



# top tips

- Start with the executive summary before you try to write individual sections. Get your overall story really strong, concise, crisp, clear, inspiring and easy to read.
- The entrants who build the cases from a place of real honesty, authenticity, and simplicity vs. marketing jargon was really the strongest. I'd recommend that all the entrants have someone who doesn't work in marketing read the entry to see if they understand it. If they can, then it's probably good.
- Use a voice of honesty – judges are looking for the real situation you started with, what you achieved, and the persuasive argument that ties back the results with the objectives.
- My biggest issue was that the creative reels seemed to gloss over the creative rather than showcase it. Don't give me a video version of an over-dramatized case. Showcase the creative and tell a rich, compelling story via your writing.”
- Be sure to provide context; most judges don't know your category or what success looks like.
- Provide competitive landscape: Include a clear picture of the marketplace situation as the jury reviewing your entry may not be aware of it.
- Ensure that the 'insights' somehow tie to a human behavior. A data point is not an insight, it's what the data point means to your brand, target or audience that makes it an insight.
- While all of the information is important, remember that this is read as one of many entries by judges. Go back and ensure that you are using the most impactful, focused information to help them make a decision.
- State why results are significant in the context of your situation. Simply presenting results without defending them will not cut it.
- Address every objective in your results section and guide judges through the results achieved – how do the social metrics tie to the awareness and behavioral goals of the brand? How does this link to sales or market share goals (if relevant)?
- Be real. Judges appreciate entrants for explaining what went wrong, what you changed, etc. Cases that retrofit objectives to match results do poorly.
- More chart and graphs vs. words in results. It is easier to see results visually than in a narrative form.
- **LESS IS MORE.**
- **PROOFREAD. PROOFREAD. PROOFREAD. & EDIT. EDIT. EDIT.**

For more tips and detailed guidance on each of the scoring sections, review the Advice from the Jury. To review past winner Case Studies, [click here](#).