**GCS Campaign of the Month: entry form**

**Please rename this file to: YOUR DEPARTMENT NAME\_Name of Campaign. For instance, “HOME OFFICE\_EU\_Settlement\_Scheme.docx”.**

If you submit a photo or campaign image, we need high resolution, 960 pixels wide by 640 pixels high. You will need to email [gcs@cabinetoffice.gov.uk](mailto:gcs@cabinetoffice.gov.uk) confirming you if agree to be featured on the website if you submit a personal photo.

1. **Your campaign’s name.**
2. **Reason for nomination (up to 500 words in total).**

Start with describing the problem the campaign has tackled but focus on discussing your approach and results. Please use [the OASIS model](https://gcs.civilservice.gov.uk/guidance/marketing/delivering-government-campaigns/guide-to-campaign-planning-oasis/) - Objective, Audience, Strategy, Implementation, Scoring).

The judges will appreciate conciseness so you can use bullet points when you feel it’s appropriate.

**A suggested structure:**

1. The problem/Context
2. Objectives
3. Audience
4. Strategy
5. Implementation
6. Scoring/Results
7. **Who is the team behind the campaign?**

Include the name, role and where they work. Please submit a full list to enable accurate listing on the GCS website.