# C:\Users\lynnec\Desktop\Warners\TUCLOGO CMYK Jpeg.pngTrade Union Communication Awards 2017

## Category 5: Best campaign communications

**Please answer the following questions and submit four copies of this sheet with your entries for this category.**

Union:

Title of campaign:

**Please provide no more than one side of A4 (typed) describing the campaign and covering the following questions:**

What was the campaign objective?

What was the budget?

What communication tools were used?

What was the campaign’s outcome?

How successful was the campaign and how did you measure this?