



AWARD-WINNING  
ENTRY TIPS

# HOW TO WRITE A GOOD AWARD-WINNING ENTRY

Winning awards isn't just about doing excellent work, it's also about producing a well presented and logical entry. These are some of our tips on how to make your entry a possible winner of the Davos Communications Awards 2023.

**1. Carefully read the criteria for applying.** Meet the deadlines and stick to the rules. Start to prepare your entry early as it takes time to craft the perfect entry. Make sure you get your employer's or client's approval or agreement if needed.

**2. Present the right projects, people and campaigns.** Focus on the objectives and the results. You should also emphasize creativity, innovation, and problem solving. Explain your teamwork and ensure you credit everyone who contributed. You must convince not only the jury, but first yourself and then also your team, colleagues, clients and even friends that your entry really deserves a win.

**3. Select the best person to write the entry.** If you think you are the one, then do it. But think very carefully on that issue as writing and presenting is of great importance to your possible win.

**4. Tell the judges your great story in a great way.** Short, clear and convincing. Watch spelling and grammar. Avoid exclamation marks! Avoid marketing jargon and hyperbole. Proof, proof and proof again for typos.

**5. Keep the story clear and logically structured.** Start with the objectives, research, ideas, innovation, implementation and then stress on the results.

**6. Judges have dozens of entries to review for each category.** Make sure yours really spells out why your project must win. Don't expect the judges to read between the lines. Don't be modest, do be truthful.

**7. Results, results, results.** Include as much evaluation data and evidence of the impact of the campaign on the client business or organization as possible, from an increase in sales to higher levels of engagement with audiences. Don't just report on inputs and outputs, but focus on outtakes, outcomes and above all impact. Entries using advertising equivalents (AVEs) will be eliminated.

**8. Be clear** about the measurement policy you implement and convince the jury that it was the right and most objective one.

**9. Remember the simple truth:** clear objectives, matched to proven results, plus great storytelling, equals your best chance of winning.

**Good luck to all the applicants!**