

ENTRY KIT

ENTRY REQUIREMENTS

campaign **//TECH AWARDS//**

KEY DATES

Entry deadline: 7 March
Final entry deadline: 14 March

ENTRY FEES

Until 7 March - £435 + VAT per entry
From 8 March - £545 + VAT per entry

ENTRY REQUIREMENTS

The requirements outlined below must be adhered to, or entries will be automatically disqualified and entry fees forfeited.

The entry that you submit in this phase is the only evidence that will accompany your submission throughout the judging process. Your written entry paper must be no more than two single sheets of A4 when printed (10 point type, single line spacing), which you will need save 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.

ELIGIBILITY AND CONFIDENTIALITY

The eligibility period for submissions should relate to the period January 2018 - January 2019. If your campaign ran outside these dates, please only discuss the activity that took place between them.

Descriptions of submissions from winners and runners-up will be published in connection with the

Awards. Entrants may mark certain sensitive parts of their entry 'not for publication' (such as exact budget figures etc.), provided such restrictions are not used unreasonably.

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.

At the beginning of your two pages the following information must be stated:

- Name of category entered
- Project title
- Entering company name
- Client, if applicable
- Video link, if applicable

SUPPORTING MATERIAL IMAGES

As part of your entry you must upload at least ONE key image as a jpeg. 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:

- Colour jpeg files
- No scanned images. Your high-quality key image must illustrate your entry. If it is only possible to supply scanned images they must be scanned to the highest possible resolution - 300dpi minimum.
- 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.

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VIDEO

It is strongly advised that you also submit video material to illustrate your entry as well as the mandatory image. The video does not have to be of high quality and should run for no longer than three minutes. 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 key facts supporting your entry are within the written submission. If used during the Awards presentation, your video will be shortened to a 30-second clip and shown without audio. Please ensure that you provide us with the correct link or your video will not show. YouTube Your video link should look like this https://www.youtube.com/watch?v=HHqk_CpGM-c. This link is found when you click 'share' options when on the original account that the video was uploaded to. A correct link for Vimeo should always be <https://vimeo.com/> followed by a number e.g. <https://vimeo.com/36820781>

Please include the link to the video at the start of your written entry.

Use results: In all of the categories, judges look for evidence of commercial success and innovation. This can be demonstrated in a number of ways but simple facts and figures often tell the story best. It always helps to explain the basis of a successful ROI for a campaign, project or business success story.

Context: The judges are experts in their field, but may not have intimate knowledge of the particular project or business that has been entered. It always helps to put an entry in the context of the wider business, marketing campaign or, even, specialist marketplace. It can help to think of each entry as a submission to a member of the board in a major blue chip company: they will have a grasp of what makes a successful business case, but not necessarily of the absolute minutiae of the particular market.

Use video footage: The use of video gives you the chance bring your entry to life and give the judges something different to see than still documents and images. The video doesn't need to be of high quality or take up extra time; you could upload a promo video or it could be a new video and you and your team could use this as a fun opportunity to get creative! The video submitted may also be used in the Awards presentation if you are shortlisted so it's a great opportunity to show your campaign off to the industry!

ENTRY KIT

CATEGORIES & CRITERIA

campaign **//TECH AWARDS//**

A BEST USE OF EXPERIMENTAL TECH

This award recognises campaigns that have resulted in great brand engagement, through the effective use of new technology. In particular, judges will be looking for an application of technology that is genuinely innovative, even if the technology itself is not being used for the first time.

Previous winners include: R/GA - Snaptivity - Robotic cameras capture fan emotions at live events

B MOST EFFECTIVE USE OF PROGRAMMATIC MEDIA

This award is open to media owners, media agencies, brands or creative agencies who used the capabilities of programmatic tools to the hilt and created memorable campaigns as a result. The judges will be looking for illustrations of where teams have devised clever and creative ways of using data and optimising programmatic media deployment to achieve outstanding results for clients.

