

campaign

/EVENT

AWARDS | CHAMPIONING
BRAND
EXPERIENCES

ENTRY

KIT 2018

Welcome to Campaign Event Awards 2018!

Experiences are becoming the all important marketing tool, with an increasing number of brands realising the potential of a fantastic activation in engaging consumers.

Last year's record number of entries only goes to show some of the great work brands and agencies are working on from the Grand Prix winning "Nike Strike Night" by XYZ to the best Outstanding Creative Idea - The Economist's "Discomfort Future" by Sense London.

It was a tough job for the judges so your challenge is to make that task even harder this year. We're looking for the most creative ideas, the bravest campaigns and ways you've innovated experience marketing. The judges will also be on the lookout for the best agencies and teams behind the brilliant work.

This year brings some new categories including Experiences for Good, Collaboration and Bravest Campaign. For the first time we'll also be asking entrants to nominate their most valued partner or supplier.

Good luck!

Gurjit Degun
Experiences editor, Campaign

NEW THIS YEAR

Have you worked with an amazing supplier or venue in the last year that has helped take your brand experience to the next level? This is your chance to shine a light on their great work. As part of your entry we want to know who you would put forward as your most valued supplier.

Early bird deadline: 23 May
Final deadline: 27 June

Who can enter

- exhibition organisers/agencies
- in-house event teams
- brand experience agencies
- PR agencies
- marketing services agencies
- production companies
- stand and set designers
- venues
- team building event companies
- contractors

Entry Fees

Early bird entry - £275

Standard entry - £375

Charity rate - £175*

*Charities will incur £100 late fee after 23 May

Eligibility Period

Eligibility period is 14 June 2017 - 27 June 2018.

What do I need to do to enter?

Entrants are asked to provide **between three and five written answers** specific to their category within the entry system. You then have the opportunity to provide the 'colour' for your entry within case studies, testimonials, images and video uploaded separately.

Video

We are encouraging video submissions to be provided wherever possible. Judges will not be marking based on production value, even smartphone video is allowed and encouraged. **It would be great to see the live work** but don't worry, entries without video material will not be marked down. Video footage should be provided via YouTube, Vimeo or a file transfer site. The total allowable file size for the whole entry is 50 MB. All video should be accessible until October 2018.

Images

Each entry must include at least **two high-res** images in jpeg or PDF format. These will be accessible to the judges and also **used on the awards night** if you are shortlisted.

File size limits

You have 50MB in total for each online entry you upload. Please ensure that your entry does not exceed 50MB as you will not be able to upload it successfully.

FAQs

Can the same entry be entered into more than one project into the same category?

Yes, you can enter the same entry into as many relevant categories. Remember, each category has different criteria so your written submission will need to be amended accordingly.

Can my company enter more than one project into the same category?

Yes, your company can enter as many different projects as you wish providing they adhere to the entry criteria.

My company is based outside the UK. Can I enter the Event Awards?

Yes, companies both inside and outside of the UK can enter.

Will I be able to provide physical support materials in addition to the uploaded collateral?

Yes. If you are shortlisted, you will be given the opportunity to provide additional materials such as mood boards or event collateral if applicable but they should only be provided if they add value to the entry submission.

Will I be able to collect my supporting material after the Awards?

Entries/support material will not be returned, but collection may be arranged by emailing the Event Manager: olivia.petty@haymarket.com at the time of entry. Please note that entries for which collection has not been arranged will be securely disposed of 10 working days after the judging session.

When will the final shortlist be announced?

The final shortlist will be announced online in August.

Can I amend an existing entry?

Yes, you can amend an entry until the final entry deadline. Amending an entry after the late fee has been applied will result in that entry being charged at the higher rate (even if the entry was initially submitted prior to 27 June).

How will my entry be judged? What is the judging process?

The Event Awards attract a panel of senior judges from across the live events sector each year. The judges come from in-house, experiential, and supplier backgrounds. The judging is a two-stage process. The first round is done via online scoring. For the second round, judges come together to discuss and review with renewed scrutiny those entries that have made it through to the shortlist. This second stage determines the winners and high commendations in each category.

