



**The awards for the
global media and marketing sector.**

Celebrating excellence around the world, these awards are judged by experts from clients, agencies, media owners and tech companies. The jury will look for 'best in class' in everything from the creative idea to impactful results.

To be eligible for the entering categories, the majority of the campaign must have run between 1 April 2017 - 31 March 2018 and can have been implemented locally, regionally or globally.

Entries will be judged on the following criteria: Insights (25%), Idea/Strategy (25%), Execution (25%) and Results (25%).

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. **Fashion, Beauty & Retail**

Including retailers, luxury brands, e-commerce and fashion brand campaigns.

3. **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.

4. **FMCG**

This category is open to campaigns within and related to the fast moving consumer goods, excluding food and beverages which should be entered in its dedicated category.

5. **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.

6. **Media, Entertainment & Sports**

Awarding the best 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.

7. **Tourism, Travel & Leisure**

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

8. **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

9. **NEW Best International Campaign**

This category honours the truly international campaigns that have successfully been implemented across different markets. Winners will have solved the challenge to communicate one central brand message throughout different cultures audiences. Judges want to see how the campaign coordinated activity across multiple languages, tackling differing levels of brand awareness and social and cultural market differences and the impact the campaign had in each of the markets.

To be eligible for this category, the campaign must have been implemented in minimum 2 country markets.

10. **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. 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

CATEGORIES



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.

11. 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. This can include any form of media used, whether a single or multi-platform campaign. Judges will favour results that meet the brand's objectives.

12. The 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 April 2016 and 31 March 2018 eligible for entry.

13. 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.

14. 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 multi-channel campaign must show an effective use of the mediums in a creative and engaging way to obtain great results on clear objectives. The decisions behind the varying platform choices should be clear.

15. Best Campaign led by Ambient / Traditional Media

The winner in this category will have effectively used traditional media such as television, print, radio or OOH, or small and large sized ambient media or objects, such as promotional products, non-traditional billboards and installations to reach consumers. 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.

16. Best Campaign led by Content

This category rewards campaigns which had content at their heart, including the creation and distribution of content. The campaign could use original content, existing content, or 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 that fits with the brand strategy and clearly address the marketing challenge.

17. 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 winner will be able to demonstrate how the idea, big or small, has led to great work and resulted in tangible business benefits. The winner will also be able to show the seamless implementation of media and marketing strategies around this idea.

18. 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 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.

CATEGORIES



19. **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. Interaction and results, which only digital media could have achieved, will be a key to winning the trophy.

20. **Best Campaign led by Events, Experiential or Sponsorship Activation**

Brand experience is the key word for this category. Judges will expect to see how the brand has developed its interaction with the consumer, brand awareness and exposure through its event, experiential activation or sponsorship. 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.

21. **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 and rolled it out throughout suitable channels, reaching and engaging its consumer and delivering outstanding results.

22. **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, including apps, content, geo-location or any form of mobile advertising, provided it shows how mobile has been essential to the campaign.

23. **Best Campaign led by PR**

This category is for campaigns in which PR was a distinctive driver for its success. Judges will be looking for the public dialogue that changed perceptions and behaviors, and how PR enhanced the reputation of a product or the company and elevated the campaigns. Judges can be particularly impressed where PR had a lasting impact or changed behaviour.

24. **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. Technology can include, but not limited to, AI, chatbots, IOT, voice activations, drones, AV technologies, etc.

GRANDS PRIX

The 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
MEDIA AGENCY OF THE YEAR
CREATIVE AGENCY OF THE YEAR
PR AGENCY OF THE YEAR
EVENT / EXPERIENTIAL AGENCY OF THE YEAR

SPECIAL AWARDS

MILLENNIAL OF THE YEAR

M&M Global Awards seeks out the hottest rising stars in international media and marketing. Entrants will be judged on their achievements in international media to date, and their prospects of becoming a future media leader. Criteria for entry is currently working across two or more international markets, and nominees are born in or after 1988.

CONTENT CREATOR OF THE YEAR

This category is dedicated to media owners who create commercial content to resonate, engage and ultimately increase product, or service uplift for their clients. This branded content could come in various formats – from video to social media copy – and be amplified across multiple channels. The key is to show how the content has created value for the clients and delivered significant ROI, which could be highlighted in the form of new data and an increase in brand

CATEGORIES



awareness and engagement. The winner should be able to demonstrate how the creation of content supported the overall strategy of their clients, and achieved tangible results

Entrants will be able to showcase up to 3 client projects which will be taken into consideration by the jury.

Entries will be judged based on the following criteria:

Creativity 25%

Effectiveness 25%

Innovation 25%

Versatility 25%

TECH TRANSPARENCY AWARDS

Coming soon..

BEST CAMPAIGN CREATED BY AN INCLUSIVE TEAM

Coming soon..