



## ENTRY TEMPLATE AND GUIDELINES

This template is designed to ensure you have all the relevant information to prepare your entries. Once you have completed this, you must go to <http://awardentry.mandmglobal.com/> and fill in the entry form online.

### KEY DATES

- Early entry deadline: Thursday 20<sup>th</sup> April 2017
- Entry deadline: Thursday 18<sup>th</sup> May 2017
- **Extended entry deadline: Thursday 1<sup>st</sup> June 2017**
- Shortlist announcement: Thursday 20<sup>th</sup> July 2017
- M&M Global Awards Ceremony: Thursday 7<sup>th</sup> September 2017

### ENTRY PRICES

- Early price: £299 GBP (for entries submitted and paid before Thursday 20<sup>th</sup> April 2017, 23:59h GMT)
- Entry price: £349 GBP (for entries submitted and paid after Thursday 20<sup>th</sup> April 2017, 23:59h GMT)
- **Late entry price: £389 GBP** (for entries submitted and paid after Thursday 18<sup>th</sup> May 2017, 23:59h GMT)

The organiser reserves the right to extend the entry period if there is demand. Any entries submitted after the 18<sup>th</sup> May will have a £40 late fee added to the standard entry fee.

(For UK participants, VAT will be added)

### ENTRY GUIDELINES

- To be eligible for the entering categories, the majority of the campaign must have run between **1<sup>st</sup> May 2016 and 31<sup>st</sup> April 2017** and **must be multi-market i.e. 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).
- You will be asked to enter a written entry plus 2 images. Only if you are shortlisted, you will be asked to provide a 2 minute video reel and a 30 second video reel.
- **Please note: no agency names should be included in the written entry copy.**
- Campaigns may be entered in more than one category but it is advised to adjust your written entry to the category criteria as judges will be looking for different information in each category.
- All campaigns must be entered in English.
- Ensure your submissions have been properly spell checked before submitting online as that is how details will be listed in the Shortlist.
- Information in the entry form and its creative will remain confidential until the end of the first judging round. C Squared Networks Ltd. reserves the right to reproduce submitted material and summaries of entries for its other events and publications unless we receive prior notification.

## **ENTRY PROCESS**

We recommend you to fill all your information in this template first, and then copy & paste it into our entry system here <http://awardentry.mandmglobal.com/>. Our system has the tendency to time out, so this is the best way to fill in your information & also have a record of your entries.

## **WHAT OTHER INFORMATION CAN I FIND IN THIS PACK?**

- [Written entry template](#)
- [How to upload supporting images and in what format?](#)
- [Uploading videos – if shortlisted](#)
- [Payment process](#)
- [Contact information](#)
- [Categories](#)

## WRITTEN ENTRY

### SECTION A: Basic Entry Information

<p><b>Entry title</b></p> <p>This is the name given to the entry for a certain campaign that was launched or aired. In the case of the entry being shortlisted this is the title used in publication. The entry title should be the same over different categories for the same campaign.</p>	
<p><b>Entering category</b></p> <p>The category you would like to enter your work into. Once one entry is completed, you will be able to clone the same entry in different categories.</p>	
<p><b>Entering company</b></p> <p>The entrant company is the business that submits an entry for the consideration of the festival. In the case of the entry being shortlisted, this is the company being named on the shortlist. In case of winning an award, the entrant company is the entity receiving the trophy. There can be only one entrant company (exception BEST PARTNERSHIP AWARD). Any other companies which have been significantly involved in the work should be credited in "other credit".</p>	
<p><b>Agency network</b></p> <p>A group of a media agencies, with offices around the globe sharing the same network name in their name a, e.g. Mindshare or OMD.</p>	
<p><b>Type of company</b></p> <p>e.g. advertiser, media agency, advertising agency, media owner, etc.</p>	
<p><b>Entering country</b></p> <p>The entering country is based on the location of the entrant company. In case of the entry being shortlisted, this is the country being named on the shortlist.</p>	
<p><b>Brand</b></p> <p>e.g. Cif</p>	
<p><b>Brand owner</b></p> <p>e.g. Unilever</p>	
<p><b>Industry the brand belongs to</b></p> <p>e.g. automotive</p>	
<p><b>Secondary contact (email address)</b></p> <p><u>Note:</u> We will be contacting this person too if the entry is shortlisted</p>	
<p><b>Date range of activity</b> (DD/MM/YY - DD/MM/YY)</p>	<p><b><u>Note:</u> eligible campaigns must have run between 1 May 2016 and 31 April 2017</b></p>
<p><b>Regions/Countries in which the entered campaign ran</b> Minimum 2 to be eligible, with exception of BEST LOCAL</p>	

