

OPEN
FOR
ENTRIES

MMG

AWARDS 2018

20 September 2018 | Troxy, London

ENTRY DEADLINE
19 APRIL 2018

Being recognised by an independent jury can increase the reach, credibility and the motivation of your marketing and sales teams, as well as generating positive PR to give you good reasons to talk to new and prospective clients. Awards are a good opportunity to benchmark your company against the competition and showcase the possibilities of your brand to existing and new prospective clients alike to make it more general for a broader audience.

GET THE RECOGNITION YOU AND YOUR TEAM DESERVE. ENTER THE AWARDS FOR THE GLOBAL MEDIA & MARKETING INDUSTRY.

WHY ENTER?

- Exposure to the jury of the most senior brand marketers, media owners and agencies across the globe
- Benchmark your strategies against the competition
- Showcase best practise and establish your service as must-go to
- Motivate your team with industry-wide recognition and celebration of your success
- Impress clients and increase your chance to win new business
- Demonstrate that you are delivering innovative and effective solutions to clients
- Add your win to your personal and company credentials
- Build credibility and generate positive PR for your company

CRITERIA

THE MEDIA & MARKETING GLOBAL AWARDS ARE OPEN TO ALL THOSE INVOLVED IN ADVERTISING AND COMMUNICATION. ELIGIBLE CAMPAIGNS MUST HAVE BEEN IMPLEMENTED BETWEEN 1 APRIL 2017 AND 31 MARCH 2018 GLOBALLY, REGIONALLY OR LOCALLY IN ANY COUNTRY.

SUBMISSION PROCESS

1ST STAGE: WRITTEN ENTRY

(APPROX. 800 WORDS) IN ENGLISH FOR 4 SECTIONS: INSIGHT, STRATEGY, EXECUTION AND RESULTS.

- 1 Select the >CATEGORIES to enter.
- 2 Read the >ENTRY TEMPLATE AND GUIDELINES to prepare your submissions before you enter them online.
- 3 Check some other >2017 WINNING CAMPAIGNS
- 4 Register to the >ENTRY SITE and complete your submission online. Upload 2 images to illustrate your work.
- 5 Pay for your entries.

2ND STAGE: ONLY FOR SHORTLISTED ENTRANTS – SUBMIT A VIDEO FOR YOUR ENTRY. SHORTLISTED ENTRANTS WILL BE GIVEN MORE DETAILS.

KEY DATES

- ENTRY DEADLINE: 19 APRIL 2018 (£349 PER ENTRY)
YOU MAY REQUEST MORE TIME TO ENTER (LATE FEE TO BE ADDED)
- SHORTLIST ANNOUNCEMENT: 13 JULY 2018
- AWARDS SHOW: 20 SEPTEMBER 2018 AT THE TROXY, LONDON, UK

CONTACTS

GENERAL ENQUIRIES
[Jess Masterson](#)

JUDGES CONTACT
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TICKETS & SPONSORSHIPS
[Commercial Team](#)

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WHAT ARE THE JUDGES LOOKING FOR IN EACH CATEGORY?



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● BEST INTERNATIONAL CAMPAIGN

This category honours the truly international campaigns that have successfully been implemented across different markets.

>[Sing](#)

● BEST LOCAL EXECUTION OF A GLOBAL BRAND

This award will recognise the creative and strategic media and marketing approach that results in a qualified brand impact on the local audience.

>[Yasmin's Sex-ed Revolution](#)

● BEST COMMUNICATION STRATEGY

This category celebrates brands that demonstrate clear consumer insight and through the development of a brilliant and fertile strategy and precise execution, and connectivity with the target audience.

>[Maggi Diaries – The Power to Make a Difference](#)

● THE EFFECTIVENESS AWARD

This category will reward the campaign that achieved the most against its stated targets. Positive uplift against business targets rather than campaign metrics will be most favoured.

>[Live the Intercontinental Life](#)

● 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.

