ARE YOU THE MISSING PIECE?

ENTRY KIT 2019
Key date
Entry deadline: Wednesday 13 February

Entry fees
Standard entry fee:
£305 +VAT until Wednesday 13 February
Regional entry fee:
£225 +VAT until Wednesday 13 February
Late entry fee:
Entries received after Wednesday 13 February will be subject to a £110 +VAT late fee

Enter two categories and get a third entry free!

Eligibility and confidentiality
The eligibility period for submissions should relate to the period February 2018 – February 2019. If your campaign or project ran outside of these dates, please only discuss the activity that took place between them.

Guidelines for entry
Please read the guidelines below and adhere to these to avoid your entry being automatically disqualified and entry fees forfeited.

Your written entry paper must be no more than two single sheets of A4 when printed (10 point, single line spacing), which you will need to as a PDF and upload from your desktop. You may illustrate your submission PDF with thumbnail images, but these should be kept to a minimum. Entries exceeding two sides will automatically receive lower scores from the judges.

Template for entry
Your written entry is the basis on which you will be judged and shortlisted. The two pages should show how you meet all of the criteria in your chosen category. There is no word limit on each question, but we ask that you cover all questions in your written submission. Please include the below information at the top of your entry:
- Name of category entered
- Project title
- Entering company name
- Partners or agencies involved (if applicable)

Sensitive information
Please mark anything in red or state for judges eyes only that you do not want to be published.

Supporting material
As part of your entry we ask you to submit supporting material along with your entry. Please upload at least ONE high-res key image as a jpeg file that best represents your company or project. Please bear in mind there is a max of 50MB for your entire entry. You will not be able to complete your entry if it is over 50MB. Your image must comply with the following:
- Jpeg file
- High-res
- At least 300dpi

Should you reach the shortlist stage, these images may be used for publication through the awards website and will be used on-screen during the awards night presentation.

Other supporting materials
Testimonials
Client testimonials are always a great back-up to any entry.

Website links
Include any links to external websites or platforms.

Images
As well as the required key image we will use if you are shortlisted, other images may also be submitted with your entry.

Video
Promotional videos etc. are a great way to really help the judges really understand more about your entry. The video should be hosted via YouTube or Vimeo. Judges may not be able to watch all of the video so be sure that all the key facts supporting your entry are within the written submission. As previously mentioned there is a max upload limit of 50MB, so if your video exceeds this, then please provide a link to access this. Please note that videos sent via email may not be accepted.

Enter online today at: BritishMediaAwards.com
Video Project of the Year

Description
Video is everywhere and with tech accelerating the capabilities, reach and potential of video format, there has never been a more exciting time for publishers to engage in this part of the visual economy.

This award recognises the very best of video content across any platform, medium, device or format. The judges will be looking for video which displays high-levels of creativity, quality and which has delivered on its commercial proposition.

Questions
1. Project or entry name
2. Partners or agencies involved
3. Please describe your company and the industry that you serve
4. Describe what the video project hoped to achieve
5. Describe any challenges the team had to overcome
6. Describe results, impact on business, and ROI

Digital Product of the Year

Description
Digital transformation has kicked into high gear with mobile consumption overtaking desktop in the UK, presenting an exciting set of opportunities to the publishing industry.

This award recognizes excellence in the development of digital products, whether website, apps or mobile offerings, or any other digital format. The judges will award products with clear evidence of user value and competitive market performance, innovation in the user interface, product packaging and user experience.

Questions
1. Product or entry name
2. Partners or agencies involved
3. Please describe your company and the industry that you serve
4. Describe the aims of the product and what the success metrics are
5. Describe any challenges the team had to overcome
6. Describe results, impact on business, and ROI

Enter online today at: BritishMediaAwards.com
Print Product of the Year

Description
Despite digital transformation of media taking centre stage, print media has made a noteworthy comeback with organisations viewing their product strategy holistically, and planning their editorial and commercial strategy against this approach. The competitiveness with digital has necessitated innovation in format and execution, and truly understanding the user experience.

This award recognises innovation, creativity and commercial excellence in print media, including creativity in format and execution, and which deliver on a commercial goal.

Questions
1. Product or entry name
2. Partners or agencies involved
3. Please describe your company and the industry that you serve
4. Describe the aims of the product and what the success metrics are
5. Describe any challenges the team had to overcome
6. Describe results, impact on business, and ROI

Launch of the Year

Description
Media owners constantly have to revise their product mix to keep users engaged and to keep up with the rapid pace of growth in the industry. This means different things to different organisations, but the goal remains - to keep ahead of the curve and deliver innovation for users and clients.

This award recognises the best in launch in 2017 on any platform, in any format, whether standalone or as a complement to an existing product or product mix. The judges will make the award based on the commercial objective of the launch, progress made, quality, innovation and pushing the boundaries.

