

Category	Sports Technology Agency of the Year
<p>This award celebrates the work of an agency, of any discipline, which has embraced technology to deliver results for a client(s) in sport.</p> <p>Entries are invited from agencies which have either conducted a single, significant campaign or have a body of work relating to the criteria.</p> <p>Judges will review entries on the following criteria</p> <ul style="list-style-type: none"> • What was the client objective • What technology was used and how was it used • What direct impact did this have on the activity / initiative • How innovative and effective was the campaign • Quantitative and qualitative data supporting the entry (e.g. stats and third-party endorsements) 	
Entry Information	
<p>Entry Overview 200 words max</p> <p>Please supply an overview of your entry which advises the judges as to the nature of your business and the work this entry covers. Please note: in the event of being shortlisted, this copy will be used on the Awards' website so ensure no commercially sensitive is featured</p>	
<p>Sports 50 words max</p>	
<p>Dates Relevant to the Entry</p>	

<p>Background 200 words max</p>	
<p>Case for Winning</p>	
<p>Target Market or Audience 100 words max</p>	
<p>How the entry meets the needs of its target market 150 words max</p>	

<p>What are the entry's unique selling points or assets, in what way is it unique or superior to its competition 200 words max</p>	
<p>What is the scalability and reach of the entry and what strategy was / will be adopted to realize this 200 words max</p>	

Results and Support:
All judges sign an NDA and
declare all conflicts of interest.
As such, all information shared
is confidential. Please note that
numbers / hard facts count for
more than percentages or
testimonials. 500 words max