>[Baileys: Don't Mind if I Baileys](#)

● BEST INTEGRATED CAMPAIGN

The successful multi-channel campaign must show an effective use of the mediums in a creative and engaging way to obtain great results on clear objectives.

>[Did You Mean](#)

● BEST CAMPAIGN LED BY AMBIENT

/ TRADITIONAL MEDIA

The campaign may have had some digital influence, but should show how traditional or ambient media was the key element of the media and marketing plan that helped deliver results.

>[End the Silence](#)

● BEST CAMPAIGN LED BY CONTENT

This category rewards campaigns which had content at their heart, including the creation and distribution of content.

>[A Hero Inside Us All](#)

● BEST CAMPAIGN LED BY THE CREATIVE IDEA

The category rewards an outstanding creative idea which provided a game-changing solution to an international media and marketing challenge.

>[The Lenz](#)

● BEST CAMPAIGN LED BY DATA

The winning entry in this category should demonstrate the best use of small or big data, which has ultimately improved results, as evidenced by metrics.

>[I Don't Care, I Love It!](#)

● BEST CAMPAIGN LED BY DIGITAL

This category searches for campaigns driven by digital, ranging from social to video, web or digital installations crossing lines between online and offline.

>[Discover Your Aloha](#)

● BEST CAMPAIGN LED BY EVENTS, EXPERIENTIAL OR SPONSORSHIP ACTIVATION

The experience could be physically tangible, digital or virtual, but the case should be clear on its results and highlight how the activation has driven the campaign and brought the brand to life.

>[Winning the Olympics with Samsung Mobile and #DoWhatYouCant](#)

● BEST CAMPAIGN LED BY MEDIA

This category will award the campaign in which the media plan was the driver to success. Fitted seamlessly around the creative idea, judges will look for media plans that elevated and amplified the idea.

>[Deadpool: A Unicornopia of Marketing Wins](#)

● BEST CAMPAIGN LED BY MOBILE

This category is identifying the best mobile-first campaigns. Any form of mobile media and marketing used to reach and engage consumers will be considered.

>[Dark To Light](#)

● BEST CAMPAIGN LED BY PR

This category is for campaigns in which PR was a distinctive driver for its success. Judges can be particular impressed where PR had a lasting impact or changed behaviour.

>[The Betsafe True Player Challenge](#)

● BEST CAMPAIGN LED BY TECHNOLOGY

The winning campaign will be able to demonstrate a good brand/technology fit and show innovation in the use of new or existing technology to reach an audience and meet the marketing challenge.

>[React To Shamers](#)

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4 GRANDS PRIX FOR 4 DIFFERENT AGENCY SPECIALITY

THE GRAND PRIX ARE NON-ENTERING. THE WINNERS ARE CALCULATED BY A POINTS SYSTEM BASED ON THE SUCCESSFUL SUBMISSIONS TO THE ENTERING CATEGORIES (INDUSTRY SECTOR AND CAMPAIGN CATEGORIES).

● MEDIA AGENCY OF THE YEAR

Some of past winning campaigns by Media agencies:

- > [Bachelor of Shaving](#) (MediaCom)
- > [Smirnoff: International Women's Day](#) (Carat)

● CREATIVE AGENCY OF THE YEAR

Some of past winning campaigns by Creative agencies:

- > [Live Business](#) (BBDO)
- > [The Eiffel Tower, All Yours!](#) (Saatchi & Saatchi)

● PR AGENCY OF THE YEAR

Some of past winning campaigns by PR agencies:

- > [Desperados Zero Gravity Bass Drop](#) (Edelman)
- > [The Debate Headache](#) (Weber Shandwick)

● EVENT / EXPERIENTIAL AGENCY OF THE YEAR

Some of past successful campaigns by Event agencies:

- > [Made to Move](#) (AnalogFolk)
- > [Smurfs: The Lost Village](#) (Unit9)

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