

Some tips on writing a winning entry



1st Tip

Start now



2nd Tip

**Agency & Client
should work together**



3rd Tip

Get over the confidentiality hurdle

- Talk to the most senior client
- Consider how to disguise confidential data
- Key data can be withheld from publication



4th Tip

Read past winners



5th Tip

Dig deep for your proof

- Loving the ads is not enough
- Show you made someone do something



6th Tip

Provide the evidence

- Spell it out
- The causal link
- Discount other possible causes



7th Tip

New learning



Final Tip

No bull