Can I withdraw my entry?

Yes, entries may be withdrawn up until Wednesday 27 June 2018. Though entry fees will not be refunded.

Brand Experience Categories

Brand Experience Agency

Are you the industry's number one brand experience agency? What makes your business stand out from the crowd? Tell us about your best brand experience work, why 2017 was a big year for the company and how you are looking to take your agency to the next level.

Shortlisted agencies will be invited to present to our panel of judges.

Entry questions

Company overview (250 words)

Number of employees and staff retention rate; financial performance including YOY growth; staff incentive training programmes; why was 2017 a big year for the agency and what USPs make it stand out from others in the industry.

Brand experience work (2x 200 words)

Two separate examples describing the idea, strategy, execution and results/ROI for each brand experience.

Future strategy (150 words)

How is the agency looking to build on its success from the last 12 months?

Other

- Two brand experience case studies (one A4 page per case study)
- Support material including video, images and social media
- Two client testimonials (at least one testimonial required)
- Please name all partners you work with for this project

Brand Experience B2C

Did your brand or agency deliver the best consumer-facing experience of the year? How did you bring the core elements of a marketing campaign to life through a live activation and why did it engage with the general public?

Entry questions

Idea (100 words)

In a nutshell tell us what the experience was, when it took place and who was invited.

Strategy and budget (200 words)

What were the main goals of the campaign, and how was the live activation aiming to achieve that, either as its main focal point or part of a wider integrated campaign? What was the budget?

Execution (300 words)

A full rundown of what the activation consisted of, every element that added to the overall live experience that consumers could see, touch, feel and interact with.

Effectiveness/ROI (200 words)

How effective was the campaign? How did it engage with consumers and exceed initial KPIs. How did it affect the following: brand perception; press coverage; attendance levels. Did it boost product sales?

Other

- One A4 page per case study (optional)
- Support material including video, images and social media
- A client testimonial
- Please name all partners you work with for this project

Brand Experience B2B

Are you a brand or agency that has delivered a business-focused event that surpassed all expectations? How did you connect with this audience and engage them through a live experiential activation while keeping in mind the core business goals?

Entry questions

Idea (100 words)

In a nutshell tell us what the experience was, when it took place and who was invited.

Strategy and budget (200 words)

What were the main goals of the campaign, and how was the live activation aiming to achieve that, either as its main focal point or part of a wider integrated campaign? What was the budget?

Execution (300 words)

A full rundown of what the activation consisted of, every element that added to the overall live experience that consumers could see, touch, feel and interact with.

Effectiveness/ROI (200 words)

How effective was the campaign? How did it engage with consumers and exceed initial KPIs. How did it affect the following: brand perception; press coverage; attendance levels. Did it boost product sales?

Other

- One A4 page per case study (optional)
- Support material including video, images and social media
- A client testimonial
- Please name all partners you work with for this project

Global Brand Activation

This accolade aims to crown one international activation, be it a consumer brand experience or business-focused event. Note – it can be a standalone event in an international market (outside the UK) OR part of a global series.

Entry questions

Idea (100 words)

In a nutshell tell us what the experience was, when it took place and who was invited.

Strategy and budget (200 words)

What were the main goals of the campaign, and how was the live activation aiming to achieve that, either as its main focal point or part of a wider integrated campaign? What was the budget?

Execution (300 words)

A full rundown of what the activation consisted of, every element that added to the overall live experience that consumers could see, touch, feel and interact with.

Effectiveness/ROI (200 words)

How effective was the campaign? How did it engage with consumers and exceed initial KPIs. How did it affect the following: brand perception; press coverage; attendance levels. Did it boost product sales?

Other

- One A4 page per case study (optional)
- Support material including video, images and social media
- A client testimonial
- Please name all partners you work with for this project

The Game Changer

This award will honour the best event, brand experience or supplier that led the way with a new idea in 2017. It must have an element of innovation and differentiation, something which shows it is out of the ordinary or a step above the rest.

