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**Competition Briefing Form**

**Client:**

**Campaign name:**

**Competition start:**

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| **Hero Image & brand logo** | *Please supply 1 x high res hero image and 1 x brand logo for use on the competition page.* |
| **Mandatory copy** | *Please include any mandatory copy that you’d like to appear on the competition page.*  |
| **Entry mechanic** | *What’s your preferred entry mechanic? E.g. Enter email / answer question / upload photo to enter.* |
| **Social integration** | *Please confirm if there’s a campaign hashtag which can be pulled into a social wall within the competition page* |
| **Exit link URL/Social links URLs** | *Please add any additional click through URLs that you’d like to appear on the competition page.*  |
| **Data Collection** | *Would you like users to be able to opt-in to receive more information from your brand?*  |