# Creative & Effective Marketing Award – Application

**Mandatory requirements**

The Marketing campaign must be conducted within the last 12 months.

1. Business/ Store Name
2. Background information about the business
3. Title of the Marketing Campaign
4. Overview of the Marketing Campaign
5. Upload relevant images, videos and documents about the project
6. What are the major KPI of the Campaign?
7. How the campaign achieved its key performance indicators such as:
   1. Return on investment
   2. Increment Sales or increased Brand Awareness
   3. Effectiveness Conversion rate
   4. Other goals and objectives
8. Final outcome of the Campaign
9. How does the Campaign meet the KPI and targets set?
10. The challenges that the campaign presented during development or implementation, and how these were overcome.
11. The Creative Team Leader's name and title (if applicable)
12. Background information about the Team Leader (if applicable)

Thank you very much for your submission. If you wish to upload more files, please contact heilylai@selfstorageasia.org and will send you an extra link for uploading.