Entry questions

Idea (100 words)

In a nutshell tell us what the experience was, when it took place and who was invited.

Strategy and budget (200 words)

What were the main goals of the campaign, and how was the live activation aiming to achieve that, either as its main focal point or part of a wider integrated campaign? What was the budget?

Execution (300 words)

A full rundown of what the activation consisted of, every element that added to the overall live experience that consumers could see, touch, feel and interact with.

Effectiveness/ROI (200 words)

How effective was the campaign? How did it engage with consumers and exceed initial KPIs. How did it affect the following: brand perception; press coverage; attendance levels. Did it boost product sales?

Other

- One A4 page per case study (optional)
- Support material including video, images and social media
- A client testimonial
- Please name all partners you work with for this project

Activation at a Festival or Public Event

Have you designed and executed an experience that has involved creating brand advocacy at either a festival or public event? We want to know why this activation made such an impact as part of a wider experience.

Entry questions

Idea (100 words)

In a nutshell tell us what the experience was, when it took place and who was invited.

Strategy and budget (200 words)

What were the main goals of the campaign, and how was the live activation aiming to achieve that, either as its main focal point or part of a wider integrated campaign? What was the budget?

Execution (300 words)

A full rundown of what the activation consisted of, every element that added to the overall live experience that consumers could see, touch, feel and interact with.

Effectiveness/ROI (200 words)

How effective was the campaign? How did it engage with consumers and exceed initial KPIs. How did it affect the following: brand perception; press coverage; attendance levels. Did it boost product sales?

Other

- One A4 page per case study (optional)
- Support material including video, images and social media
- A client testimonial
- Please name all partners you work with for this project

Bravest Campaign **NEW**

Are you an agency or event organiser that pushed the limits and took a big risk through your creative work in 2017? What live techniques did you apply to surprise and interrupt consumers? How did you make a difference?

Idea (100 words)

In a nutshell tell us what the experience was, when it took place and who was invited.

Strategy and budget (200 words)

What were the main goals of the campaign, and how was the live activation aiming to achieve that, either as its main focal point or part of a wider integrated campaign? What was the budget?

Execution (300 words)

A full rundown of what the activation consisted of, every element that added to the overall live experience that consumers could see, touch, feel and interact with.

Effectiveness/ROI (200 words)

How effective was the campaign? How did it engage with consumers and exceed initial KPIs. How did it affect the following: brand perception; press coverage; attendance levels. Did it boost product sales?

Other

- One A4 page per case study (optional)
- Support material including video, images and social media
- A client testimonial
- Please name all partners you work with for this project

Integrated Marketing Campaign

Tell us how a brand experience or wider event series was at the core of a wider marketing campaign, featuring a variety of other channels including PR, digital, advertising and social media. How did it help to reinforce the brand's core message?

Entry questions

Idea (100 words)

In a nutshell tell us what the experience was, when it took place and who was invited.

Strategy and budget (200 words)

What were the main goals of the campaign, and how was the live activation aiming to achieve that, either as its main focal point or part of a wider integrated campaign? What was the budget?

Execution (300 words)

A full rundown of what the activation consisted of, every element that added to the overall live experience that consumers could see, touch, feel and interact with.

Effectiveness/ROI (200 words)

How effective was the campaign? How did it engage with consumers and exceed initial KPIs. How did it affect the following: brand perception; press coverage; attendance levels. Did it boost product sales?

Other

- One A4 page per case study (optional)
- Support material including video, images and social media
- A client testimonial
- Please name all partners you work with for this project

Digital Experience

How did you tie social media or technology to a live experience to connect and engage with your audience and to maximise the reach and experience? Tell us how you incorporated tech, social sharing and digital innovations as part of your live event strategy.

Entry questions

Idea (100 words)

In a nutshell tell us what the experience was, when it took place and who was invited.

