Judges will evaluate the industry context, competitors and brand challenges, as well as the complexity and ambition of the objectives. They will assess whether the entrant has provided enough context to evaluate the effectiveness of the campaign. Provide background on the industry, competitors and brand. Clearly outline the challenges faced, and how ambitious and suitable the objectives were within the framework of the print or publishing strategy.	150	10
Question 3 Insights & Strategy	Judges will assess the strategic thinking and unique insights that shaped the campaign, with a focus on how these insights drove the creative and media approach. Detail the insights that informed the strategy. Explain how these insights were applied to create a print media campaign that resonated with the target audience and aligned with the client's business objectives.	200	25
Question 4 Execution	Judges will evaluate the execution of the strategy, focusing on how creative print media and communications were used to bring the campaign to life. Provide a detailed explanation of how the strategy was executed through print media, communications and marketing channels. Highlight why specific formats were chosen and how they contributed to the campaign's overall success.	250	25
Question 5 Results & Business Impact	Judges will assess the measurable impact of the print and publishing campaign, focusing on how effectively the strategy translated into business and brand outcomes. Provide concrete data demonstrating the impact of the campaign. Include metrics such as print circulation, audience reach, brand recall and business outcomes. Show how the print media strategy contributed to achieving or exceeding the campaign's goals.	300	30
Question 6 Credits	List all individuals involved in the campaign, including: • Full names • Job titles • Company/agency and role in the project This is not part of the judged criteria	NA	NA

28. RADIO & AUDIO CAMPAIGN

SUMMARY

The Radio & Audio Campaign Crocodile recognises innovative campaigns that effectively use audio platforms such as podcasts, radio, streaming and digital audio to engage audiences. Entries should demonstrate creative storytelling and strategic integration of audio elements to enhance the campaign's impact. Submissions must showcase how sound design reinforced the brand message and influenced brand recognition, recall and consumer behaviour. Judges will evaluate the creativity, execution quality, strategic alignment of audio with campaign goals and measurable outcomes such as audience reach and brand impact.

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SUBMISSION REQUIREMENTS

COMPULSORY:

- **Presentation Board (A3 Visual Work - Landscape Format, Submit as JPEG or PNG File ONLY):** A visual summary of the campaign's strategic thinking for public consumption and publishing on media partner platforms.
- **MP3 Original Version**: The original audio version used in the campaign to showcase the key creative elements and execution.
- **Client Approval Letter (PDF format):** Confirmation from the client approving the submission.
- **100-Word Description:** A brief summary of the campaign's objectives and impact.

HIGHLY RECOMMENDED:

- **URL:** A link to further examples or additional campaign content.
- **Demo Film:** A visual case study or supporting film that highlights the integration of audio within the broader campaign.

28. RADIO & AUDIO CAMPAIGN

Question	Description	Word Count	Points
Question 1 Explain why this entry is worthy of the award?	Judges will assess why the campaign is relevant for the Radio & Audio Campaign Crocodile category, focusing on its use of audio platforms to achieve marketing objectives. Clearly explain why this campaign is relevant for the category, highlighting the creative and innovative use of audio platforms to engage audiences.	100	10
Question 2 Challenge, Context & Objectives	Judges will evaluate the context of the industry, competitors and brand challenges, as well as the complexity and ambition of the objectives set for the campaign. Provide background on the industry, competitors and brand. Clearly outline the challenges faced and the suitability and ambition of the objectives within the context of the audio strategy.	150	10
Question 3 Insights & Strategy	Judges will assess the strategic insights that shaped the campaign, focusing on how these insights drove the creative use of audio platforms and formats. Detail the insights that informed the strategy, highlighting how these insights led to the creative approach. Explain how the target audience influenced the use of audio platforms and the innovation within the strategy.	200	25
Question 4 Execution	Judges will evaluate how the strategy and idea were executed, focusing on the creative concept, integration of audio channels and innovative use of techniques such as sound design and storytelling. Provide a detailed explanation of how the strategy was brought to life. Highlight the creative execution, choice of audio channels (e.g., podcasts, radio, streaming), and how these elements were used to address the challenge and meet the objectives.	250	25
Question 5 Results & Business Impact	Judges will assess the measurable impact of the audio campaign, focusing on how effectively the use of audio platforms translated into business outcomes and brand performance. Provide concrete data demonstrating the impact of the audio campaign. Include metrics such as audience reach, engagement, brand recall and business outcomes like sales uplift or lead generation. Show how the audio strategy contributed to achieving or exceeding the campaign's goals.	300	30
Question 6 Credits	List all individuals involved in the campaign, including: • Full names • Job titles • Company/agency and role in the project This is not part of the judged criteria	NA	NA

