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The only awards for international media.

EXTENDED DEADLINE: 10 June 2016

#MMGAWARDS16

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CATEGORIES

To be eligible for the entering categories, the majority of the campaign must have run between **1 June 2015 and 31 May 2016** and must be multi-market ie it must have run on pan-regional media and/or local media in two or more countries which can be differentiated by language, culture and/or consumer behaviour (with the exception of Best Local Execution of a Global Brand and our new talent categories: The Talent Award and International Sales Team of the Year).

1. **NEW Best Multiplatform Campaign**

The winner of this category must have combined two or more platforms: mobile, OOH, social media, TV, cinema, radio, print or other. The successful multiplatform campaign must show an effective use of the mediums in a creative and engaging way to obtain great results on clear objectives. The platform combinations do not need to be the same per country, but if different, the decisions behind the varying platform choices should be clear.

2. **NEW Best Use of an Influencer**

This category rewards the brand that has best leveraged an influencer as part or as the whole of a campaign. The influencer may be a blogging or YouTube star, celebrity, leading industry figure or other notable character. The selected influencer may differ per country as relevant, as long as the campaign strategy remains the same or the activation across countries can be understood as the same campaign.

3. **NEW Innovative Use of Publishing Platform**

This category is looking for the most innovative use of a publishing platform, whether traditional or digital. Entrants should demonstrate how the use of any type of international publishing platform – including print media, digital or mobile app for example – has enhanced the impact and performance of the campaign against stated key metrics.

4. **NEW Best Creative Use of Technology**

This category is open to agencies, trading desks, media owners, technology companies and brands who can display the effective combination of creativity and technology to improve a campaign. This may, but not exclusively, use programmatic tools or data to deliver an effective international campaign. This could include personalised ads, non-intrusive re-targeting and, innovative creative or strategic initiatives with proven metrics such as increased sales, awareness or market share.

5. **NEW Best International Growth Strategy**

The winner in this category will be the campaign which demonstrates the most successful strategy for brand growth, whether that is through the launch or re-launch of a product or service, reaching a new consumer segment, countries or sectors for example. The winning campaign will be able to demonstrate an understanding of the target audience and marketplace.

6. **NEW B2C Campaign of the Year**

This category is open to B2C campaigns seeking to influence the opinion or purchasing behaviour of consumers in multiple countries. The winner will demonstrate an intelligent choice and use of media channels to efficiently target the communication, as well as a creative approach or central idea that has grabbed the consumers' attention.

7. **NEW – TALENT – The Talent Award**

This category rewards the team, department or organisation which can show an excellent approach to impacting the talent agenda and improving performance. The award is open to brands, agencies, media owners and technology companies that have innovated in recruitment, retention of talent and/or learning and development in order to create successful teams. The winning entrant will be able to prove success against YOY metrics such as increased sales, employee retention rate, company KPIs, award wins, company ranking or brand perception scores.

8. **NEW – TALENT – International Sales Team of the Year**

This category rewards the media brand sales team that has had the most success during the eligibility period, with success defined by level of sales, business growth, increase in market share, quality of partnerships or even influence on international media practice. Competing teams should submit an initial written entry detailing what the media brand sales team has delivered to brands and agencies during the qualifying period, using examples of specific campaign(s) or initiative(s) where possible. Those shortlisted will be invited to 'pitch' before the final jury.



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9. **Best Local Execution of a Global Brand**

This award will recognise the local creative and strategic media strategy that demonstrates a qualified brand impact on the local audience. The winning work should not just be a local interpretation of an international campaign by a global brand but a unique initiative for a local audience. The judges will look for great insight and thinking and the use of appropriate media channels. The winner will be selected on the strength of overall idea, creative impact and achievement of key objectives. In this category, campaigns will be accepted if they have run in only one country.

10. **Best Targeted Campaign**

This category rewards the campaign that demonstrates excellence in targeting and reaching a specific demographic or audience with a message via any media. The winning campaign will be able to demonstrate a clear understanding of the target demographic or niche audience, the best channels to reach them, their motivations and the messages that appeal to them, and will display exemplary execution of a media strategy with real cut-through.

11. **Best Communications Strategy**

This category celebrates the big idea that has enabled a brand strategy to perform across international markets. Our judges will be looking for campaigns that demonstrate clear consumer insight and through the development of a brilliant strategy and precise execution, engage the target audience.

12. **Best Partnership Award**

This award seeks to recognise the success of a partnership between two parties, including but not exclusively between an agency, media owner, brand or ad technology owner. The partnership should have been integral to the success of the campaign, and judges will particularly reward innovation in the implementation of the partnership. The partnership could be for a sustained partnership long-term, or a one-off. Two parties from the partnership may be nominated for this award, with both parties being rewarded when selected as having the year's winning partnership.

13. **Best Use of Content**

This category rewards the curation and distribution of content. The campaign could use original content, existing content or even user-generated content as part of an international execution. The use could be planned as part of a longer-term strategy, or as a fast response prompted by a particular event of action. In particular judges will look for content and distribution that fits with the brand strategy and clearly address the marketing challenge.

14. **Best Engagement Strategy**

Recognising the campaign that can demonstrate the most successful engagement strategy with tangible audience-related results for the client. This category can include a campaign on any media channel that can prove engagement at its heart - the jury will place a greater emphasis on audience-related results for entries and will be looking for proof of engagement through metrics such as 'time spent with brand', 'number of interactions with the brand', 'number of downloads', 'number of comments', and so on.

15. **Best Use of Social Media**

This category rewards innovation in social media that can demonstrate great results. Entries will be judged on the creative use of social platforms and a sound understanding of online consumer behaviour. Judges will be looking for examples of fantastic consumer driven campaigns, community building, targeting, engagement measures as well as the potential viral nature of the campaign on a Global scale.



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16. **Best Use of Video**

The best use of video should show creativity not only in the content itself, but also how it has engaged the target audience. Judges will particularly reward those that show innovative use of technology in the activation which could include instream or outstream video solutions. The campaigns may have appeared on social media platforms, the digital platforms of publishers, media brand websites or any other platform. Entries could come from media agencies, media brands or video advertising platform providers.

17. **The International Effectiveness Award**

This category will reward the campaign that achieved the most against its stated targets. It will focus on effectiveness of a campaign above all other considerations. All entries must include figures showing the campaign's direct impact on clearly defined KPIs e.g. brand perception scores, lead generation, sales, conversion rates etc. that must be declared in the submission. The results section of the entry will account for 40% of the Jury's scores. The Effectiveness Award is open to all campaigns, whether consumer or corporate, and judges will consider the size and difficulty of the aims of the campaign or the changing nature of the challenge when making their decision.

18. **B2B Campaign of the Year**

This category is open to B2B campaigns seeking to influence the opinion or purchasing behaviour of businesses or individual business decision makers. The winner will demonstrate an intelligent choice and use of media channels to efficiently target the communication, as well as a creative approach or central idea that has grabbed the attention of the business audience.

19. **The Smart Use of Data Award**

The Smart Use of Data Award reflects the achievements of effectively reaching consumers, where the successful campaign has been notably enhanced or even impossible without the learnings gained from econometrics or insights. The insights may be original or existing data or research. The winning entry should demonstrate the smart use of data which has ultimately improved results, as evidenced by metrics such as web conversions, increases in the average order value, a reduction in online CPA or increase in ROI. Pre and post campaign stats will be another useful benchmark for judges.

GRAND PRIXS

These winners of these categories are calculated by a points system based on the successful submissions to the entering categories.

International Advertiser of the Year

Campaign of the Year

Agency of the Year