Strategy and budget (200 words)

What were the main goals of the campaign, and how was the live activation aiming to achieve that, either as its main focal point or part of a wider integrated campaign? What was the budget?

Execution (300 words)

A full rundown of what the activation consisted of, every element that added to the overall live experience that consumers could see, touch, feel and interact with.

Effectiveness/ROI (200 words)

How effective was the campaign? How did it engage with consumers and exceed initial KPIs. How did it affect the following: brand perception; press coverage; attendance levels. Did it boost product sales?

Other

- One A4 page per case study (optional)
- Support material including video, images and social media
- A client testimonial
- Please name all partners you work with for this project

Creative Event of the Year

We're looking for how theming, design, entertainment, catering, lighting and innovation, as well as client and guest feedback, all helped to deliver an outstanding creative event, including brand experiences and industry showcases and events.

Entry questions

Idea (100 words)

In a nutshell tell us what the experience was, when it took place and who was invited.

Strategy and budget (200 words)

What were the main goals of the campaign, and how was the live activation aiming to achieve that, either as its main focal point or part of a wider integrated campaign? What was the budget?

Execution (300 words)

A full rundown of what the activation consisted of, every element that added to the overall live experience that consumers could see, touch, feel and interact with.

Effectiveness/ROI (200 words)

How effective was the campaign? How did it engage with consumers and exceed initial KPIs. How did it affect the following: brand perception; press coverage; attendance levels. Did it boost product sales?

Other

- One A4 page per case study (optional)
- Support material including video, images and social media
- A client testimonial
- Please name all partners you work with for this project

Outstanding Creative Idea

Judges will be looking for the highest quality in terms of creativity. This award is open to agencies and brands that can show the journey from a smart strategic insight to a compelling creative experience.

Entry questions

Idea (100 words)

In a nutshell tell us what the experience was, when it took place and who was invited.

Strategy and budget (200 words)

What were the main goals of the campaign, and how was the live activation aiming to achieve that, either as its main focal point or part of a wider integrated campaign? What was the budget?

Execution (300 words)

A full rundown of what the activation consisted of, every element that added to the overall live experience that consumers could see, touch, feel and interact with.

Effectiveness/ROI (200 words)

How effective was the campaign? How did it engage with consumers and exceed initial KPIs. How did it affect the following: brand perception; press coverage; attendance levels. Did it boost product sales?

Other

- One A4 page per case study (optional)
- Support material including video, images and social media
- A client testimonial
- Please name all partners you work with for this project

Outdoor Experience

It could be a music festival, sporting occasion, a movie club or pop-up, or something completely different. We're looking for a stand-out outdoor event that uses open-air environments as part of its backdrop.

Entry questions

Idea (100 words)

In a nutshell tell us what the experience was, when it took place and who was invited.

Strategy and budget (200 words)

What were the main goals of the campaign, and how was the live activation aiming to achieve that, either as its main focal point or part of a wider integrated campaign? What was the budget?

Execution (300 words)

A full rundown of what the activation consisted of, every element that added to the overall live experience that consumers could see, touch, feel and interact with.

Effectiveness/ROI (200 words)

How effective was the campaign? How did it engage with consumers and exceed initial KPIs. How did it affect the following: brand perception; press coverage; attendance levels. Did it boost product sales?

Other

- One A4 page per case study (optional)
- Support material including video, images and social media
- A client testimonial
- Please name all partners you work with for this project

Debut Event

Have you launched an exhibition, experiential campaign or creative event that has proved its worth in its first year, exceeding all expectations? Did your live activation fill a gap in the market or leave guests wanting more?

Entry questions

Idea (100 words)

In a nutshell tell us what the experience was, when it took place and who was invited.

Strategy and budget (200 words)

What were the main goals of the campaign, and how was the live activation aiming to achieve that, either as its main focal point or part of a wider integrated campaign? What was the budget?

Execution (300 words)

A full rundown of what the activation consisted of, every element that added to the overall live experience that consumers could see, touch, feel and interact with.