Previous winners include: Sabio Mobile - Round Up & Donate

C MOST USE OF CREATIVE PERSONALISATION

This award is for campaigns driven by targeting and personalisation via mobile or online. Brilliant creative is paired with insightful use of data and media to deliver a highly tailored message to the customer resulting in great engagement and conversions. Note social media can be a part of the campaigns entered in this category, but for social media driven campaigns, please enter under Most Creative Personalisation on Social Media.

Previous winners include: Channel 4 - Alien Covenant: Audio Personalisation Ad and AllTogetherNow/The&Partnership London/Visual Voice - Argos Kid in the Ad

D BEST USE OF AI

Artificial Intelligence is the single biggest driver of change in technology today. This award recognises the most effective use of AI for a Campaign or Business Optimisation.

AI used for a Campaign judges will take into account how AI has been used to achieve a result that's demonstrably better than if another method had been used. Entries must demonstrate a clear understanding of what type of AI was used and how it was implemented. Beyond the campaign, AI can be used for website optimisation, data management or even the management, crafting and deployment of online marketing. Entries must demonstrate that your AI has produced demonstrably better results and performance for a brand.

Previous winners include: Tangent - Stranger Things: El Bot and MMT Digital - TOBi for Vodafone

E INTEGRATED CAMPAIGN OF THE YEAR

Most campaigns now utilise both online and offline channels. This award however is for campaigns that demonstrate both excellence and creativity across a range of channels. The objectives of the media strategy must be clear and must work hand-in-hand with creative to deliver outstanding results.

Previous winners include: Threepipe - Go Boldly

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F **TECH FOR GOOD**

The winner of this award will demonstrate excellence in using technology in a creative campaign, ideation or delivery for a good cause. Entries can be from commercial brands, agencies, tech providers or charities. You will show how you have identified a specific audience need and created a piece of work (any medium) that answers this brief in a way that pushes boundaries. It may or may not be pro bono work.

Previous winners include: Orchard Media and Events - Distraction Therapy Virtual Reality

G **BREAKTHROUGH TECHNOLOGY AS PART OF A CAMPAIGN**

This award recognises game-changing innovations created as part of a brand campaign or branding initiative. Entrants must be able to demonstrate that the work made a difference to the bottom line. The winning entry must also be able to demonstrate how the tech was used effectively to further brand goals or solve brand problems.

H **BREAKTHROUGH TECHNOLOGY AS A PRODUCT OR SERVICE**

This category is one for the makers. It recognises game-changing innovations created as a product or service. Entrants must be able to demonstrate that the work has either made a difference to the company's bottom line, received serious VC funding and/or has a high interest from customers. Only finished products are eligible and the winning entry must also be able to demonstrate how the tech was used effectively to service or answer a customer need.

Previous winners include: SuperAwesome - Awesomeads: Kid-safe programmatic

I **BEST USE OF EXPERIENTIAL TECH**

This rewards a branded experience that makes use of technology in an innovative way that wows consumers, helping create more fans for the brand or creates an unforgettable experience for the customer. This can be a digital or physical experience, the sky's the limit.

Previous winners include: Expedia Media Solutions - Discover Your Aloha and AFG Europe & Momentum Worldwide - Felix Up To Mischief

J **BEST USE OF DATA/INSIGHT**

This award seeks to recognise innovative brand activity rooted in data-driven customer insight. The winning work will show that data was used not only to solve a problem but also contributed to the brand's overall marketing mission.

Previous winners include: Google - Searching for Syria

K **LOCATION-BASED OR PROXIMITY MARKETING CAMPAIGN OF THE YEAR**

This award celebrates agencies and tech providers who have enabled brands to give their consumers an engaging, personalised and targeted brand experiences using proximity technology or location-based data. Open to agencies of all persuasions, and tech providers.

Previous winners include: Merkle | Periscopix - Van-Based Marketing

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L BEST USE OF TECH IN OOH

Digital is changing the face of out-of-home. This award recognises innovative and creative uses of technology to create memorable ads that have consumers stopping dead in their tracks. If the experience goes viral, so much the better.

Previous winners include: Rapport, Brothers & Sisters, Grand Visual, TPF and MediaCom - Sky Q Voice Control Experience

M BEST AUDIENCE ENGAGEMENT

This award will recognise the technology and creativity behind campaigns that produce real, demonstrable engagement with their target audience.

