

## FESTIVAL OF MEDIA GLOBAL AWARDS 2017 CATEGORIES

The Festival of Media Global Awards are open to all those involved in advertising and communication. Eligible campaigns must have been implemented between **1 January 2016 and 31 December 2016** and may have been implemented globally, regionally or locally in any country.

### **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.

#### **NEW 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 Use of Gamification**

This category is open to any marketing initiative where gamification has been of key importance in adding 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, 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.

#### **NEW Best Use of an Influencer**

This category rewards the brand that has best leveraged an influencer or key opinion leader as part or as the whole of a campaign. The influencer may be a blogging or YouTube star (local or global), celebrity, sports star, leading industry figure or other notable character who has directly tapped into their own following in order to benefit the brand. The activation may be part of a planned campaign using the influencer, or used more spontaneously in real-time marketing. Overall judges will look for authenticity of influence rather than paid endorsement.

#### **NEW Best Use of Media to Support E-Commerce**

The winner of this category will show how media has supported commerce and accelerated buying via e-commerce. The successful campaign may use new ad formats such as shoppable ads or other new approaches to media where pre-purchase media experiences have been made more effective through integration with commerce. This may be in the media itself, on third-party sites, in the store or on the brand website. Results could include online sales as well as in-store purchases.

#### **NEW Best Use of Traditional Media**

This category is open to agencies, advertisers or media brands who have effectively used traditional media such as television, print, radio or out of home to reach consumers whether by scale of reach or targeting for example. The campaign may have had some digital aspect but should show how traditional media was key.

### **NEW Best Media Partnership Award**

The winner in this category will showcase the value media companies can deliver for a brand. Using the particular assets or ideas of the media company, the successful campaign will show great connection with the audience to further the brand's communication. The campaign may highlight the partnership between the brand and a single media channel or with multiple channels, or demonstrate a partnership between multiple channels to better reach the consumer for the brand's benefit.

### **NEW Best Sponsorship Activation**

This category rewards the innovation and creativeness of sponsorship activation. The sponsorship could include events, sporting venues, tv shows, radio programmes or any number of activations, where judges will expect to see how the brand has developed its interaction with the consumer and brand awareness through its sponsorship. The winner will be able to demonstrate the tangible benefits for the brand, ideally including business results as well as impressive campaign metrics.

### **NEW Best Independent Agency Campaign**

This category is open to independent agencies only and is an opportunity for their best work to shine. In particular the entrant may highlight how their independent status has given their work particular benefit or how their uniqueness of approach has benefitted the brand. An independent agency may choose to submit more than one campaign in this category, and submissions do not preclude them from entering other categories within the awards programme.

### **Best Communications Strategy**

This category celebrates brands that demonstrate clear consumer insight and through the development of a brilliant and media fertile strategy and precise execution, and connectivity with the target audience. This can include any form of media used, whether it's a single or multi-platform campaign. Judges will particularly favour results that meet the brand's objectives.

### **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 Campaign**

This category recognises brands that deliver an effective experiential campaign for consumers via events, stunt advertising, guerrilla marketing, projections, gamification, roadshows or through sponsorship of an existing property. The experience could be physically tangible, digital or virtual, but the case should be clear on its results.

### **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.

### **The Creative Use of Media Award**

This category rewards the creative use of media whether based on the channel, placement or format. Judges will reward the interesting use of existing or new digital technologies, or more traditional media, which could be either innovative or new for that particular sector or country. 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 Use of Video**

The winner in this category should show creativity in the content but also how it has engaged the target audience. The campaigns may have appeared on social media platforms, the digital platforms of publishers, media brand websites or any other platform. Number and duration of views, plus scale of reach are some of the metrics that can impress the judges.

## **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 Use of Content**

This category recognises the best use of content, how it is distributed, displayed or amplified, which could include native advertising campaigns, sponsored editorial, featured videos or, messages via social media. It does not need to be original or branded content. Entrants should show how the use of content leveraged the partnership with the media owner or particular properties of the media chosen. Measurement of performance through metrics such as shares, likes, viewing duration, conversions whether sign ups or purchases for example, or frequency, will be important in making your entry a winner.