29. RETAIL CAMPAIGN

SUMMARY

The Retail Campaign Crocodile recognises the most effective campaigns in the Retail vertical. Judges will be looking for a clearly defined business challenge and the insights that led to the strategic ideation of the campaign or a new business direction. Special consideration will be given to how the campaign directly impacted the business outcomes.

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SUBMISSION REQUIREMENTS

COMPULSORY:

- **Presentation Board (A3 Visual Work - Landscape Format, Submit as JPEG or PNG File ONLY):** A visual summary of the campaign's strategic thinking for public consumption and publishing on media partner platforms.
- **30-Second Downloadable Reel:** A highlight of the campaign for public consumption and publishing on media partner platforms.
- **Client Approval Letter (PDF format):** Confirmation from the client approving the submission.
- **100-Word Description:** A brief summary of the campaign's objectives and impact.

HIGHLY RECOMMENDED:

- **URL:** A link to further examples or additional campaign content.
- **Two-Minute Case Study Video (MOV format):** A video detailing the challenges, strategy, execution, and results of the campaign.

29. RETAIL CAMPAIGN

Question	Description	Word Count	Points
Question 1 Explain why this entry is worthy of the award?	Judges will assess why the campaign is a strong fit for the Retail Campaign Crocodile category, focusing on how it addressed key challenges in the retail industry. Clearly explain the relevance of the campaign, highlighting how it addressed specific challenges within the Retail vertical.	100	10
Question 2 Challenge, Context & Objectives	Judges will evaluate the industry context, competitors, and brand challenges, along with the ambition and suitability of the objectives. Weight will be given to the degree of difficulty and the context provided to assess the effectiveness of the strategy. Provide background on the industry, competitors, and brand. Clearly outline the challenges faced, and how ambitious and suitable the objectives were for the Retail sector.	150	10
Question 3 Insights & Strategy	Judges will assess the strategic insights and thinking that shaped the campaign, focusing on how these insights drove the direction of the strategy and informed the creative approach. Detail the insights that informed the strategy and how they were applied to create a compelling and effective campaign in the Retail vertical.	200	25
Question 4 Execution	Judges will evaluate how the strategy and idea were executed, focusing on the creative concept, communications, and media strategies. They will assess how these elements brought the campaign to life and achieved audience engagement. Provide a detailed explanation of how the strategy and idea were executed. Highlight the choice of channels, creative elements, and media strategies used to engage the audience and achieve business outcomes.	250	25
Question 5 Results & Business Impact	Judges will assess the measurable outcomes of the campaign, focusing on how the results tie back to the objectives and their significance in driving business success in the Retail sector. Provide measurable results and explain their significance in relation to the campaign's objectives. Include relevant context such as category benchmarks or previous year's performance to show the significance of the results.	300	30
Question 6 Credits	List all individuals involved in the campaign, including: • Full names • Job titles • Company/agency and role in the project This is not part of the judged criteria	NA	NA

30. RETAIL MEDIA CAMPAIGN

SUMMARY

The Retail Media Campaign Crocodile recognises the most innovative and effective campaigns that leverage digital and physical retail media networks. These include campaigns across in-store digital display screen networks, ecommerce retailer sites, apps, email marketing and other retailer owned advertising assets. The jury will evaluate the suitability of the format in the overall strategy, the creativity of the idea and execution and the results in terms of brand lift, recall, commercial success and sentiment aligned with the client's brief.