Previous winners include: R/GA - Searching for Syria

N MOST INNOVATIVE APP

This award recognises apps built for either mobile or tablets that bring a campaign to life for a customer or answers a customer need, furthering the brand or becoming a product in and of itself. The app must demonstrate creativity, ingenuity, great design and if it is for a Campaign the app should be in line with campaign's overarching idea and brand promise.

Previous winners include: Google - Qibla Finder

O TECH PIONEER OF THE YEAR

When brands, creatives and tech companies join forces, technology can drive outstanding creativity. But to kick start a revolution, you need innovators with a vision and purpose to genuinely reshape their industry. This award will celebrate these individuals, in brands, agencies or tech partners, that are leading the charge and creating great work, using smart technology, to delight and engage consumers and re-imagine the world. Personal nominations are welcome, as are entries from colleagues, bosses and partners.

Previous winners include: Simon Gosling - Unruly Home

P ONE TO WATCH

This award honours the emerging new talents in an industry being revolutionised by the coming together of brave clients, smart creative thinkers and game-changing tech. We are looking for an individual who has demonstrated exceptional skill and ambition and whose personal endeavours, whether creative or tech focused, have begun to make their mark. We welcome entries from the individuals themselves or nominations from peers, bosses and clients.

Previous winners include: Jordan Lane - Stein IAS

Q AGENCY OF THE YEAR

This award is open to agencies (PR, creative, digital, social and media) that can demonstrate how their collective creativity and deep understanding of the power of new technologies has produced outstanding work for clients.

Previous winners include: R/GA London

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R **TECH COMPANY OF THE YEAR**

This award is for those tech organisations that are true collaborators in the creative process by enabling brands and agencies to significantly enhance campaigns through the use of their platforms, products or services.

Previous winners include: WIREWAX

S **JUDGES CHOICE AWARD** **AGENCY / TECH COLLABORATION OF THE YEAR**

Judges will award the entry they feel have demonstrated an outstanding working collaboration between digital, creative and media agencies and their technology providers to produce incredibly powerful results for clients. At the heart of the Campaign Tech Awards lies the desire to commend and encourage collaboration in the industry. Judges will be looking for agencies and tech suppliers who have really become partners, to the ultimate benefit of their clients. This category can not be entered directly.

NEW PERFORMANCE MARKETING CATEGORIES

T **BEST USE OF PAID SEARCH** **NEW**

We are seeking an innovative and effective paid social campaign or strategy that gained a stellar set of results via a performance-based effort. Whether the objective was to drive sales, engagement, leads or even footfall, entries should demonstrate how client objectives were met and ROI achieved from the activity.

Entries can relate to ongoing or one off campaigns and should include:

- Details of the demographic target audience
- Research undertaken as part of the planning process
- The impact, creativity and effectiveness of the campaign

U **BEST USE OF PAID SOCIAL** **NEW**

We are seeking a proficient and successful management of a paid search campaign. Successful entrants must demonstrate an innovative use of the channel, incorporating data and new tools where necessary, managed by an in-house team or for a client. Judges will seek alignment to brand values and goals across a well thought-out and delivered effort.

- Details of the demographic target audience
- Research undertaken as part of the planning process
- The impact, creativity and effectiveness of the campaign

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V INNOVATION IN AFFILIATE MARKETING **NEW**

Judges will be looking for innovation in the form of a new technology, creative strategy or campaign in the affiliate space.

The winner will be an innovative creative strategy or campaign that takes advantage of technology developments centered in the affiliate space.

W BEST LEAD GENERATION CAMPAIGN **NEW**

We are seeking a specific lead-based campaign that has firmly met client objectives by delivering high-quality prospects through a smart and cost-effective strategy. Successful entrants will be able to quantify the relative value of leads to the client, keeping them in-line with their original objectives for the campaign.

Entries can relate to ongoing or one off campaigns and should include:

- Details of the demographic target audience
- Research undertaken as part of the planning process
- The impact, creativity and effectiveness of the campaign

ENTRY QUERIES?

Contact Yasmin Greaves on:
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