### **NEW Best User Generated Content**

This category recognises content that is not generated directly by the brand, but instead by the consumer or in collaboration with the consumer, rewarding the role of media in creating, leveraging and best amplifying the content. The content may be prompted by the brand, or be of a more spontaneous nature, so long as the media used works to benefit the brand impact. Success should be evidenced by metrics such as reach, engagement and shares.

### **NEW Best Branded Content Creation Award**

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, creative execution with additional credit given to storytelling across media channels, as well as the customer experience as evidenced by consumer engagement metrics.

## 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.

### **NEW Best Use of New 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 how the use of new technology such as virtual or augmented reality, artificial intelligence or the Internet of Things, wearable tech etc has been best used to reach an audience. Scale of reach, duration or repetition of engagement and earned media can help prove success as will business impact such as sales increases, trials or predilection to buy.

### **NEW Best Use of Geo-Location**

This category rewards the most successful campaign that has geo-location at the centre of its success, whether used by phone, tablet or wearable device. Judges will be looking for meaningful application of location intelligence, whether for targeted and timely promotion, improvement of service for the consumer or to drive footfall or competitor advantage for example.

### **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 or any form of mobile advertising, provided it shows how mobile has been essential to the campaign. The jury will reward campaigns that specifically use mobile's unique properties, rather than those that use mobile simply as an extension of their brand communication.

### **Best Social Media Strategy**

This category rewards excellence in social media where 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 where success is indicated by community building, effective targeting, and engagement for example rather than social merely used to publish the brand message.

### **Best Use of Programmatic Technology**

This category seeks to reward the best use of technology for programmatic trading. Judges will need to appreciate how the winner's use of technology has delivered in the space, and what measurable results and/or competitive advantage it has given for the client. Entries are welcome from the user of the technology as well as the technology provider.

## INSIGHT

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

### **NEW 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 so long as it shows initiative specifically for the local audience, recognising cultural nuances. In particular judges will look for great insight, execution including the use of appropriate media channels and strong results such as increases in brand perception, customer engagement and sales.

### **NEW The Creative Use of Data Award**

This category recognises how data fuelled the creativity and use of media which has improved results. Success should be evidenced by metrics such as lead generation or lead conversion to sale, a reduction in CPA or increase in ROI. Pre and post campaign stats will be another useful benchmark for judges whether data has been used to provide insights, used to monitor and improve the progress of the campaign, or where data has been used for segmentation and targeting or re-targeting for example. Judges are looking for data's positive impact on a specific campaign rather than a showcase of generic research or data resource.

### **Best Insight Award**

This category recognises how the quality of the insight has enhanced the campaign and ultimately its success. Entrants must outline how the insight provided a deeper understanding of the market and was incorporated to the campaign strategy, whether an enhancement to the brand's current positioning, or a new insight which affected a change in how the brand is marketed. The winning entry will show the most effective execution based on the insight and demonstrate its contribution to the media campaign.

### **Best Targeted Campaign**

This category rewards campaigns that have been proven successful in identifying, targeting and effectively reaching specific audiences. This includes all demographics, from a niche audience through to a segment of a broader marketplace (from pet owners to ice cream lovers!). Judges will consider the level and longevity of impact made by the campaign. Strong insight and tangible results cited against stated benchmarks will be favoured by the judges.

### **Best Not-For-Profit Campaign**

This category is open to campaigns for charities, not-for-profit organisations or government agencies (not corporate brands). The media should have 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.

### **The Utility/Public Service Award**

This category is about a corporate brand delivering benefit to the consumer – be it a utility, service, or product that meets a public need. In particular judges will be looking at how the activation has generated tangible results for the brand such as increase in sales or purchase intent, enhancement of brand perception or an increase in brand engagement. Campaigns that have changed behaviour or attitudes will gain particular credit.