

## PRESENTING YOUR PAPER

- Clearly state the purpose of your entry – what is the overriding goal of this submission?
- Get to the point! Be concise and explicit. Ensure that the submission is easy to read.
- It is not enough to make assertions, the jury want proof! Any claim must be supported by evidence and source data. For example:
  - **Claim:** Any figure/number used. For example: *The sales figures went up by 120% See Figure 1.*
  - **Evidence:** Use a chart, graph, diagram, etc. within the body of your submission. You must reference the name of the source. For example: *Nielsen: Marketing Survey 2014. "Mobile Youth Around the World"*
  - **Source Data:** The study or report which the claim has come from. For example: the *"Mobile Youth around the World"* survey must be sent as a supplement included in the appendix.
- **Embed** any supporting **evidence** such as charts, graphs, tables etc. within the main entry document, next to your claim. ***Charts, graphs, diagrams or tables will not be included in the word count.***
- Include footnotes at the bottom of the page linking to the **source data** in the appendix.
- The **source data** must be submitted along with the entry in order for our team to check for consistency. This should be included as appendices. If you cannot include the source data please state the reason why.

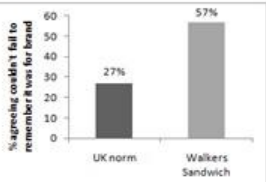
### EXAMPLE 1

**Claim.** Refers to the Evidence

**Evidence.** Clearly labelled chart with heading. References the name of the source

**7. The right message was received by consumers**

Despite this being a very different model of Walkers advertising to that the public are used to, and with Gary in only a peripheral role, the branding was phenomenally strong, with more than double the normal number of people agreeing they 'couldn't fail (top box) to remember it was for Walkers' (Figure 17).

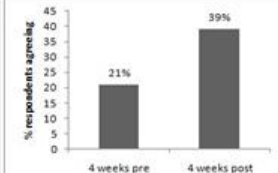


Category	% agreeing couldn't fail to remember it was for brand
UK norm	27%
Walkers Sandwich	57%

Figure 16: Correct brand attribution<sup>27</sup>

Crucially, It also communicated the message we intended, building a salient association between Walkers and Sandwiches, with an 86% increase in the number of consumers agreeing that a packet of Walkers 'makes my sandwich more enjoyable' (Figure 18).

<sup>27</sup> Source: Millward Brown Post-Test Diagnostics, May 2010; statistically significant with 95% or higher confidence. UK norm is the 'Online Total (Seen Ad) Norm', as at April 2011. See previous support provided or contact [Ruth.Taylor@millwardbrown.com](mailto:Ruth.Taylor@millwardbrown.com) if further substantiation required.



Time	% respondents agreeing
4 weeks pre	21%
4 weeks post	39%

Figure 17: 'Makes my sandwich more enjoyable'<sup>28</sup>

**8. Consumer behaviour changed**

The percentage of sandwiches eaten at lunch with a packet of Walkers stopped declining, and indeed increased in 2010 (Figure 19).

<sup>28</sup> Source: Millward Brown Tracking, Feb & April 2010. Statistically significant with 95% confidence. See previous support provided or contact [Ruth.Taylor@millwardbrown.com](mailto:Ruth.Taylor@millwardbrown.com) if further substantiation required.

**EXAMPLE 2**

Provide hardcopy evidence, such as screen grabs. Do not simply supply a website link!

**Claim**

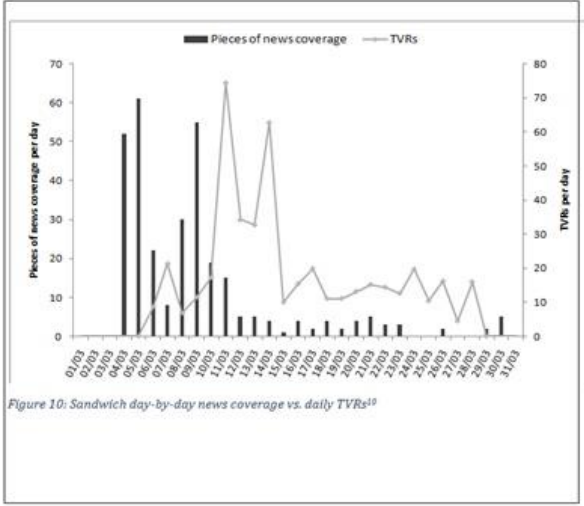


*Figure 9: Consumer PR coverage*

An embedded Now Magazine Journalist said of the campaign:  
*Sandwich was such a brilliant idea. At one point I feared for my life as a small group of girls suddenly grew into a mob as word got out that the hottest boys in pop were actually in the town!*<sup>19</sup>

The coverage unfolded according to the phasing plan, with strong peaks at the Tease and Reveal stages, running just in advance of the matching TV phasing, as planned (Figure 11).

<sup>19</sup>Source: Freud Communications. See supporting email entitled 'PR quotes from Freud'.



<sup>19</sup>Source: Freud Communications / OMD. See supporting email entitled 'Freud PR evaluation details', and sheet entitled 'Daily TVRs' within the supporting Excel data document.

Footnote directs to Evidence and Source Data