

Sample form, not for offline completion.

Visit <https://iabnzdigitaladvertisingawards.awardsplatform.com> to enter.



2.6 BEST USE OF SOCIAL

AWARD DESCRIPTION

Judges will be looking for innovative integration of social platforms - including (but not limited to) short-form video, influencer partnerships, community building, user-generated content (UGC), paid amplification, and reactive or real-time engagement. Entrants should clearly demonstrate how social was embedded into the campaign's creative and media strategy - from ideation and content creation through to execution, distribution, and platform-specific optimisation. Success will be measured by impact on audience engagement, influence on behaviour, and measurable ROI.

ENTRY ELIGIBILITY

Advertising Agencies, Advertisers, Creative Agencies, Media Agencies, Media and Marketing Consultancies, Publishers, Vendors/Ad Tech companies. Joint entries accepted. Entries relating to activity that ran in New Zealand between 1 July 2024 - 30 June 2025 are eligible to enter. Activity may have been introduced earlier but must have run during this period and have data and results relevant to the eligibility period. **Word count: 1200 max excluding Entry Summary.**

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Entry Title (Name of Individual, Team, or Campaign)

Are you an IAB New Zealand member?

Yes

No

Case Study Consent: I consent to this award entry being used for an IAB New Zealand Digital Advertising Awards best practice case study. If it is selected, IAB New Zealand will supply the final case study content for edits and approval, prior to publishing. Please *italicise* any confidential information.

Yes

No

As an industry supporter of Ad Net Zero, IAB New Zealand has introduced some optional questions regarding industry sustainability.

Was environmental sustainability considered in the development, production, and/or delivery of this work? (optional)

Yes

No

Does the work promote more sustainable products, services, or behaviours? (optional)

Yes

No

Did you measure the media-related emissions for this work (e.g., using Ad Net Zero's GMSF methodology)? (optional)

Yes

No

Do you measure your company's operational emissions (company-wide)? (optional)

Yes

No

Entry Guide: Please note this award entry is agency blind. Do not include reference to your organisations' name anywhere in the entry title, body or footnotes.

NAME OF ENTRANT ORGANISATION

Name of agency, publisher, organisation or brand submitting the award entry. Please ensure all spelling is correct, as names will transfer to award trophies exactly as written, if your entry wins.

ENTRY TEAM

List the names of all the team members in your organisation (10 maximum) who contributed to this project or initiative here e.g. first name, last name, title. If your entry wins a Gold award, names will appear on screen at the Awards Show, but not on award trophies.

PARTNERS (optional)

Names of organisations, third parties, suppliers or partners that supported your project or initiative that you would like to credit. Please ensure all spelling is correct, as names will transfer to the awards website and to award trophies exactly as written, if your entry wins.

CLIENT(S)

The name of the client or brand this entry was completed for. Please do not list all client first and last names, this is the client/ brand name e.g name of bank, name of telco, name of FMCG company. Please ensure all spelling is correct, as names will transfer to award trophies exactly as written, if your entry wins.

ENTRY SUMMARY: WHY SHOULD THIS ENTRY WIN AN AWARD? (excluded from word count).

Insights: Summarise the challenge(s), key insights, objectives and how this led to the development of the strategy.

25% (Guide 300 words)

Strategy: Demonstrate how the channel advertising strategy has been developed in response to the brief and challenges, and how this led to the implementation. Clearly describe the role of the channel.

25% (Guide 300 words)

Implementation: Demonstrate how the creative, production, execution, distribution, and promotion of the content was driven by the advertising strategy, making specific reference to any innovations that drove campaign performance.

25% (Guide 300 words)

Results: Demonstrate how the content achieved success, to increase performance, customer engagement, influence purchase behaviour and drive the customer's ROI; with a clear line connecting implementation and results. This may include pre and post campaign metrics.

25% (Guide 300 words)

WORD LIMIT: I acknowledge that this entry has a word limit (excluding 150 word entry summary and footnotes) of 1200 words.

Other material to support your entry may be supplied as follows:

1. Upload image and video files.
2. Image files may be featured on the Awards night as examples of your campaign so please also **attach these as separate files** (jpg or png, minimum file size of 200dpi).
3. Video attachments may be hosted on a video site such as YouTube, Vimeo, Wistia, Instagram, TikTok and Twitch.
4. Provide website URL's to the publicly accessible campaign or active URL of a landing page. Please ensure any applicable usernames and passwords are provided and active. **Please do not upload any further written material as the judges will not consider this. The written component of your entry should be fully explained within the provided form field.**

Please upload a jpeg hero image that represents your entry. Minimum size 1920x1080 pixels. To be used during the Awards Show should your entry receive an award

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