

## FESTIVAL OF MEDIA GLOBAL AWARDS 2019 - ENTRY TEMPLATE

This template is designed to ensure you have all the relevant information at your fingertips to complete your submission. Once you have completed it, you must register on the entry site and fill in the form online:

<https://festivalofmediaglobal.awardsplatform.com>

### KEY DATES

- Open for entries: Tuesday 20 November 2018
- Early entry deadline\*: Thursday 13 December 2018
- Entry deadline: Thursday 31 January 2019
- Shortlist announcement: Thursday 28 March 2019
- Awards ceremony: Wednesday 22 May 2019

### ENTRY PRICES

- **\*Early entry price:** £ 375 for entries submitted and paid for by Thursday 13 December 2018 (23:59h GMT).
- **Standard entry price:** £ 390 GBP for entries submitted and paid for by Thursday 31 December 2019 (23:59h GMT).

The organiser reserves the right to extend the entry period if there is demand. Any entries submitted after Thursday 31 December 2018 £ 45 GBP late fee added to the standard entry fee.

(For all UK participants, VAT will be added)

### ENTRY GUIDELINES

- To be eligible for the entering categories, the majority of the campaign must have run between 1 January 2018 and 31 January 2019.
- You will be asked to enter a written entry plus 2 images. Only if you are shortlisted, you will be asked to provide a 2 minute video reel and a 30 second video reel.
- **Please note: All written and creative submissions should not include entering company names or any contributing creative companies.**
- Campaigns may be entered in more than one category. It is advised to adjust your written entry if you are entering in more than one category as judges will be looking for different information in each category.
- All campaigns must be entered in English.
- Please ensure the listing of your company name and any other credits on your entry form are correct and approved before completing and submitting it. These will be used publicly when the Shortlist is announced online based on the information you have provided on your entry form. Once the shortlist is announced there is a five working day window for any credit change requests belonging to the "other credit" section. After the five working days period, all information on the shortlist will be considered final and no further information or request for credit amendments will be considered.
- Ensure your submissions have been properly spell checked before being entered.

- Information in the entry form and its creative will remain confidential until the end of the first round of judging. Once the Shortlist is announced, C Squared Networks Ltd. reserves the right to reproduce submitted material and summaries of entries for the Awards promotion and its other events and publications.

### ENTRY PROCESS

We recommend you to fill all your information in this template first, and then copy & paste it into our entry system. Our entry system has the tendency to time out, so this is the best way to fill in your information & also have a record of your entries.

### WHAT OTHER INFORMATION CAN I FIND IN THIS PACK?

- [Written entry template](#)
- [How to upload supporting images and in what format?](#)
- [Uploading videos – if shortlisted](#)
- [Payment process](#)
- [Contact information](#)
- [Categories](#)

## WRITTEN ENTRY TEMPLATE

Please fill out Section A and Section B of the form for all categories.

### SECTION A: Basic Entry Information

|  |  |
|--|--|
| <p><b>Entry title</b></p> <p>This is the name given to the entry for a certain campaign that was launched or aired. In the case of the entry being shortlisted this is the title used in publication. The entry title should be the same over different categories for the same campaign.</p>  |  |
| <p><b>Entering category</b></p> <p>The category you would like to enter your work into. Once one entry is completed, you will be able to clone the same entry in different categories.</p>   |  |
| <p><b>Entering company</b></p> <p>The entrant company is the business that submits an entry for the consideration of the festival. In the case of the entry being shortlisted, this is the company being named on the shortlist. In case of winning an award, the entrant company is the entity receiving the trophy. There can be only one entrant company.</p> |  |
| <p><b>Agency network</b></p> <p>A group of a media agencies, with offices around the globe sharing the same network name in their name a, e.g. Mindshare or OMD.</p>   |  |
| <p><b>Agency group</b></p> <p>A group of a networks, with offices around the globe, owned with 51% or more by the Parent media group. This would be GroupM, Omnicom Media Group, Publicis Media, Mediabrands, Havas or Dentsu Aegis Network.</p>   |  |
| <p><b>Type of company</b></p> <p>e.g. advertiser, media agency, advertising agency, media owner, etc.</p>  |  |
| <p><b>Entering country</b></p> <p>The entering country is based on the location of the entrant company. In case of the entry being shortlisted, this is the country being named on the shortlist.</p>  |  |
| <p><b>Brand</b></p> <p>e.g. Dove</p>   |  |
| <p><b>Brand owner</b></p> <p>e.g. Unilever</p>   |  |
| <p><b>Industry the brand belongs to</b></p> <p>e.g. FMCG</p>   |  |
| <p><b>Secondary contact (email address)</b></p> <p><u>Note:</u> We will be contacting this person too if the entry is shortlisted</p>  |  |