Questions
1. Product or entry name
2. Partners or agencies involved
3. Please describe your company and the industry that you serve
4. Describe what the campaign or platform hoped to achieve
5. Describe any challenges the team had to overcome
6. Describe results, impact on business, and ROI

Event of the Year

Description
Live events have become an extension of brand strategy for many publishers and with a crowded market place publishers are becoming increasingly innovative as far as format, topic and delivery, delivering high customer value and great commercial yield.

This award recognises innovation, creativity and commercial excellence in live events, including creativity in format and execution, and which deliver on a commercial goal.

Questions
1. Event or entry name
2. Partners or agencies involved
3. Please describe your company and the industry that you serve
4. Describe the event, format, audience and brief history
5. Describe any challenges the team had to overcome
6. Describe results, impact on business, and ROI

Content Studio of the Year

Description
Native is not new, however recognising this as an integral part of your advertising offering, media organisations are bringing these skills in-house and developing innovative new formats to improve user engagement and experience around advertising.

This award recognises excellence in the consistent creation and distribution of compelling content on behalf of clients, which engages users, provides measurable ROI and delivers on brand for both client and publisher.

Questions
1. Studio or entry name
2. Partners or agencies involved
3. Please describe your company and the industry you serve
4. Describe what the studio hoped to achieve
5. Describe how the studio exists within the broader framework and commercial objectives of the organisation
6. Describe any challenges the team had to overcome
7. Describe results, impact on business, and ROI

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Commercial Campaign of the Year

Description
The industry has by-and-large transitioned as a collective to include new advertising formats and consultative selling as media owners are tackling increasingly complex client relationships. In order to meet commercial objectives, teams are stepping up their creativity and using audience development expertise to include new formats and platforms.

This award honours the most sophisticated, creative and effective commercial campaign of the year, and which deliver on commercial objectives for clients through medium of delivery, concept and audience engagement.

Questions
1. Campaign or entry name
2. Partners or agencies involved
3. Please describe your company and the industry that you serve
4. Describe what the campaign hoped to achieve
5. Describe any challenges the team had to overcome
6. Describe results, impact on business, and ROI

Editorial Campaign of the Year

Description
Editorial campaigns across media are as diverse as they are creative, from social awareness campaigns to pop-up properties. Increasingly, maintaining a unique editorial narrative and staying true to brand has delivered innovative, high-quality and well-executed campaigns which deliver a real impact for the target audiences and which raise the bar for journalism in the UK.

This award honours excellence in innovative, effective and unique editorial campaigns which provide tangible impact on target audience and which push the boundaries of modern journalism.

Questions
1. Campaign or entry name
2. Partners or agencies involved
3. Please describe your company and the industry that you serve
4. Describe what the campaign hoped to achieve
5. Describe any challenges the team had to overcome
6. Describe results, impact on business, and ROI

Best Commercial Use of Data

Description
Data is arguably one of the central growth drivers in media, with technology and digital products becoming more sophisticated, using data to drive your commercial and editorial strategies has never been more important. The principle is simple – give users what they want.

This award recognises excellence in the commercial use of data which delivers on user insight and impact, effectiveness of application and which has significantly contributed to one area of or the business as a whole.

Questions
1. Project or entry name
2. Partners or agencies involved
3. Please describe your company and the industry that you serve
4. Describe the project, commercial function behind it and how it was delivered
5. Describe any challenges the team had to overcome
6. Describe results, impact on business, and new insights gained

Regional Awards

The regional categories are open to all organisations in the UK who have a distribution outside of London (M25).

Regional Media Brand of the Year

Description
This award will honour the most innovative and exciting regional media brand of the year, awarding bravery, editorial innovation and the most strategically sound, and forward thinking regional brand in the industry.

Judges will look for the brand which demonstrates clarity of strategy with demonstrable achievement against growth metrics, innovation in editorial output and commercial excellence.

Questions
1. Brand, title or entry name
2. Parent company, if applicable, and partners or agencies involved
3. Please describe your company and the industry that you serve
4. Provide a brief history of the brand or title, and brief summary of growth metrics
5. Describe any challenges the team had to overcome
6. Explain the business model and it meets the needs of stakeholders and users
7. Describe why you should be the media brand of the year

Enter online today at: BritishMediaAwards.com
Regional Media Company of the Year

Description
The challenges in the current media landscape are significant, yet many are succeeding in editorial excellence, innovative tech inclusion and commercial longevity. Most of all, the disruption by content and distribution at scale has pushed media companies to evolve in line with user expectations and to include consumer centric metrics into their base commercial strategy.

This award honours the best regional company in the industry, which embraces industry challenges, whilst maintaining excellence in product strategy, technological innovation, a strong editorial voice and sound commercial proposition.

