

Individual Excellence Award

Iconic Digital Campaign Influencer

OVERVIEW

The Iconic Digital Campaign Influencer award recognizes an influencer who has played a pivotal role in executing a highly successful digital marketing campaign. These influencers effectively harness the power of social media, digital platforms, and creative storytelling to drive meaningful engagement, awareness, and action for a brand or cause. Whether it's a product launch, awareness campaign, or advocacy initiative, this influencer has used their platform and creativity to captivate and inspire their audience, achieving remarkable outcomes in terms of reach, engagement, and conversions. Their digital campaign stands out for its innovation, impact, and the influence they wield over their audience.

ELIGIBILITY

1. **Active Influence:** The influencer must actively participate in promoting or leading a digital campaign in the last 12 months.
2. **Campaign Reach:** The campaign must have reached a significant audience, ..

QUALITATIVE CRITERIA

- **Authenticity:** The degree to which the campaign feels genuine, with the influencer's voice being an integral part of the messaging.
- **Storytelling:** The strength of the narrative woven through the campaign, and how well the influencer has engaged their audience with a compelling story.
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JUDGING CRITERIA

- **Campaign Impact:** The extent to which the influencer's digital campaign generated meaningful engagement, awareness, or sales.
- **Creativity and Innovation:** The originality and uniqueness of the campaign. How the influencer used creative content formats (videos, stories, posts) to stand out.
- **Engagement Metrics:** The level of interaction between the influencer and their audience, including likes, comments, shares, and participation.
- **Content Relevance:** How well the content aligns with the brand or cause it promotes, ensuring it resonates with the audience.
- **Brand Alignment:** How effectively the influencer embodies the brand or cause's values and message through the campaign.
- **Social Impact:** The broader social or environmental impact the campaign ..

METRICS

Metrics Criteria	Current Year	Previous Year
<ol style="list-style-type: none">1. Campaign Reach: The total number of people who viewed or interacted with the campaign, across all platforms.2. Engagement Rate: The total engagement (..)		

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