|   |  |
|---|--|
| <b>Date range of activity</b><br>(DD/MM/YY - DD/MM/YY)<br><u>Note:</u> eligible campaigns must have run between 1 January 2018 and 31 January 2019. |  |
|---|--|

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|--|--|
| <b>Markets activity covered</b><br>List the countries or regions in which the campaign operated. |  |
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| <b>Client name</b><br><u>Note:</u> it is compulsory to have the client's approval in order to submit your entry. Should your client require an official letter from the organisers confirming the confidentiality of the written submissions, in order to approve your participation in the awards, please get in touch with <a href="mailto:awards@festivalofmedia.com">awards@festivalofmedia.com</a> |  |
| <b>Client job title</b>   |  |
| <b>Client email address</b>   |  |

|   |  |
|---|--|
| <b>Credits – Lead Media Agency</b><br>The agency who has been the media lead for the campaign (this agency will be awarded grand prix points for Agency Network of the Year). They'll be listed under "Other Credits" on the shortlist if different from entrant company.<br><u>Note:</u> Just list the agency, no individual credits   |  |
| <b>Credits – Additional Media Agencies</b><br>Please list any other media agency that might have been involved in the project (if applicable, grand prix points will be split between the involved media agencies). They'll be listed under "Other Credits" on the shortlist if different from entrant company.<br><u>Note:</u> Just list the agency/ies, no individual credits |  |
| <b>Credits – Media Owner</b><br>Please list the media owner if you worked with a dedicated partner on this campaign   |  |
| <b>Credits – Ad Tech Provider</b><br>Please list the ad tech provider / platform, if you worked with a dedicated supplier.  |  |
| <b>Credits - Other credits</b><br>Please list any other companies (e.g. creative agencies, technology partners, PR agency) that have been involved in the campaign. They'll be listed under "Other Credits" on the shortlist if different from entrant company.   |  |

|  |  |
|--|--|
| <b>Note:</b> Just list the agency/ies, no individual credits |  |
|--|--|

**SECTION B: Draft Written Entry**

Please share the details of your campaign activity as indicated below. Please be aware of the word count as the submissions site will not allow you to exceed this.

**All written submissions should not include entering company names or any contributing creative companies.**

|  |  |
|--|--|
| <p><b>Objectives</b><br/>Please state your objectives for the campaign. This section is not scored by the judges.<br/>(50 words max)</p>   |  |
| <p><b>Insight</b><br/>The marketing challenge, brand insight and consumer insight.<br/>(250 words max)</p>   |  |
| <p><b>Strategy</b><br/>The communications strategy, how does your strategy meets business objectives?<br/>(300 words max)</p>  |  |
| <p><b>Execution</b><br/>The creativity of the communication and activation or delivery. If applicable, please describe the different steps of the campaign’s execution. You may state any Media Owner involved.<br/>For CONTENT categories: a link with no agency branding should be added to showcase the work.<br/>(250 words max)</p> |  |

|  |  |
|--|--|
| <b>Results</b><br>Please refer to the category description for the relevant metrics. (200 words, except for The Effectiveness Award category where this section calls for 350 words) |  |
| <b>Budget</b>  | <i>What was the media budget for this campaign?</i> <ul style="list-style-type: none"> <li>• <i>Less than USD \$ 500K</i></li> <li>• <i>USD \$ 500K+ to USD \$1 Million</i></li> <li>• <i>USD \$ 1 Million+ to USD \$ 10 Million</i></li> <li>• <i>USD \$ 10 Million+ to USD \$ 25 Million</i></li> <li>• <i>USD \$ 25 Million+</i></li> </ul> |