Effectiveness/ROI (200 words)

How effective was the campaign? How did it engage with consumers and exceed initial KPIs. How did it affect the following: brand perception; press coverage; attendance levels. Did it boost product sales?

Other

- One A4 page per case study (optional)
- Support material including video, images and social media
- A client testimonial
- Please name all partners you work with for this project

Exhibition Experience

Whether it was one element of a wider exhibition, or the full experience, judges will be looking at how exhibition organisers, agencies and brands are making these events stand out within a crowded market.

Entry questions

Idea (100 words)

In a nutshell tell us what the experience was, when it took place and who was invited.

Strategy and budget (200 words)

What were the main goals of the campaign, and how was the live activation aiming to achieve that, either as its main focal point or part of a wider integrated campaign? What was the budget?

Execution (300 words)

A full rundown of what the activation consisted of, every element that added to the overall live experience that consumers could see, touch, feel and interact with.

Effectiveness/ROI (200 words)

How effective was the campaign? How did it engage with consumers and exceed initial KPIs. How did it affect the following: brand perception; press coverage; attendance levels. Did it boost product sales?

Other

- One A4 page per case study (optional)
- Support material including video, images and social media
- A client testimonial
- Please name all partners you work with for this project

Production Experience **NEW**

Are you an event production company, supplier or agency that has worked to improve branded experiences? This is your opportunity to show how your products, services and best practice have helped create standout work. How did you go above your call of duty to bring that extra something to a live event? This could be anything from lighting, stage, sound or other elements that have helped to bring an idea to life.

Entry questions

Idea (100 words)

In a nutshell tell us what the experience was, when it took place and who was invited.

Strategy and budget (200 words)

What were the main goals of the campaign, and how was the live activation aiming to achieve that, either as its main focal point or part of a wider integrated campaign? What was the budget?

Execution (300 words)

A full rundown of what the activation consisted of, every element that added to the overall live experience that consumers could see, touch, feel and interact with.

Effectiveness (200 words)

How effective was the production element in the experience? Did it hit the brief, what was the feedback. Use visuals to demonstrate the impact you added and the value of your production to the experience.

Other

- One A4 page per case study (optional)
- Support material including video, images and social media
- A client testimonial

Food Experience **NEW**

This award will go to a company with innovative thinking, creative concepts, impeccable delivery and, of course, great food. We're looking for the best ways your food has added to a branded experience. How did your food improve the consumer's experience, how did you wow them?

Entry questions

Idea (100 words)

In a nutshell tell us what the experience was, when it took place and who was invited.

Strategy and budget (200 words)

What were the main goals of the campaign, and how was the live activation aiming to achieve that, either as its main focal point or part of a wider integrated campaign? What was the budget?

Execution (300 words)

A full rundown of what the activation consisted of, every element that added to the overall live experience that consumers could see, touch, feel and interact with.

Effectiveness (200 words)

How effective was the food in the experience? Did it hit the brief, what was the feedback. Use visuals to demonstrate the impact you added and the value of your food to the experience.

Other

- One A4 page per case study (optional)
- Support material including video, images and social media
- A client testimonial

Venue Experience **NEW**

This award will honour an event space noticeably making strides in the live event industry. Have you created a new or innovative way to use the space? Have you transformed your space to create an unforgettable experience? We're looking for venues that have used their space in new and exciting ways.

Entry questions

Idea (100 words)

In a nutshell tell us what the experience was, when it took place and who was invited.

Strategy and budget (200 words)

What were the main goals of the campaign, and how was the live activation aiming to achieve that, either as its main focal point or part of a wider integrated campaign? What was the budget?

Execution (300 words)

A full rundown of what the activation consisted of, every element that added to the overall live experience that consumers could see, touch, feel and interact with.

Effectiveness (200 words)

How effective was the venue in the experience? Did it hit the brief, what was the feedback. Use visuals to demonstrate the impact you added and the value of your venue to the experience.

