

Entry template

Basic information

Entrant Name

Entrant Job Title

Entrant Email Address

Entry title

This is the name the entrant wishes to title the submission with and used on the GameFace website gameface.xyz if the category is shortlisted

Entering category

The category you would like to enter your work into. Once one entry is completed entrants will be able to clone the same entry in different categories

Entering Company

The entrant company is the business which submits an entry for the consideration of the jury. If the entry wins a trophy, the 'entrant company' is the entity who will receive the trophy. There can be only one entrant company.

Type of Company

Esports team, esports event or tournament organiser, esports division within a games publisher, advertisers, media agencies, venues and cities

Entering Country

The entering country is based on the location of the entrant company. In case of the entry being shortlisted, this is the country being named

Client

If the company entering is an agency please include the clients details including name of company and contact at the client

The Written Entry – no more than 350 words in total

Objectives

Please state the objectives of the brand for teaming up with an esports organisation

Strategy

What was the overriding strategy? How does the strategy meet the objectives of the brand experience

Execution

What tactics and activations were implemented and what channels used to amplify experience? This can be a step by step guide to how the experience was executed

Results

What results did the experience achieve? This should include the metrics and ROI delivered against the objectives and KPIs. What is the lasting impact of the experience for both the brand and the esports organisation?

Client endorsement

What did the client say about the experience? This should include a quote or quotes from the client in what they felt about how the activation worked

Supporting materials

Supporting images

An entrant can upload up to three images of the partnership

Image specifications: format: jpeg 300 dpi, RGB; each image must not exceed a file size of 10MB.