

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

The Written Entry – no more than 350 words in total

Objectives

What were the business objectives for creating the best fan activation over the last 12 months?

Strategy

What was the strategy to create the best fan activation?

Execution

How was the strategy executed? This can include everything from level of fan activation to the feedback across various social media channels

Results

What were the fans saying about the activation? How did the results compare to the objectives set out at the start of the last 12 months?

Fanfeedback

Feedback from three or more of the fans who experienced the activation

Supporting materials

Supporting images and links

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.

Links to articles and content used as part of the work delivered over the last 12 months, which helped the team beat its objectives and KPIs.