

OVERALL ADVERTISING EFFECTIVENESS AWARD

sponsored by  **RBS**
The Royal Bank of Scotland



PLEASE COMPLETE THE FOLLOWING SECTIONS.

CLIENT

AGENCY

TITLE OF ADVERTISEMENT OR CAMPAIGN

OUTLINE OF THE ORIGINAL BRIEF

STRATEGY AND MEDIA MIX

CORE EFFECTIVENESS (Please include details of the level of response and candidate appointments to vacancies)

CLIENT RESPONSE AND SATISFACTION LEVELS

SUBMITTED BY

SIGNED