

FESTIVAL OF MEDIA ASIA PACIFIC AWARDS 2018 CATEGORIES

The Festival of Media Asia Pacific Awards are open to all those involved in advertising and communication. Eligible campaigns must have been implemented between 1st October 2016 and 31st October 2017 in the APAC region.

MEDIA

Consumer targeting, planning, buying, creative ideas and results are at the heart of these categories, with shining examples of innovation or best practice in media.

Best Use of Traditional or Ambient Media

This category is open to all campaigns, which have effectively used traditional media such as television, print, radio or OOH, as well as 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 plan that helped deliver results.

Best Communications Strategy

This category celebrates brands that demonstrate clear consumer insight and through the development of a brilliant and media fertile strategy, precise execution, and connectivity with the target audience. This can include any form of media used, whether it is a single or multi-platform campaign.

Best Engagement Strategy

This category recognises the campaign that can demonstrate the most successful consumer engagement showing tangible target audience related results. The campaign can have used any media channel so long as it can prove engagement with either wide-scale or niche consumer groups. The jury will be looking for audience related results and proof of engagement through metrics such as 'time spent with brand', 'number of interactions with the brand', 'number of downloads', 'number of comments' and so on.

Best Event, Experiential or Sponsorship Campaign

This category recognises brands that deliver an effective event, experiential campaign for consumers such as stunt advertising, guerrilla marketing and projections, or brings its message alive through innovative and creative sponsorship, including at major sport or music events. The experience could be physically tangible, digital or virtual, but the case should be clear on its results and be focused on the event itself. The jury will expect to see how the brand has developed its interaction with the consumer and brand awareness. The winner will be able to demonstrate the tangible benefits for the brand ideally including business results as well as impressive campaign metrics.

The Creative Use of Media Award

This category rewards the creative and innovative use of media, whether based on the channel, placement or format. Judges will reward the interesting and innovative use of existing media channels, as well as the creation of new media channels. The winning entry will clearly demonstrate how the creative use of media achieved cut-through for the brand's communication.

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.

Best Social Media Campaign

This category rewards excellence in social media. The winning campaign should be able to demonstrate great results. Entries will be judged on the creative use of social platforms and a sound understanding of online consumer behaviour. Judges will be looking for examples of fantastic consumer-driven campaigns, community building, targeting, engagement and conversational marketing strategies over one or several platforms.

Best Use of Real-time Marketing

The winner of this category will show the brand most successfully engaging with their customers based on real-time information. The strategy may be planned in advance or be more spontaneous so long as it succeeds in effectively meeting the brand's objectives. The range of work judges will consider includes marketing automation such as triggered emails, response to timely news, trends or events, engaging with customers on social media, personalised digital content based on interactions, live event promotion or location based deals through emails or apps. Platforms could include Twitter, SnapChat, Periscope, WeChat or Facebook for example.

NEW Best Multi-screen Campaign

This category rewards campaigns that have been implemented throughout different devices, with the content being adapted to best fit the individual screen. Judges will be looking for compelling brand stories across multiple media and campaigns that extend their messages to engage consumers and offer positive viewing experiences over multiple screens. The successful multi-screen campaign must show an effective use of the mediums in a creative and engaging way to obtain great results on clear objectives.

CONTENT

This section is about content creation and distribution. The content can be originally created, or existing content that has been re-purposed, while creative distribution will add value to your entries.

Best Branded Content

This category recognises the best content newly created for the brand. The content should fit with the brand values, strategy and clearly address the marketing challenge. Judges will evaluate the content creation and creative execution, with additional credit given to storytelling across media channels, as well as the customer experience as evidenced by consumer engagement metrics.

Best Use of Content

This category is searching for a campaign that either has the use of content at the heart, or where content was a main driver for the success of the campaign. The entry should demonstrate how the content was distributed, displayed or amplified. It does not need to be original or newly created content, and can be in any format, e.g. video, traditional media or native advertising.

