



**The only awards for international media.**

To be eligible for the entering categories, the majority of the campaign must have run between **1 May 2016 - 31 April 2017** 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).

## SECTOR CATEGORIES

### 1. **Automotive**

This category is open to campaigns within and related to the automotive and personal mobility industry, including car, motorbike and car parts manufacturers, as well as chauffeur services.

### 2. **Financial & Utility Services**

This category is open to campaigns within the finance and utilities industries. Including but not limited to insurance, banking, energy and commodities.

### 3. **Food & Beverages**

This category will honour the best media or marketing campaign for the food and beverage market, including alcoholic drinks and food and drink chains.

### 4. **Fashion, Beauty & Retail**

Including online retailers, luxury brands, e-commerce, personal hygiene products and fashion brand campaigns that have run in more than one country market.

### 5. **Media, Entertainment & Sports**

Awarding the best multi-market campaign within the media, entertainment and sports industries. Including but not limited to campaigns for publishers, movie launches, computer games, TV stations and sporting events.

### 6. **Tourism, Travel & Leisure**

This category is open to all tourism, travel and leisure campaigns targeting different markets. Including campaigns for airlines, tourism, country brands, hotels and leisure venues.

### 7. **Technology & Telecommunications**

This category rewards the best campaigns for a technology or telecommunication product or service, such as mobile phones and operators, tech products and gadgets, AR/ VR campaigns, IOT products and consumer electronics.

## CAMPAIGN CATEGORIES

### 1. **NEW The Big Idea Award**

The category rewards an outstanding idea which provided a game-changing solution to an international media and marketing challenge. The winner will be able to demonstrate how an idea, big or small, has led to great work, resulted in tangible business benefits, and solved a problem in a new way. The winner will also be able to show the seamless implementation of media and marketing strategies around this idea.

### 2. **Best Integrated Campaign**

The winner of this category must have combined two or more platforms, such as mobile, OOH, social media, TV, cinema, radio, print or other. The successful multichannel 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.

### 3. **Best Use of an Influencer**

This category rewards the brand that has best leveraged one or several influencers or key opinion leaders, either as part of or as the entirety of a campaign. The influencer may be a blogging or YouTube star (local or global), celebrity, sports star, leading industry figure or other notable character who has directly tapped into their own following in order to benefit the brand. The activation may be part of a planned campaign using the influencer, or used more spontaneously in real-time marketing. 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.

## 4. **NEW Best MarTech or AdTech Innovation**

This category is open to any company which uses/created a technology that made a distinct contribution to the success of a campaign. The winner may have, but not exclusively, used 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. **Best International Launch Campaign**

The winning campaign will demonstrate the most successful strategy that created standout in the market and the buzz required to successfully launch or re-launch a new or existing product, service or brand on a regional, international or global scale. Judges will look for proven understanding of the target audience and marketplace which is incorporated into the strategy and execution, while it will be advantageous to state results in context in order to underline their success.

## 6. **Best Local Execution of a Global Brand**

This award will recognise the creative and strategic media approach that results in a qualified brand impact on the local audience. The winning work could be that for a global brand or global brand campaign adapted for local execution, so long as it shows initiative specifically for the local audience, recognising cultural nuances. In particular judges will look for great insight, execution including the use of appropriate media channels, and strong results such as increases in brand perception, customer engagement and sales. **In this category, campaigns will be accepted if they have run in only one country.**

## 7. **Best Targeted Campaign**

This category rewards campaigns that have been proven successful in identifying, targeting and effectively reaching specific audiences. The targeting can be based on demographics, as well as psychographic traits. Judges will consider the level and longevity of impact made by the campaign. Strong insight and tangible results cited against stated benchmarks will be favoured by the judges.

## 8. **Best Communications Strategy**

This category celebrates brands that demonstrate clear consumer insight and through the development of a brilliant and media-fertile strategy and precise execution, and connectivity with the target audience. This can include any form of media used, whether a single or multi-platform campaign. Judges will particularly favour results that meet the brand's objectives.

## 9. **Best Partnership Award**

This award recognises the success of a campaign based on the 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.**

## 10. **Best Use of Content**

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

## 11. **Best Engagement Strategy**

This category recognises the campaign that can demonstrate the most successful consumer engagement showing tangible target audience related results. The campaign can have used any media channel so long as it can prove engagement with either wide-scale or niche consumer groups. The jury will be looking for audience related results and 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.

### 12. Best Use of Social Media

This category rewards innovation and excellence in social media where the winning campaign should be able to 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 where success is indicated by community building, effective targeting and engagement – for example, rather than merely publishing the brand message, social being used to seamlessly transmit the brand message throughout the different markets.

### 13. Best Use of Video

The winner in this category should show creativity in the content but also how it has engaged the target audience throughout the different markets. The campaigns may have appeared on social media platforms, the digital platforms of publishers, media brand websites or any other platform. Number and duration of views, plus scale of reach, are some of the metrics that can impress the judges. The videos may differ per country as relevant, so long as the campaign strategy remains the same or the activation across countries can be understood as the same campaign.

### 14. The International Effectiveness Award

This category will reward the campaign that achieved the most against its stated targets. Results play a critical part in the judges' evaluation, where figures showing the campaign's direct impact on sales will be compelling, though other ROI metrics will be considered. Positive uplift against business targets rather than campaign metrics will be most favoured. 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. **This category will allow a two-year eligibility period, with campaigns that ran between 1 June 2015 and 31 May 2017 eligible for entry.**

### 15. Best Use of Data

The winner in this category will reflect the achievement of effectively reaching consumers, where the successful campaign has been notably enhanced or even made possible through learnings gained from econometrics or insights, or the use of geo-location. The winning entry should demonstrate the best use of small or big 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 statistics will be another useful benchmark for judges.

### 16. NEW Best Sponsorship Activation

This category rewards the innovation and creativeness of sponsorship activation. The sponsorship could include events, sporting venues, TV shows, radio programmes or any number of activations, where judges will expect to see how the brand has developed its interaction with the consumer, brand awareness and exposure through its sponsorship. The winner will be able to demonstrate the tangible benefits for the brand, ideally including business results as well as impressive campaign metrics, and how the media has leveraged the client's sponsorships assets.

### 17. B2B Campaign of the Year

This category is open to business-to-business campaigns from all sectors 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. Including consulting and professional self-promotion campaigns.