

Best Product Launch

OVERVIEW: The winner of this category will be a product launch event (live, virtual or hybrid) that demonstrates excellence across several areas including creativity, engagement, sustainability, and innovative use of technology. Judges will look for a compelling, impactful, and memorable experience that informed, engaged, and delighted its audience. Entries should include client and audience feedback and evidence of how the event performed against clear objectives and/or metrics.

BACKGROUND & BRIEF

1. Key details – client, date, project, format, audience profile & numbers, lead time, brief etc.
2. Objectives – what was the purpose of the event and what was the desired impact? Please include details of any pre-event research carried out, or any relevant information about the client's business and the product being launched. Was it a new or existing client?
3. How did you factor sustainability and DE&I into the brief and planning? Judges will be looking for inclusive events where environmental impact has been actively considered and mitigated where possible.

DELIVERY

1. Solution – what was the proposed solution to the brief and why. Give an overview of the product being launched and the event you delivered. What was unique/different?
2. How did you decide on the venue(s) and destination?
3. How did you make the event engaging and interactive, e.g., choice of presenter/speakers, format, venue, layout, entertainment, F&B, any other creative, interactive, or immersive elements?
4. Technology – please include details of any event technology used to deliver the event and how it enhanced the experience.
5. If the event was live, did you extend the reach pre- or post-event via virtual content? If hybrid, how did you make the experience work for both digital and live audiences?
6. Challenges – did you have to overcome any specific challenges before or during the event delivery?

ENGAGEMENT & MEASUREMENT

1. Did the event meet its overall objectives? Please include feedback from both the client and attendees.
2. Include any data that can show attendance and engagement levels, interactivity, ROI, behavioural change, resulting product sales, and any other key metrics.
3. How does this compare to previous events? How will you use the data to influence/shape future events?
4. If you measured and mitigated carbon emissions during the planning process, please include details.

SUBMISSIONS: Entries can either be presented as a video submission **or** a written entry. **Video submissions should be no longer than 5 minutes** and can be as simple as a piece-to-camera presentation filmed on a smartphone, through to a fully produced showreel piece. You may support your video submission with a written entry. **Written entries should be 1,500 words maximum and no more than 5 pages/slides** and can be supported by a video submission. **On submission**, you will also be required to provide a 1200-character **submission overview** which will be used for judging and the live event script (if applicable). This does not count towards your submission word count.

You will not be judged on the quality of your video or written entry, but purely on the quality of the work that you are presenting. All event categories are open to corporate brands, agencies, charities, and associations and apply to live, virtual and hybrid experiences. **Events must have been delivered between April 2023 and March 2024.**