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SUBMISSION REQUIREMENTS

COMPULSORY:

- **Presentation Board (A3 Visual Work - Landscape Format, Submit as JPEG or PNG FIle ONLY):** A visual summary of the project for public consumption and publishing on media partner platforms.
- **Two-Minute Case Study Video (MOV format):** A video outlining the challenge, strategy, execution, and results of the campaign.
- **Client Approval Letter (PDF format):** Confirmation from the client approving the submission.
- **100-Word Description:** A brief summary of the campaign's objectives and impact.

HIGHLY RECOMMENDED:

- **Additional Visuals or Support Material:** Images or links showcasing the OOH media in content (e.g outdoor placements, special builds, digital posters).

30. RETAIL MEDIA CAMPAIGN

Question	Description	Word Count	Points
Question 1 Explain why this entry is worthy of the award?	Judges will assess how well the campaign fits the Retail Media Campaign Crocodile category, focusing on its innovative use of retail media to achieve brand and business goals. Clearly explain the relevance of the campaign, highlighting how retail media was central to the strategy and its impact on the target audience.	100	10
Question 2 Challenge, Context & Objectives	Judges will evaluate the industry, competitors and brand challenges, as well as the complexity and ambition of the objectives. The context should highlight any specific challenges faced by the campaign. Provide background on the industry, competitors and brand. Clearly outline the challenges faced and how ambitious and suitable the objectives were in relation to the retail strategy.	150	10
Question 3 Insights & Strategy	Judges will assess the strategic thinking and insights that shaped the campaign, particularly the unique and innovative use of data and retail media to deliver a powerful idea. Detail the insights that informed the strategy, including how these insights led to the creative use of retail media formats. Explain how the campaign connected with the target audience and aligned with the brand's business objectives.	200	25
Question 4 Execution	Judges will evaluate how well the strategy was brought to life through the use of retail media, including the creative execution and innovation in using retail media formats. Provide a detailed explanation of how the campaign was executed through retail media. Highlight the formats chosen, their relevance to the target audience, and how these choices contributed to achieving the campaign's objectives.	250	25
Question 5 Results & Impact	Judges will assess the measurable impact of the retail media campaign, focusing on how the use of retail media contributed to brand awareness, audience engagement, and business results. Provide concrete data demonstrating the impact of the campaign. Include metrics such as audience reach, brand recall, social engagement and business outcomes. Show how the retail media strategy directly contributed to achieving or exceeding the brand's objectives.	300	30
Question 6 Credits	List all individuals involved in the campaign, including: • Full names • Job titles • Company/agency and role in the project This is not part of the judged criteria	NA	NA

31. SOCIAL & CONTENT CREATOR CAMPAIGN

SUMMARY

The Social & Content Creator Crocodile recognises the most innovative and effective use of social media and/or content creators to convey a brand message, earn attention, change opinions, and drive business, societal, and/or cultural change. The jury will evaluate the suitability of the creator or social strategy within the overall campaign, the creativity behind the ideation and execution and the campaign's results in terms of brand recall, commercial success, audience engagement, reach and sentiment in relation to the client's brief.

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SUBMISSION REQUIREMENTS

COMPULSORY:

- **Presentation Board (A3 Visual Work - Landscape Format, Submit as JPEG or PNG File ONLY):** A visual summary of the project for public consumption and publishing on media partner platforms
- **Two-Minute Case Study Video (MOV format):** A video outlining the campaign's challenge, strategy, execution, and results.
- **URL:** A link to the social media or creator content used in the campaign.
- 100-Word Description: A brief description of the campaign's objectives and impact.
- **Client Approval Letter (PDF format):** Confirmation from the client approving the submission.

HIGHLY RECOMMENDED:

- **Additional Support Material:** Any additional content that showcases the creator's campaign's success, such as detailed audience engagement metrics or additional content examples.