## UPLOADING YOUR SUPPORTING MATERIALS

### 1. IMAGES

You must upload **2 images** of the campaign in action to support your entry.

- **Image specifications: format: jpeg 300 dpi, RGB; each image must not exceed file size 10MB.**
- The images may be a screen shot from a video or web activity, copy of a press/outdoor advertisement, image of an event in progress, image of an ambient advertisement, etc.
- Note: the images do not need to be a mood board, but should support the entry.
- All creative submissions should not include entering company names or any contributing creative companies.

### 2. SHORTLISTED VIDEO REELS (only if shortlisted).

ONLY IF SHORTLISTED, you will be required to submit a **2 MINUTE CASE FILM** and a **30-45 SECOND VIDEO EDIT** from the case film of each shortlisted campaign by **Thursday 25<sup>th</sup> April 2019**.

*Please note there is no deadline extension. If we do not receive your video by this date we cannot guarantee it will be viewed for final judging. Entries are likely to be at a disadvantage if no video reel is submitted for final judging.*

#### 2 MIN VIDEO

- **This is important because it will be the main element used in the final round of judging.**
- Entries for which no reel is provided will not be disqualified, but may be at a disadvantage in the final judging.
- This video reel should be a **summary of the campaign**, including some key images/video and explanation of the insight, strategy, execution and results.
- **The video should not include entering company names** or any contributing creative companies.

- You should ensure the video can work as a **stand-alone piece** as it will act as the main element of the entry at the final judging stage; judges may not necessarily read the written entry.
- Your video reels must be in **English or have English subtitles**.
- If you are fortunate enough to have had your campaign shortlisted in more than one category, it is recommended that you tweak your videos, depending on the category criteria. Judges will watch the same video more than once, but if they do not see the relevance to the category then they will not be able to reward it.
- Please note, judges may not view the complete video if it is longer than 2 minutes. However, the video may be less than 2 minutes.
- When submitting your video, please include: title of entry, contact person and categories where your entry has been shortlisted.
- You must submit your video to [awards@festivalofmedia.com](mailto:awards@festivalofmedia.com). We suggest you use [WeTransfer](#)
- **Reel specification:** HD (720p or 1080p), mp4, file size no larger than 250MB. **Maximum length: 2 minutes.**

### 30-45 SECOND VIDEO

- This will be used at the Awards ceremony in the event that it is a winner.
- It must be a shortened version of the full video reel. It should include key images/video with a shortened summary of the campaign including results.
- Your video reels must be in English or have English subtitles.
- You must submit your video to [awards@festivalofmedia.com](mailto:awards@festivalofmedia.com), we suggest you use [WeTransfer](#)
- Reel specification: HD (720p or 1080p), mp4, file size no larger than 250MB. Maximum length: 45 seconds.

## PAYMENT PROCESS

Please note your payment will be processed in British Pounds (£GBP).

### Entry prices

- **\*Early entry price:** £ 375 for entries submitted and paid for by Thursday 13 December 2018 (23:59h GMT).
- **Standard entry price:** £ 390 GBP for entries submitted and paid for by Thursday 31 January 2019 (23:59h GMT)

The organiser reserves the right to extend the entry period if there is demand. Any entries submitted after Thursday 31 January 2019 £ 45 GBP late fee added to the standard entry fee.