Questions
1. Company or entry name
2. If applicable, partners or agencies involved
3. Describe your company and the industry that you serve
4. Provide a brief history of the company, and brief summary of business model
5. Describe any challenges the company had to overcome
6. Describe why you should be the media company of the year

Regional Marketing Team of the Year

Description
The role of marketing is one of the fastest evolving functions in media and with more platforms to deliver on, and the role of content changing, marketing teams consistently deliver high-performance and innovative strategies to deliver on KPIs.

This award recognises excellence and innovation in marketing strategy, practice and delivery, and is open to all media marketing teams. The judges will award innovation, development year-on-year, delivery on targets and a sharp focus on delivering on brand.

Questions
1. Team, company or entry name
2. Describe the makeup and responsibility of the team within the organisation
3. Describe the team’s aims and objectives, both in the short and medium term
4. Describe any challenges the team had to overcome
5. Explain in detail how the team met its targets and drove value back to the company
6. Please describe how innovation has factored into the team objective and results for the past year.

Regional Editorial Content Team of the Year

Description
There has never been a more vibrant time for content teams, with content creators needing to be diverse and agile in order to make content travel across platforms, fit for purpose and with a sharp focus on maintaining quality.

This award recognises excellence and innovation in the creation and promotion of content cross-platform including the use of new distribution channels and social media, and forward-thinking editorial premise which places users at its core.

Questions
1. Team, company or entry name
2. Describe the makeup and responsibility of the team within the organisation
3. Describe the team’s aims and objectives, both in the short and medium term
4. Describe any challenges the team had to overcome
5. Explain in detail how the team delivers quality content to its target audience, outlining how it uses a cross platform strategy to meet commercial objectives
6. Please describe how innovation has factored into the team objective and results for the past year.

Enter online today at: BritishMediaAwards.com
INTERNATIONAL AWARDS

The international awards are open to all organisations that have an international presence in 2 or more countries including the UK.

International Media Brand of the Year

Description
This award will honour the most innovative and exciting international media brand of the year, awarding bravery, editorial innovation and the most strategically sound, and forward thinking brand in the industry.
Judges will award the brand which demonstrates clarity of strategy with demonstrable achievement against growth metrics, innovation in editorial output and commercial excellence.

Questions
1. Brand, title or entry name
2. Parent company, if applicable, and partners or agencies involved
3. Please describe your company and the industry that you serve
4. Provide a brief history of the brand or title, and brief summary of growth metrics
5. Describe any challenges the team had to overcome
6. Explain the business model and it meets the needs of stakeholders and users
7. Describe why you should be the media brand of the year

International Media Company of the Year

Description
The challenges in the current media landscape are significant, yet many are succeeding in editorial excellence, innovative tech inclusion and commercial longevity. Most of all, the disruption by content and distribution at scale has pushed media companies to evolve in line with user expectations and to include consumer centric metrics into their base commercial strategy.
This award honours the best company in the industry, which embraces industry challenges, whilst maintaining excellence in product strategy, technological innovation, a strong editorial voice and sound commercial proposition.

Questions
1. Company or entry name
2. If applicable, partners or agencies involved
3. Please describe your company and the industry that you serve
4. Provide a brief history of the company, and brief summary of business model
5. Describe any challenges the company had to overcome
6. Explain the growth strategy and it meets the needs of stakeholders and users
7. Describe why you should be the media company of the year

International Marketing Team of the Year

Description
The role of marketing is one of the fastest evolving functions in media and with more platforms to deliver on, and the role of content changing, marketing teams consistently deliver high-performance and innovative strategies to deliver on KPIs.
This award recognises excellence and innovation in marketing strategy, practice and delivery, and is open to all media marketing teams. The judges will award innovation, development year-on-year, delivery on targets and a sharp focus on delivering on brand.

Questions
1. Team, company or entry name
2. Describe the makeup and responsibility of the team within the organisation
3. Describe the team’s aims and objectives, both in the short and medium term
4. Describe any challenges the team had to overcome
5. Explain in detail how the team met its targets and drove value back to the company
6. Please describe how innovation has factored into the team objective and results for the past year

Enter online today at: BritishMediaAwards.com
International Commercial Team of the Year

Description
The face of media sales has changed drastically with the evolution of advertising and the rise of consumer revenue, meaning that teams are rapidly evolving to include creative and consultative solutions which consider multi-platform solutions to meet clients' needs.

This award recognises the very best in industry sales teams and will honour teams who have a history of excellence in customer service, year-on-year growth, a commitment to exceeding commercial targets and evidence of great teamwork.

Questions
1. Team, company or entry name
2. Describe the makeup and responsibility of the team within the organisation
3. Describe the team's aims and objectives, both in the short and medium term
4. Describe any challenges the team had to overcome
5. Explain in detail how the team met its targets and drove value back to the company
6. Please describe how innovation has factored into the team objective and results for the past year.