31. SOCIAL & CONTENT CREATOR CAMPAIGN

Question	Description	Word Count	Points
Question 1 Explain why this entry is worthy of the award?	Judges will assess why the campaign is a strong fit for the Social and Content Creator, focusing on how social media and/or creators were used to achieve the campaign's objectives. Clearly explain the relevance of the campaign, highlighting the innovative and strategic use of social media and/or content creators to engage the audience and drive business or societal change.	100	10
Question 2 Challenge, Context & Objectives	Judges will evaluate the context of the industry, competitors and brand challenges, along with the complexity and ambition of the campaign objectives. They will assess whether the entrant provided enough context to evaluate the case effectively. Provide background on the industry, competitors and brand. Clearly outline the challenges faced and how ambitious and suitable the objectives were within the framework of the social media and/or creators strategy.	150	10
Question 3 Insights & Strategy	Judges will assess the strategic insights and thinking that shaped the campaign, with a focus on how these insights drove the use of social media and/or content creators and social platforms. Detail the insights that informed the strategy. Explain how these insights were applied to create a powerful social media and/or content creator campaign that resonated with the target audience and aligned with the client's business or societal objectives.	200	25
Question 4 Execution	Judges will evaluate how the strategy and idea were executed, focusing on the creative concept, integration of social media channels and innovative use of social media and/or creators. Provide a detailed explanation of how the strategy was brought to life through content creators and social media platforms. Highlight why specific platforms were chosen and how these choices contributed to the campaign's overall success.	250	25
Question 5 Results & Business Impact	Judges will assess the measurable impact of the social media and/or creators campaign, focusing on how effectively the strategy drove brand awareness, audience engagement and business or societal outcomes. Provide concrete data demonstrating the impact of the social media and/or creators campaign. Include metrics such as audience reach, engagement, social shares, and business outcomes like sales uplift or lead generation. Show how the social media and/or creators strategy contributed to achieving or exceeding the campaign's goals.	300	30
Question 6 Credits	List all individuals involved in the campaign, including: • Full names • Job titles • Company/agency and role in the project This is not part of the judged criteria	NA	NA

32. TECHNOLOGY CAMPAIGN

SUMMARY

The Technology Campaign Crocodile recognises the most effective campaigns by companies that operate in the Technology vertical. This can include campaigns by technology companies that operate in the B2C and/or B2B technology sector. This category does not refer to the use of a technology platform in delivering a creative campaign. Judges will be looking for a clearly defined business challenge and the insights that led to the strategic ideation of the campaign or a new business direction. Special consideration will be given to how the campaign directly impacted business outcomes.

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SUBMISSION REQUIREMENTS

COMPULSORY:

- **Presentation Board (A3 Visual Work - Landscape Format, Submit as JPEG or PNG File ONLY):** A visual summary of the project for public consumption and publishing on media partner platforms.
- **30-Second Downloadable Reel:** A highlight of the campaign for public consumption and publishing on media partner platforms.
- **Client Approval Letter (PDF format):** Confirmation from the client approving the submission.
- **100-Word Description:** A brief summary of the campaign's objectives and impact.

HIGHLY RECOMMENDED:

- **URL:** A link to further examples or additional campaign content.
- **Two-Minute Case Study Video (MOV format):** A video detailing the challenge, strategy, execution, and results of the campaign.

32. TECHNOLOGY CAMPAIGN

Question	Description	Word Count	Points
Question 1 Explain why this entry is worthy of the award?	Judges will assess why the campaign is a strong fit for the Technology Campaign Crocodile category, focusing on how it addressed key challenges in the Technology industry. Clearly explain the relevance of the campaign, highlighting how it addressed specific challenges within the Technology vertical.	100	10
Question 2 Challenge, Context & Objectives	Judges will evaluate the industry context, competitors, and brand challenges, along with the ambition and suitability of the objectives. Weight will be given to the degree of difficulty and the context provided to assess the effectiveness of the strategy. Provide background on the industry, competitors, and brand. Clearly outline the challenges faced, and how ambitious and suitable the objectives were for the Technology sector.	150	10
Question 3 Insights & Strategy	Judges will assess the strategic insights and thinking that shaped the campaign, focusing on how these insights drove the direction of the strategy and informed the creative approach. Detail the insights that informed the strategy and how they were applied to create a compelling and effective campaign in the Technology vertical.	200	25
Question 4 Execution	Judges will evaluate how the strategy and idea were executed, focusing on the creative concept, communications and media strategies. They will assess how these elements brought the campaign to life and achieved audience engagement. Provide a detailed explanation of how the strategy and idea were executed. Highlight the choice of channels, creative elements and media strategies used to engage the audience and achieve business outcomes.	250	25
Question 5 Results & Business Impact	Judges will assess the measurable outcomes of the campaign, focusing on how the results tie back to the objectives and their significance in driving business success in the Technology sector. Provide measurable results and explain their significance in relation to the campaign's objectives. Include relevant context such as category benchmarks or previous year's performance to show the significance of the results.	300	30
Question 6 Credits	List all individuals involved in the campaign, including: • Full names • Job titles • Company/agency and role in the project This is not part of the judged criteria	NA	NA

