

FESTIVAL OF MEDIA ASIA PACIFIC AWARDS 2020 CATEGORIES

Eligible campaigns must have been implemented between 1 October 2018 and 30 November 2019 in the APAC region.

1. **NEW: Best Use of Traditional Media**

This category is open to all campaigns, which have effectively used traditional media to identify the best work across four spaces; OOH, Publishing, Audio and TV. The campaign may have had some non-traditional influence but should show how traditional media was the key element that helped deliver results. Please note that we welcome entries from media owners, publishers, OOH specialists, broadcasters, streaming services and agencies.

Campaigns should be submitted into **only one** of the following subcategories:

1a. Out of Home

Billboards, posters, bus shelters, building wraps, can include digital billboards and other executions with a digital element but should be traditionally led.

1b. Print and Publishing

Magazines, Newspapers, leaflets and other non-digital publishing.

1c. Audio

Podcasts, radio campaigns and streaming platforms.

1d. TV and Cinema

Traditional screen-based campaigns on TV and Cinema

2. **NEW: Best Use of Digital Media**

This category rewards brand communication that has understood and used digital media to make a success of the campaign. It covers all digital media: from web, mobile, tech, social media, banners and pop-ups. The jury will be looking for great examples of interaction and results which only digital media could have achieved.

Campaigns should be submitted into **only one** of the following subcategories:

2a. Web

Websites, online ads, microsites, online apps, banner ads and pop-ups.

2b. Mobile

Apps, mobile websites, mobile games and mobile based advertising.

2c. Social Media

Social media platforms, blogs, social video, video-sharing sites, sponsored tweets. Can include Snapchat, Instagram, Twitter, Facebook, TikTok

2d. Technology

New and existing technologies, including AR, VR, AI and other device led content.

3. NEW: Best Distribution and Amplification of Content

This category recognises campaigns that demonstrate how a campaign was successfully boosted by the distribution, amplification and presentation of content. The content does not need to be original or newly created content and can be in any format e.g video, print, OOH, native advertising etc

4. NEW: Best Use of eSports

This category is open to any marketing initiative where esports or gaming communities have been utilised to add value to the client's brand. Partnerships with esports at any level are welcome, from amateur to professional, as well as campaigns that have engaged with the esports community to successfully increase results for the client.

5. NEW: Best Local Brand Campaign

This category is reserved for campaigns designed for local brands, the brand can be specific to a community, country or region. The winning work should show initiative specifically for a local audience and recognise cultural nuances. Judges will look for a great insight and execution, including the use of appropriate media channels and strong results, such as increases in brand perception, local engagement and sales.

6. NEW: Best Use of Programmatic

This category seeks to reward the best use of programmatic trading. Judges will need to appreciate how the winner's use of programmatic, processes and placement have delivered in the space, and what measurable results and/or competitive advantage it has given for the client. Entrants should detail how programmatic has been used to drive a campaign, generate ROI and attain the right data in an efficient and effective way. Entries are welcome from the user of the technology as well as the technology provider.

7. NEW: Next Generation Award

Festival of Media is seeking out the hottest rising stars in international media and marketing! To qualify for this award, entrants should be born in or after 1989 and be able to discuss their past achievements and future prospects of becoming a media leader.

Entrants will be required to present their case in a written and video submission, with judges looking to identify applicants who have gone above and beyond what is expected in their past and /or current role. Winners will be introduced on stage at the awards ceremony and their profiles will be amplified across all our social channels. Please note that the jury may wish to select multiple recipients for this award. The jury may select multiple winners for this award and recipients will be introduced on stage at the awards ceremony, as well as and amplified across our social channels.

Entry fee is £150 per submission.

8. NEW: Industry Legend Award

This year the Festival of Media wants you to nominate the industry legends that have made a difference! The jury will be looking to reward an individual who has made a true impact within the media landscape. To qualify, entrants must have at least 30 years' experience and have played an integral role in improving the way a company works, has won new business, helped shape media and developed a reputation for innovation and results.

Entrants will be required to provide a written piece detailing past experiences, achievements and colleague testimonials. Individuals can be nominated for the award or submit the application themselves, and the jury may select multiple winners. Recipients will be awarded on stage at the ceremony, as well as and amplified across our social channels.

Entry fee is £150 per submission.

9. 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.

10. 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.

11. Best Event and Experiential Campaign

This category recognises brands that deliver an effective event or experiential campaign for consumers such as pop-ups, stunts, guerrilla marketing, projections and ambient media. 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.

12. 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.

13. 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. The Effectiveness Award is open to all campaigns, whether consumer or

corporate, and judges will consider the size and difficulty of the aims of the campaign or the changing nature of the challenge when making their decision.

This category will allow a two-year eligibility period, with campaigns that ran between 1 October 2017 and 30 November 2019 eligible for entry.

14. 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/reactionary 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.

15. Best Integrated Campaign

The winner of this category must have combined two or more platforms, such as mobile, OOH, social media, TV, cinema, radio, print or other. The successful multi-channel campaign must show an effective use of the mediums in a creative and engaging way to obtain great results on clear objectives. The decisions behind the varying platform choices should be clear.

16. Best Partnership

This award recognises the success of a campaign based on the partnership between two parties, including but not exclusively between an agency, media owner, brand or ad technology owner. The partnership should have been integral to the success of the campaign, and judges will particularly reward innovation in the implementation of the partnership. The partnership could be for a sustained partnership long-term, or a one-off.

17. Best Use of Talent

This category rewards the brand that has best leveraged a strategic partnership between the brand and talent(s) as part or as the whole of a campaign. The talent may be a celebrity, sports star, leading industry figure, social media influencer, brand ambassador or other notable character who has directly tapped into their own following to benefit the brand. The activation may be part of a planned campaign using the talent or used more spontaneously in real-time marketing. Overall judges will look for authenticity between talent and brand.

18. 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.

19. Impact Award

This category is about a brands addressing a social, ethical and/or environmental issue. The campaign could raise awareness about an issue or deliver benefit(s) to the consumer or local communities – 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 behaviour or attitudes will gain particular credit.

20. 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 learning gained from econometrics or insights. 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.

21. Best Local Execution of a Global Brand

This award will recognise the creative and strategic media approach that results in a qualified brand impact on the local audience. The winning work could be that for a global brand or global brand campaign adapted for local execution, as long as it shows initiative specifically for the local audience, recognising cultural nuances. Judges will look for great insight and execution, including the use of appropriate media channels and strong results such as increases in brand perception, customer engagement and sales.

22. Best Launch or Re-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.