



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.

CATEGORIES



To be eligible for the entering categories, the majority of the campaign must have run between 1 April 2018 - 31 May 2019 and can have been implemented locally, regionally or globally.

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. **Entertainment**

Awarding the best campaigns within the entertainment industry. Including campaigns for publishers, television shows, films and music industry.

3. **Fashion, Beauty & Retail**

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

4. **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.

5. **FMCG**

This category is open to campaigns within and related to the fast moving consumer goods, including food and beverages.

6. **NEW: Pharma**

This category will award outstanding work within the pharmaceutical industry, including medical devices well-being and healthcare brands.

7. **NEW: Sports**

This category will award the best campaigns to run within the sports sector. Can include campaigns for sports brands, campaigns that ran in conjunction with sporting events and online eSports brands.

8. **Tourism & Travel**

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

9. **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.

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 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 2017 and 31 May 2019 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.

19. **Best Campaign led by Digital**

This category searches for campaigns driven by digital, can include social, video, apps, mobile and digital installations, 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.

CATEGORIES



21. Best Campaign led by Media

This category will award the campaign in which the media plan was the driver to success. Fitted seaming less 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 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 particular impressed where PR had a lasting impact or changed behaviour.

23. 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.

24. NEW: Best Campaign led by Cause

This category is reserved for campaigns that have had a positive and measurable impact in the world. Whether that be socially or environmentally, the winning project will demonstrate how it led with a purposeful cause. This can be CSR focused, marketing for brands, charities or not-for-profits. Winning entries will be able to demonstrate the positive impact the campaign has had or how it has raised awareness of an organization values or initiatives

25. NEW: Tech Transparency Award

This category is dedicated to Ad Tech companies that have delivered exceptional transparency to media and marketing for brands and agencies. Companies should be able to demonstrate how they are operating ethically in a climate that closely analyses ad tech and its operations. Successful entries will be able to illustrate the innovative steps taken to work with a high level of honesty and transparency, and if shortlisted, entrants will not need to provide a case study video, but instead provide additional information about their work and how they operate.

26. 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 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 are able to up to 3 client projects which will be taken into consideration by the jury.**

27. Millennial of The Year

This category will seek out the hottest rising stars in international media and marketing. Entrants will be judged on their achievements in media to date and their prospects of becoming a future media leader. Nominees should be born in or after 1988. The jury may choose multiple winners. The entry fee for this category is £150.

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