(All UK participants, VAT will be added)

### For entry payments under £1.600 GBP:

Payment must be made online by credit card (Visa, Mastercard, JCB, Solo, Maestro and AMEX). Cheques are not accepted. Please note that card payments will always be processed in British Pounds (£GBP).

### Payments over £1.600 GBP:

Payments over £1.600 GBP can be processed either via invoice or credit card. Both options will automatically appear on the entry site while proceeding to the payment. You will automatically receive an invoice or payment confirmation email in your inbox.



C Squared Networks Ltd reserves the right to charge an admin fee of £50 if manual invoices are requested or required on award entries totalling less than **£1.600**.

If you wish to pay offline, please get in touch with the following details:

- Reference number of each of your entries (you may find this number next to each entry under the 'Current submissions' section)
- Company name and address
- Finance contact (name and email address)

Bank details will be found at the bottom of your invoice, once requested. Please note that bank charges may apply and should be covered by the entrants, when paying by bank transfer.

All completed entries registered on the awards submissions site when the site is closed on the final deadline will be judged and must be paid for. Entries may be withdrawn after the final deadline, however will not be eligible for a refund. Entries that have been completed will become liable to payment, even if deciding to withdraw from the festival.

All Festival of Media Awards entries cancellations requests before the final deadline are refunded at the discretion of the C Squared Networks Ltd. Management and will occur an admin fee of £50 GBP.

**ALL SUBMISSIONS CAN BE ALTERED AT ANY TIME UP UNTIL FINAL ENTRY DEADLINE**

## ANY QUESTIONS?

### Awards queries:

T: +44 (0) 20 7367 6460

E: [awards@festivalofmedia.com](mailto:awards@festivalofmedia.com)

### Festival queries:

T: +44 (0) 207 367 6990

E: [festival@festivalofmedia.com](mailto:festival@festivalofmedia.com)



## CATEGORIES

Categories are divided into the awards' three key pillars: [Media](#), [Content](#), [Insight & Technology](#).

### MEDIA

#### **New: Best Use of Cinema**

Cinema advertising has a unique power for audiences, viewers find themselves in a different situation, away from usual distractions. This category rewards work that has used cinema advertising as an effective use of medium, in a creative and engaging way to obtain great results. Campaigns should be specially engineered to make use of the cinema environment, and demonstrate clearly how they have taken advantage of this to get maximum exposure.

#### **Collaboration Award**

The winner in this category will showcase the value that collaboration can deliver for a campaign. Collaboration here can be between the client and the agency, the agency and the media partner, or the agency and other involved parties, such as a tech company, the creative or the PR agency. The winning entry will highlight how collaboration was at the heart of the project and the reason it enabled the campaign's success.

#### **Best Multi- Screen Campaign**

This category rewards campaigns that have been implemented across different devices with the content being adapted to best fit the individual screen and connecting consumers to the campaign in a holistic way. 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.

#### **Impact Awards**

This category is open to campaigns achieving a positive impact on, for example, society or environment – be it a utility, service, or product that meets a public need. This can be CSR or purpose-led marketing campaigns for brands as well as campaigns for charities, not-for-profit organisations or government agencies. The media should have measurable impact on the issue, or demonstrate raised awareness of the organisation's purpose, values or initiatives and winners will be able to demonstrate short and long term impact. Campaigns that have changed consumer behaviour, or attitudes will gain particular credit.

#### **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.

**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.

**Best Event, Experiential or Sponsorship Campaign**

This category recognises brands that deliver an effective event, experiential campaign for consumers such as pop-ups, stunts, 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.

**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 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. It will be advantageous to state results in context in order to underline their success.

**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; personalized digital content based on interactions; live event promotion or location based deals through emails or apps. Platforms could include Twitter; BuzzFeed; Mashable; SnapChat; Periscope; WeChat or Facebook for example.

**Best Use of Digital Media**

This category rewards the brand communication that has understood and used digital media to make a success of the campaign. It covers all digital media: from web, social, 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 Local Execution of a Global Brand**

This award will recognize 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. 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.