33. TRAVEL & LEISURE CAMPAIGN

SUMMARY

The Travel & Leisure Campaign Crocodile recognises the most effective campaigns in the Travel and Leisure vertical. Judges will be looking for a clear business challenge and the insight that led to the strategic ideation of the campaign or a new business direction. Special consideration will be given to how the campaign directly impacted business outcomes.

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SUBMISSION REQUIREMENTS

COMPULSORY:

- **Presentation Board (A3 Visual Work - Landscape Format, Submit as JPEG or PNG File ONLY):** A visual summary of the projects for public consumption and publishing on media partner platforms.
- **30-Second Downloadable Reel:** A highlight of the campaign for public consumption and publishing on media partner platforms.
- **Client Approval Letter (PDF format):** Confirmation from the client approving the submission.
- **100-Word Description:** A brief summary of the campaign's objectives and impact.

HIGHLY RECOMMENDED:

- **URL:** A link to further examples or additional campaign content.
- **Two-Minute Case Study Video (MOV format):** A video detailing the challenge, strategy, execution. And results of the campaign.

33. TRAVEL & LEISURE CAMPAIGN

Question	Description	Word Count	Points
Question 1 Explain why this entry is worthy of the award?	Judges will assess why the campaign is a strong fit for the Travel & Leisure Campaign Crocodile category, focusing on how it addressed key challenges in the travel or leisure industry. Clearly explain the relevance of the campaign, highlighting how it addressed specific challenges within the Travel and Leisure vertical.	100	10
Question 2 Challenge, Context & Objectives	Judges will evaluate the industry context, competitors, and brand challenges, along with the ambition and suitability of the objectives. Weight will be given to the degree of difficulty and the context provided to assess the effectiveness of the strategy. Provide background on the industry, competitors, and brand. Clearly outline the challenges faced, and how ambitious and suitable the objectives were for the Travel and Leisure sector.	150	10
Question 3 Insights & Strategy	Judges will assess the strategic insights and thinking that shaped the campaign, focusing on how these insights drove the direction of the strategy and informed the creative approach. Detail the insights that informed the strategy and how they were applied to create a compelling and effective campaign in the Travel and Leisure vertical.	200	25
Question 4 Execution	Judges will evaluate how the strategy and idea were executed, focusing on the creative concept, communications, and media strategies. They will assess how these elements brought the campaign to life and achieved audience engagement. Provide a detailed explanation of how the strategy and idea were executed. Highlight the choice of channels, creative elements, and media strategies used to engage the audience and achieve business outcomes.	250	25
Question 5 Results & Business Impact	Judges will assess the measurable outcomes of the campaign, focusing on how the results tie back to the objectives and their significance in driving business success in the Travel and Leisure sector. Provide measurable results and explain their significance in relation to the campaign's objectives. Include relevant context such as category benchmarks or previous year's performance to show the significance of the results.	300	30
Question 6 Credits	List all individuals involved in the campaign, including: • Full names • Job titles • Company/agency and role in the project This is not part of the judged criteria	NA	NA

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REGIONAL CAMPAIGNS OF THE YEAR

These special awards celebrate outstanding work in four regions across Asia-Pacific.

The four regions are:

ANZ CAMPAIGN OF THE YEAR

EAST ASIA CAMPAIGN OF THE YEAR

SOUTH ASIA CAMPAIGN OF THE YEAR

SOUTHEAST ASIA CAMPAIGN OF THE YEAR

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