



2018 Entry Kit

The Campaign Media Awards are all about celebrating the ideas, innovation and strategic thinking that are changing media. So we've refreshed the awards to make them better and smarter and we've introduced some new categories to reflect the fast-moving media landscape and recognise the talent who are driving the change.

HOW TO ENTER

Entries must take the form of a 500 word paper submitted online. The submission should be typed on plain A4 paper, single spaced at 10 point type size or larger. Please note your word count at the bottom of the page.

To support your written entry, where relevant, you may upload back-up material that you feel will enable you to expand on the success of your campaign. Please keep this succinct and relevant. The aim is to keep the judges fully informed whilst holding their attention.

In addition you must upload a minimum of 4 images as support for your entry. All images must be a minimum of A5 (approx 20cm width) at 300dpi and ideally will be supplied as JPEGs or PDFs (these are for use in the presentation graphics and post-event write up should your entry be short-listed).

When uploading your files, you must upload the submission and any supporting files from your desktop and not from your server. You have 10MB in total for each online entry. Please ensure that your entry does not exceed 10MB as you will not be able to upload it successfully.

For any essential files that exceed the limit, i.e. case study or movie files, you can use a file sharing system such as wetransfer and send it to diana.gomez@haymarket.com. We do however strongly recommend that you try to upload all supporting material via our entry system so that it's all in one place.

TIMELINE & PRICING

Early Bird Deadline:

Thursday 11th January 2018

Early Bird: £310 + VAT per entry

Extended Deadline:

Thursday 25th January 2018

Late Entry: £410 + VAT per entry

GENERAL RULES

All work entered must have been launched or be current during the 18 months from 16th July 2016 to 5th January 2018.

The awards will be judged by an independent jury of senior client marketers, media owners and agency practitioners.

The decisions of the judges are final and no correspondence will be entered into concerning them.

An entry will be disqualified and the entry fee forfeited if a complaint has been upheld against it by the ASA or any other relevant authority.

You can enter any number of categories. The judges reserve the right to re-allocate any entry that, in their view, has been entered in the wrong category. The entry will only be judged in the new category.

By entering the Campaign Media Awards, you agree to our rules and conditions. These can be viewed [here](#).

CONFIDENTIALITY

It is clearly understood that in some cases, entries may include commercially sensitive information. Campaign reserves the right to publish descriptions and case studies of winning entries, but if an entrant asks for any part of their submission to remain confidential, it will be treated as such. In any such case, please email diana.gomez@haymarket.com advising that there is sensitive information contained in the entry and please attach a copy of the entry with all confidential material highlighted and easily identifiable.

PRODUCT CATEGORIES

- A) Automotive
- B) Alcoholic Drinks
- C) Banks & Financial Services
- D) Corporate & Utilities
- E) Fashion & Beauty
- F) Food, Drink & Household
- G) Healthcare
- H) Household Appliances
- I) Media & Entertainment
- J) Online Services
- K) Public Sector & Charities
- L) Retail - Online and Offline
- M) Travel & Leisure

These categories are open to all entrants, including agencies and media owners. They reward the strategic thinking, insight, and planning in a media campaign across 13 industry sectors. The judges will reward work that demonstrates:

- Strategic thinking and understanding of a brand's business needs
- Originality, innovation and approach in the insight and planning phases of the campaign
- The media execution and its effectiveness in delivering results for the brand
- The ability to drive growth against competitor brands in the sector

Please provide supporting data from the brand as evidence of the results.

CONTENT CATEGORIES

N) Branded Content

This category rewards a company that uses branded content at the heart of a media campaign.

The judges will reward work that demonstrates:

- Originality and innovation in the insight and planning phases of a media campaign
- Quality of execution in the content creation
- Effectiveness in delivering results for the brand
- Highlight ongoing and future collaborations
- Clever bringing together of content and brand

Please provide supporting data from the brand as evidence of the results.

O) Content Strategy

This new category is open to all entrants, including agencies and media owners. It rewards a company that uses content as the centerpiece of a media strategy, with particular recognition for work that goes beyond a single campaign and has lasting impact.

The judges will reward work that demonstrates:

- Strategic thinking in the use of content
- Breadth of content and innovative methods of delivery
- Drives business results, with particularly recognition for medium-term and long-term impact beyond a single campaign
- Highlight ongoing and future collaborations.

Please provide supporting data from the brand as evidence of the results.

P) Media Partnership

This new category is open to all entrants, including agencies and media owners. It rewards a company or companies that used a media partnership at the heart of a media campaign.

The judges will reward work that demonstrates:

- Strategic thinking in the use of a media partnership
- Originality and innovation in the insight and planning phases of a media partnership
- Effectiveness in driving business results, with particularly recognition for medium-term and long-term impact beyond a single campaign
- Highlight ongoing and future collaborations

Please provide supporting data from the brand as evidence of the results.

Q) Best Use of Experiential

This new category is open to all entrants, including agencies and media owners. It rewards a company that uses experiential as a core part of a brand's media strategy.