EXECUTION OF A GLOBAL BRAND, for which it can be just 1 market.	
<b>Client name</b> <u>Note:</u> client permission must have been received to enter M&M Global Awards	
<b>Client job title</b>	
<b>Client email address</b>	

<b>Credits – Lead Media Agency</b> The agency who has been the media lead for the campaign (this agency will be awarded grand prix points for Agency Network of the Year). They'll be listed under "Other Credits" on the shortlist if different from entrant company. <u>Note:</u> Just list the agency, no individual credits	
<b>Credits – Additional Media Agencies</b> Please list any other media agency that might have been involved in the project (if applicable, grand prix points will be split between the involved media agencies). They'll be listed under "Other Credits" on the shortlist if different from entrant company. <u>Note:</u> Just list the agency/ies, no individual credits	
<b>Credits - Other credits</b> Please list any other companies (e.g. media owners, creative agencies, technology partners) that have been involved in the campaign. They'll be listed under "Other Credits" on the shortlist if different from entrant company. <u>Note:</u> Just list the agency/ies, no individual credits	

## SECTION B: Draft Written Entry

Please share the details of your campaign activity as indicated below. Please be aware of the maximum word counts indicated. **Please note: do not mention the entering or credited agency names should be included in the written entry copy.**

<b>Objectives</b> (max 50 words)	Please state your objectives for the campaign
<b>Insight</b> (max 250 words)	<i>Judging criteria:</i> <ul style="list-style-type: none"> <li>– Understanding of the international marketing challenge</li> <li>– Understanding of the international brand challenge</li> <li>– Understanding of international market</li> <li>– Consumer insight</li> <li>– Brand insight</li> </ul>
<b>Strategy</b> (max 250 words)	<i>Judging criteria:</i> <ul style="list-style-type: none"> <li>– Innovative and creative media planning</li> <li>– Innovative and creative channel selection</li> <li>– Media cut through/stand out</li> <li>– Innovative solution to media challenge</li> </ul>
<b>Execution</b> (max 250 words)	<i>Judging criteria:</i> <ul style="list-style-type: none"> <li>– Creative standout/cut through</li> <li>– Coordination of execution across channels</li> <li>– Coordination of execution across borders</li> <li>– Creative leadership</li> </ul>
<b>Results</b> (max 200 words) <i>Note: Results section is 350 words for The Effectiveness Award only</i>	<i>Judging criteria:</i> <ul style="list-style-type: none"> <li>– By media coverage and frequency</li> <li>– Resonance of message</li> <li>– Against specific business objectives</li> </ul>

<b>Budget</b>	What was the media budget for this campaign? <ul style="list-style-type: none"> <li>• Less than USD \$ 500K</li> <li>• USD \$ 500K+ to USD \$1 Million</li> <li>• USD \$ 1 Million+ to USD \$ 10 Million</li> <li>• USD \$ 10 Million+ to USD \$ 25 Million</li> <li>• USD \$ 25 Million+</li> </ul>
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## Key Performance Data

(Not compulsory)

**Note:** This section is to help judges review the results of your campaign but you should also add any results (written or numerical) in the written Results section. If you do not have results for these fields, you may leave them blank.

Please add in the numerical metrics for your campaign in the boxes provided. Numbers submitted should be written in full e.g. 10,000, not 10k. You must include the duration of each metric, otherwise the value will not be taken into account.