International Editorial Content Team of the Year

Description
There has never been a more vibrant time for content teams, with content creators needing to be diverse and agile in order to make content travel across platforms, fit for purpose and with a sharp focus on maintaining quality.

This award recognises excellence and innovation in the creation and promotion of content cross-platform including the use of new distribution channels and social media, and forward-thinking editorial premise which places users at its core.

Questions
1. Team, company or entry name
2. Describe the makeup and responsibility of the team within the organisation
3. Describe the team's aims and objectives, both in the short and medium term
4. Describe any challenges the team had to overcome
5. Explain in detail how the team delivers quality content to its target audience, outlining how it uses a cross platform strategy to meet commercial objectives
6. Please describe how innovation has factored into the team objective and results for the past year.

Enter online today at: BritishMediaAwards.com
Commercial Team of the Year

Description
The face of media sales has changed drastically with the evolution of advertising and the rise of consumer revenue, meaning that teams are rapidly evolving to include creative and consultative solutions which consider multi-platform solutions to meet clients’ needs.
This award recognises the very best in industry sales teams and will honour teams who have a history of excellence in customer service, year-on-year growth, a commitment to exceeding commercial targets and evidence of great teamwork.

Questions
1. Team, company or entry name
2. Describe the makeup and responsibility of the team within the organisation
3. Describe the team’s aims and objectives, both in the short and medium term
4. Describe any challenges the team had to overcome
5. Explain in detail how the team met its targets and drove value back to the company
6. Please describe how innovation has factored into the team objective and results for the past year.

Commercial Director of the Year

Description
Honouring an individual who has shown clear strong leadership, leading to proven commercial success for their brand or brands. The judges will also be looking for examples of innovation and brave decision making.

Questions
1. Name of the person being entered and job title
2. Description of their role and responsibilities
3. Explain how the nominee is excelling in their current work, with reference to real examples, adding details of intelligent thinking, bold actions and tangible results

Rising Star Award

Description
The new generation of ‘digital natives’ have arrived, this award is for the most promising and talented media professional who is making waves within the industry through innovative, critical rethinking of traditional strategies.
The judges will honour an outstanding individual who has made a clear impact on their business and added significant value through their input.

Questions
1. Name of the person being entered and job title
2. Description of their role and responsibilities
3. Explain how the nominee is excelling in their current work, with reference to real examples, adding details of intelligent thinking, bold actions and tangible results

Tech Provider of the Year

Description
The rapid pace of change in media over the last year can be largely attributed to the support provided by technology products and services. The intersection of media and tech has brought about innovative editorial products, commercial efficiencies and automation.
This award recognises the industry’s best third-party tech providers and will honour innovative products which deliver ROI and end-to-end quality in user experience and customer service.

Questions
1. Product or entry name
2. Partners or agencies involved
3. Please describe your company and the industry that you serve
4. Describe what solution your tech provides for the media industry
5. Explain in detail how the product or service delivers value to clients, in terms of commercial and editorial benefit, with reference to real world examples where possible.
6. Describe results, impact on business, and ROI for clients

Enter online today at: BritishMediaAwards.com
BEST OF THE BEST

These 2 categories are open to the very best media companies/brands and you can only enter if you have entered 2 other categories.

Media Company of the Year

Description
The challenges in the current media landscape are significant, yet many are succeeding in editorial excellence, innovative tech inclusion and commercial longevity. Most of all, the disruption by content and distribution at scale has pushed media companies to evolve in line with user expectations and to include consumer centric metrics into their base commercial strategy.

This award honours the best company in the industry, which embraces industry challenges, whilst maintaining excellence in product strategy, technological innovation, a strong editorial voice and sound commercial proposition.

This award is open to all media companies.

Questions
1. Company or entry name
2. If applicable, partners or agencies involved
3. Please describe your company and the industry that you serve
4. Provide a brief history of the company, and brief summary of business model
5. Describe any challenges the company had to overcome
6. Explain the growth strategy and it meets the needs of stakeholders and users
7. Describe why you should be the media company of the year

Entry enquiries?
shane.atkinson@haymarket.com | 0208 267 4174

Media Brand of the Year

Description
This award will honour the most innovative and exciting media brand of the year, awarding bravery, editorial innovation and the most strategically sound, and forward thinking brand in the industry.

This award is open to all media brands and titles. Judges will make the award to the brand which demonstrates clarity of strategy with demonstrable achievement against growth metrics, innovation in editorial output and commercial excellence.

Questions
1. Brand, title or entry name
2. Parent company, if applicable, and partners or agencies involved
3. Please describe your company and the industry that you serve
4. Provide a brief history of the brand or title, and brief summary of growth metrics
5. Describe any challenges the team had to overcome
6. Explain the business model and it meets the needs of stakeholders and users
7. Describe why you should be the media brand of the year

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