The judges will reward work that demonstrates:

- Use of experiential at the heart of a media campaign
- Strategic thinking, originality and innovation in the use of experiential in the insight, planning and content creation phases of a media campaign
- The execution of the experiential event(s) and effectiveness in delivering results for the brand
- Highlight ongoing and future collaborations.

Please provide supporting data from the brand as evidence of the results.

Q) Best Social Strategy

This new category is open to all entrants, including agencies and media owners. It rewards a company that uses social media to inform a brand's media strategy and execution.

The judges will reward work that demonstrates:

- Use of social in the heart of a media campaign
- Strategic thinking, originality and innovation in the insight, content planning and content creation phases of the media campaign
- The media execution and effectiveness in delivering results for the brand.

Please provide supporting data from the brand as evidence of the results and, if relevant, information about on-going and future collaborations as part of the strategy.

INSIGHT & INNOVATION CATEGORIES

S) Best of Insight

This new category is open to all entrants, including agencies and media owners. It rewards a company for the best use of insight at the heart of a media campaign.

The judges will reward work that demonstrates:

- Original and innovative use of insight in a media campaign
- Strategic thinking in the use of insight
- Effectiveness in driving business results
- Highlight ongoing use of insight

Please provide supporting data from the brand as evidence of the results.

T) Creative Idea

This new category is open to all entrants, including agencies and media owners. It rewards a company for the best use of media creativity.

The judges will reward work that shows:

- An original idea that is rooted in a strategic approach to creativity in media
- Creative use of media to plan and execute a campaign
- Effectiveness in driving business results

Please provide supporting data from the brand as evidence of the results.

U) Product Innovation - Agency

This award rewards a product innovation by a media agency or other agency.

The judges will reward work that shows:

- Strategic thinking in devising a new product
- Genuine innovation
- The media execution and effectiveness in delivering results
- Benefit to the industry, including clients and/or media owners and/or the agency's own staff

V) Product Innovation - Media Owner

This award rewards a product innovation by a media owner.

The judges will reward work that shows:

- Strategic thinking in devising a new product
- Genuine innovation
- The media execution and effectiveness in delivering results
- Benefit to the industry, including clients and/or agencies and/or the media owner's own staff

DATA & CRM CATEGORIES

W) Best Use of CRM

This new category is open to all entrants, including agencies and media owners. It rewards a company that uses customer relationship management to inform and drive a brand's media strategy. The judges will reward work that demonstrates:

- Use of CRM in the heart of a media campaign
- Strategic thinking, originality and innovation in the use of CRM in the insight and planning phases of a media campaign
- The role of CRM in the media execution and effectiveness in delivering results for the brand
- Highlight ongoing and future collaborations if applicable

Please provide supporting data from the brand as evidence of the results.

X) The Data & Creativity Award

This category recognises innovative media activity underpinned by a creative, audience-focused use of data. The judges will reward work that demonstrates:

- Strategic thinking, originality and innovation in the creative use of data
- How data and creativity combined to create the desired audience experience
- Collaboration between data and creative teams
- The media execution and effectiveness in delivering results for the brand

Please provide supporting data from the brand as evidence of the results.

INTERNATIONAL

Y) Best International Strategy

This category is open to all entrants, including agencies and media owners. It rewards a company for its international media strategy, with particular recognition for work that goes beyond a single campaign and has lasting impact.

The judges will reward work that demonstrates:

- Strategic thinking in the use of content
- Breadth of content and innovative methods of delivery
- Drives business results, with particularly recognition for medium-term and long-term impact beyond a single campaign
- Highlight ongoing and future collaborations

Please provide supporting data from the brand as evidence of the results.

TOTAL COMMUNICATIONS CAMPAIGN

Z) Total Communications Campaign

This category is open to all entrants, including agencies and media owners. It rewards a company for a total communications campaign, with particular recognition for work that caters for the whole customer experience.

The judges will reward work that demonstrates:

- Strategic thinking in the use of total communications
- Innovation
- Breadth of channels and methods of delivery
- Drives business results, with particularly recognition for medium-term and long-term impact beyond a single campaign
- Highlights ongoing and future collaborations

Please provide supporting data from the brand as evidence of the results.

BEST OF THE BEST CATEGORIES

AA) Agency Team of the Year - Innovation

The judges will focus on whether a team has an innovative approach to media. Commercial results are secondary, although they will still count towards the final decision.

The winning team must demonstrate:

- Strategic thinking and innovation
- Breadth of insight and planning
- Evidence that innovation has driven new business success
- The agency team's commercial performance

BB) Media Owner Commercial Team of the Year - Innovation

The judges will focus on whether a team has an innovative approach to media. Commercial results are secondary, although they will still count towards the final decision.

The winning team must demonstrate:

- Strategic thinking and innovation
- Breadth of insight and planning
- Evidence that innovation has driven new business success
- The commercial team's commercial performance

Grand Prix: Agency of the Year

The most-awarded agency, based on all the awards eligible to media agencies.

Please note you cannot enter this award directly.

Grand Prix: Campaign of the Year

The most-awarded campaign, based on all the winners and voted by the judges.

Please note you cannot enter this award directly.