Other

- One A4 page per case study (optional)
- Support material including video, images and social media
- A client testimonial

Experience for Good **NEW**

We're looking for the most outstanding work in the industry that has been delivered for a good cause. This can be pro bono work or a paid-for brief. Either way we want to see how you've used your creative flair to provide a positive impact.

Entry questions

Idea (100 words)

In a nutshell tell us what the experience was, when it took place and who was invited.

Strategy and budget (200 words)

What were the main goals of the campaign, and how was the live activation aiming to achieve that, either as its main focal point or part of a wider integrated campaign? What was the budget?

Execution (300 words)

A full rundown of what the activation consisted of, every element that added to the overall live experience that consumers could see, touch, feel and interact with.

Effectiveness/ROI (200 words)

How effective was the campaign? How did it engage with consumers and exceed initial KPIs. How did it affect the following: brand perception; press coverage; attendance levels. Did it boost product sales?

Other

- One A4 page per case study (optional)
- Support material including video, images and social media
- A client testimonial
- Please name all partners you work with for this project

People and Teams Categories

Collaboration **NEW**

This new award aims to showcase truly collaborative work be it with two brands working together or agency partnerships. We want to hear how and why you've partnered to create even better experiences.

Entry questions

Idea (100 words)

In a nutshell tell us what the experience was, when it took place and who was invited.

Strategy and budget (200 words)

What were the main goals of the campaign, and how was the live activation aiming to achieve that, either as its main focal point or part of a wider integrated campaign? What was the budget?

Execution (300 words)

A full rundown of what the activation consisted of, every element that added to the overall live experience that consumers could see, touch, feel and interact with.

Effectiveness/ROI (200 words)

How effective was the campaign? How did it engage with consumers and exceed initial KPIs. How did it affect the following: brand perception; press coverage; attendance levels. Did it boost product sales?

Other

- One A4 page per case study (optional)
- Support material including video, images and social media
- A client testimonial
- Please name all partners you work with for this project?

Event Team

Think you're the best event team out there? Whether you are agency-side, in-house or a charity event team, we want to know why your group effort has resulted in flawless events, a rise in business and a seamless working style that others envy.

Entry questions

Team overview (150 words)

To include the number of employees, annual turnover and key events delivered.

2017 objectives (300 words)

What KPIs and targets did you set out to achieve? What was the company's strategy and what markets did the organisation set out to target?

2017 results (300 words)

Demonstrate the success of your company in the last year, including the events that you have worked on, increase in business, new client wins etc.

Other

- Two experience case studies on specific event delivery (one A4 page per case study) - REQUIRED
- Support material including video, images and social media
- Two or more client testimonials (at least one testimonial required)

Venue Team

The venue team trophy is open to all event teams operating within a UK venue. How have you come together to promote your space as THE place to host live experiences? How do you collaborate to showcase the space to clients?

Entry questions

Team overview (150 words)

To include the number of employees, annual turnover and key events delivered.

2017 objectives (300 words)

What KPIs and targets did you set out to achieve? What was the company's strategy and what markets did the organisation set out to target?

2017 results (300 words)

Demonstrate the success of your company in the last year, including the events that you have worked on, increase in business, new client wins etc.

Other

- Two experience case studies on specific event delivery (one A4 page per case study) - REQUIRED
- Support material including video, images and social media
- Two or more client testimonials (at least one testimonial required)

Staffing Agency **NEW**

With personal interaction at the core of our industry, are you a supplier that provides the key personnel for the success of a live event? Is good customer service with a smile at the core of your day-to-day activities?

Entry questions

Team overview (150 words)

To include the number of employees, annual turnover and key events delivered.

2017 objectives (300 words)

What KPIs and targets did you set out to achieve? What was the company's strategy and what markets did the organisation set out to target?

2017 results (300 words)

Demonstrate the success of your company in the last year, including the events that you have worked on, increase in business, new client wins etc.

Other

- Two experience case studies on specific event delivery (one A4 page per case study) - REQUIRED
- Support material including video, images and social media
- Two or more client testimonials (at least one testimonial required)

WWW.EVENTAWARDS.COM