Best Use of an Influencer

This category rewards the brand that has best leveraged one or several influencers or key opinion leader as part or as the whole of a campaign. The influencer may be a blogging or YouTube star, celebrity, sports star, leading industry figure or other notable character. The activation may be part of a planned campaign using the influencer, or used more spontaneously in real-time marketing. Judges will look for authenticity and fit between the influencer and the brand.

TECHNOLOGY

This section demonstrates the best technology or innovative use of technology, from a single technology platform to multiple screens and devices in order to connect with the consumer.

Best Use of Gamification

This category is open to any marketing initiative where gamification has been utilised to add value to the client's brand. Results should relate to the client objectives which could show, but is not limited to, sales uplift, client retention, customer satisfaction digital engagement or brand awareness. The campaign could use a newly created game, an existing game, or incorporate game elements such as points or reward systems in order to incentivise participation either digitally or offline.

Best Use of Digital Media

This category rewards the brand communication that has understood and used the particular properties of digital media to make a success of the campaign. It covers all digital media: from web, mobile, gaming and search for example, or a combination of digital media. The jury will be looking for great examples of interaction and results which only digital media could have achieved.

Best Use of Mobile

This category recognises the best campaigns that are mobile-first. Any form of mobile media used to reach and engage consumers will be considered, including Apps, content, geo-location or any form of mobile advertising, provided it shows how mobile has been essential to the campaign. The jury will reward campaigns specifically designed for mobile, rather than those that use mobile as a means of amplification or that simply use mobile as an extension of their brand communication.

Best Use of Technology

This category recognises the campaign seen to exploit technology to its full potential for the benefit of the brand. 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. This category is open to any existing media channel, and any new one created by the use of the technology. Judges will focus how the technology has been applied to meet the marketing challenge.

INSIGHT

This section focuses on the core understanding of the audience, the practical application of that understanding and the resulting success.

NEW Best Use of Data & Insight Award

The winner in this category will demonstrate the best use of data and reflect the achievement of effectively reaching consumers, where the successful campaign has been notably enhanced, or even made possible through

learnings gained from econometrics or insights, or the use of geo-location. Campaigns can reach from social media to e-Commerce, as long as they have data and insights at their heart. The winning entry should demonstrate the best use of small or big data and the resulting insights, which has ultimately improved results, as evidenced by metrics, 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.

NEW Best Not-For-Profit Campaign

This category is open to campaigns for charities, not-for-profit organisations or government agencies (not corporate brands) where the media had measurable impact on the issue or demonstrably raised awareness of the organisation's purpose, values or initiatives. The campaign may include a brand partnership, but the core purpose of the campaign must have been to further the cause of the not-for-profit organisation.

Best Local Execution of a Regional or Global Brand

This award will recognise the creative and strategic media planning that results in a qualified brand impact on the local audience. The winning work could be that for a regional or global brand adapted for local execution as long as it shows initiative, specifically for the local audience, recognising cultural nuances.

NEW Brands for Good Award

This category is about a brand delivering benefit to the consumer – be it a utility, service, or product that meets a public need. The activation can be part of a specific communications campaign, purpose-led marketing activities or part of the clients' longer term CSR values. Campaigns that have changed consumer behaviour or attitudes will gain particular credit.

Best Launch Campaign

The winning campaign will demonstrate the most successful strategy that created standout in the market and the buzz required to successfully launch or re-launch a new or existing product, service or brand. Judges will look for proven understanding of the target audience and marketplace which is incorporated into the strategy and execution, while it will be advantageous to state results in context in order to underline their success.

Best Targeted Campaign

This category rewards campaigns that have been proven successful in identifying, targeting and effectively reaching specific audiences through tailoring to their identified needs or interests. This includes all demographics, from a niche audience through to a segment of a broader marketplace. Judges will consider the level and longevity of impact made by the campaign, as well as strong insight and tangible results cited against stated benchmarks.

NEW The Effective Use of e-Commerce Award

Entries in this category will have used e-Commerce strategies such as search engine optimization, affiliation marketing, pay-per-click campaigns and email marketing to guide and persuade consumers to purchase a product or service in the digital space. The winning campaign will show the effective use of e-Commerce within its marketing strategy and can prove how it generated tangible results and sales conversion rates for the client's brands.