## CONTENT

### **New: The Content Curator Award**

This category is open for media owners who have successfully demonstrated the gathering of content, which has been curated and shared in a way that is relevant to the target audience. Judges will be looking at how the content has helped drive revenue uplift and increased market leadership for the media owners. Entrants will be invited to submit additional supporting media to clearly exhibit results.

### **Best Use of Live Streaming**

The winner will show how streaming live or live broadcast of original or branded content was essential for the success of the campaign and enabled community building as well as improved KPIs such as brand engagement. Includes live coverage of events. The content should be tailored to the platform and audience used. Judges will not purely focus on the quality of the content produced, but how the content and the factor that it was live has helped to further amplify and strengthen the brand message.

### **Best Branded Content in Traditional / Non – Digital Channels**

This category recognises the best content newly created for the brand tailored to traditional / non-digital channels, such as OOH, print and TV. 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 and the fit with the chosen medium, as well as the customer experience as evidenced by consumer engagement metrics.

### **Best Branded Content in Digital Channels**

This category recognises the best content newly created for digital channels. 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 the 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, eg: video, traditional media or native advertising.

### **Best Influencer Campaign**

This category rewards the brand that has best leveraged one or several influencers or key opinion leaders 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.

## INSIGHT & TECHNOLOGY

### **New: Tech Innovator Award**

Technology is constantly changing the industry landscape, enabling agencies to reach new goals and disrupt the status quo. This category is open to tech companies that have created a new technology or significantly developed an existing one in house. Entrants should demonstrate how they have used the tool to redefine their industry, drive a campaign and ultimately add value to a business. Judges will be looking for innovation, flair and transformative technologies that truly challenge industry norms. If shortlisted for this category, entrants will not be required to submit a case study film, instead we will be in touch to gather additional supporting materials and if applicable, direct access to the technology e.g apps and add-ons.

### **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.

### **Best Use of AR / VR Technology**

The winner will demonstrate the successful use of virtual or augmented reality technology as an essential part of the campaign. Judges will be considering the brand fit, user experience, storytelling and the outcome that can be attributed to the use of this technology.

### **Effective Use of E-Commerce**

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. Winning campaigns will show the effective use of e-commerce within their marketing strategies and can prove how the campaign generated tangible results and sales conversation rates for the client's brands.

### **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. Technology can include, but not limited to, AI, chatbots, IOT, voice activations, drones, AV technologies, etc. Judges will focus how the technology has been applied to meet the marketing challenge.

### **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 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 Programmatic**

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.

#### **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.

### **SPECIAL AWARDS**

#### **Brand Bravery Award**

Being brave means to take the risk without fear. But what stands out even more is taking the risk and having the courage to put aside any doubts and fears and continuing the work. In a world of fake news, climate change and political instability brands can have a powerful impact. FOMG Awards wants to applaud and reward marketers who took a risk and have been awarded with results, or learnt from failure, which enabled them to surpass expectations the next time. The entries will be judged on their Insight & Execution, Courage and Results. Demonstrate how your brand took a big risky leap, and how it paid off.

#### **Best Adtech / MarTech Platform**

The special awards will be given to the technology that has transformed the industry. Judges will be looking at how the technology offers a solution to existing problems and enables new ways of business, the best use of client budget, or is taking the industry to a new level. Demonstrate how your technology stands out in front of your competitors and has transformed clients' campaigns for the better, be it with efficiency, cost savings or / and greater results. Include testimonials to convince the judges.

#### **Inclusion Award**

This special award is open to all companies in the media industry from agencies and adtech companies to clients and media owners. The jury will be looking for the development of a culture that encourages inclusion and is part of a commitment within the company's long term strategy. Targeted topics include (but are not limited to) gender, age, race, sexual orientation and disability. The winning entry will prove significant, innovative and cumulatively outstanding contributions to enhancing the practice of equality and diversity and show the positive impact in business culture (and results).