

A Guide to winning a COG Award in 2011



Guidelines on categories:

A clear demonstration of creativity and strategic thinking

This category is designed to demonstrate that many of the creative and strategic ideas DO originate from the companies behind the scenes in a campaign. A good example of this is where you have expanded on, and recommended ideas beyond that in the original client/agency brief.

Innovation in client Services

Guidelines:

This category is for you to outline the range of client services you provide from bespoke software and digital capabilities through to specific account handling procedure.

Against all odds

Guidelines:

All too often we hear that it is the services company that rescues a campaign from potential problems, often very late in the day with changing demands from the client or agency. Please give an example where you have had to act quickly and have delivered an outstanding service in order to ensure that the campaign runs smoothly.