### 1. Business metrics

- Brand awareness % lift: value and duration (in days or months)
- Sales % increase: value and duration (in days or months)
- Year on Year sales % increase: value

### 2. Campaign metrics

- Social media impressions: value and duration (in days or months)
- Social media fans: value and duration (in days or months)
- Social media conversations: value and duration (in days or months)
- Tweets: value and duration (in days or months)
- Instagram posts: value and duration (in days or months)
- Video/YouTube views: value and duration (in days or months)
- Website visits: value and duration (in days or months)
- App downloads: value and duration (in days or months)

## UPLOADING YOUR SUPPORTING MATERIALS

### 1. IMAGES

You must upload **2 images** of the campaign in action to support your entry.

- **Image specifications: format: jpeg; each image must not exceed file size 10MB.**
- The images may be a screen shot from a video or web activity, copy of a press/outdoor advertisement, image of an event in progress, image of an ambient advertisement, etc.
- Note: the images do not need to be a mood board, but should support the entry.
- All creative submissions should not include entering company names or any contributing creative companies.

### 2. SHORTLISTED VIDEO REELS (only if shortlisted)

ONLY IF SHORTLISTED, you will be required to submit a **2 MINUTE VIDEO REEL** and a **30-45 SECOND VIDEO REEL** highlighting the campaign's success. Both videos must arrive by **Thursday 17<sup>th</sup> August 2017**.

#### **2 MINUTE VIDEO REEL\***

- **This is important because it will be the main element used in the final round of judging.** Entries for which no reel is provided will not be disqualified, but may be at a disadvantage in the final judging.
- The 2 minute video reel should be a summary of the campaign, including some key images/video and explanation of the insight, strategy, execution and results.

- Please note the video must work as a stand-alone piece as the final jury will not necessarily read your written submission.

### **30-45 SECOND VIDEO REEL\***

- **This will be used at the awards ceremony should your shortlisted entry wins.**
- Summary of your 2 minute video highlighting the campaign's success.

### **\*VIDEO REELS SPECIFICATIONS (FOR BOTH 2 MIN AND 30 SEC VIDEOS)**

- **HD (720p or 1080p), mp4, file size no larger than 250MB. Maximum length: 2 minutes // 30 Seconds.**
- Your videos must be in English or with English subtitles.
- You must submit your videos to [awards@csquared.cc](mailto:awards@csquared.cc), we suggest you use [WeTransfer](https://www.wetransfer.com/)
- Please ensure high quality files are submitted or entrants will be asked to re-submit material.
- Please name the file and the subject with the title of your entry and indicate the category/categories.
- **Deadline: Thursday 17<sup>th</sup> August 2017:** *Please note there is no deadline extension. If we do not receive your video by this date we cannot guarantee it will be viewed for final judging. Entries are likely to be at a disadvantage if no video reel is submitted for final judging.*

## **ENTRY FEES**

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The organiser reserves the right to extend the entry period if there is demand. Any entries submitted after the 18th May will have a £40 late fee added to the standard entry fee.

(For UK participants, VAT will be added)

## **PAYMENT PROCESS**

### **For single entries or multiple entries totalling less than £2,000:**

Payment type: Online credit card payment. Please have this information ready when you submit your entry.

Submissions will not be considered until full payment is made.

**C Squared Networks Ltd reserves the right to charge an admin fee of £50 if manual invoices are requested or required on award entries totalling less than £2,000.**

### **For multiple entries totalling more than £2,000:**

Payments can be made by credit card or invoice, which may be requested through the entry system (please have a PO number ready if required).

Submissions will not be considered until the invoice initiation process has been started on the submission site. All entries must be paid for by the final entry deadline.

ALL SUBMISSIONS CAN BE ALTERED AT ANY TIME UP UNTIL THE EXTENDED ENTRY DEADLINE

## ANY QUESTIONS?

**For general awards queries, please contact:**

Fanny Nicot, Senior Awards Executive

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## CATEGORIES

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

NEW FOR 2017 – In the following categories, you may enter your work based on the industry your client is operating in.

#### 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

In the following categories, you may enter your work based on your campaign specifics.

#### 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.

### **GRAND PRIX**

These winners of these categories are calculated based on the successful submissions to the entering categories.

**International Advertiser of the Year**  
**Campaign of the Year**  
**Agency Network of the Year**