

Festival of Media Global Awards Entry Template

Open For Entries:

Tuesday 26 November 2019

Early Discount Deadline:

Thursday 19 December 2019

Entry Deadline:

Thursday 30 January 2020

Shortlist Announcement:

Thursday 2 April 2020

Awards Ceremony:

Thursday 21 May 2020

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:

<https://festivalofmediaglobal.awardsplatform.com>

Entry Prices

Early entry price: £375 GBP

for entries submitted and paid for by **Thursday 19 December 2019 (23:59h GMT)**.

Standard entry price: £390 GBP

for entries submitted and paid for by **Thursday 30 January 2020 (23:59h GMT)**.

Late Entry: £435 GBP

for entries submitted after **Thursday 30 January 2020 (23:59 GMT)**.

The organiser reserves the right to extend the entry period if there is demand. Any entries submitted after the deadline will incur a **£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 2019 and 31 January 2020**.
- You will be asked to enter a written entry plus 2 images. If you are shortlisted, you will be asked to provide a 2 minute video reel and an optional 30 second video reel.
- **Please note: All written and creative submissions should not include entering company or contributing company names and branding.**
- 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
- Ensure your submissions have been properly spell checked before being entered.
- The information submitted 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.

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](#)

Written Entry Template

This template is a direct reflection of the entry form that you submit online when you are ready

to enter: <https://festivalofmediaglobal.awardsplatform.com>

SECTION A: Basic Entry Information

<p>Entry Title</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>Entering Category</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>Entering Company</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>Agency Network</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>Agency Group</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>Type of Company</p> <p>e.g. advertiser, media agency, advertising agency, media owner, etc.</p>	
<p>Entering Country</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>Brand</p> <p>e.g. Dove</p>	
<p>Brand owner</p> <p>e.g. Unilever</p>	
<p>Industry the brand belongs to</p> <p>e.g. FMCG</p>	
<p>Secondary contact (email address)</p> <p>Note: We will be contacting this person too if the entry is shortlisted</p>	
<p>Date range of activity</p> <p>(DD/MM/YY - DD/MM/YY) Note: the majority of eligible campaigns must have run between 1 January 2019 and 31 January 2020, except for the Effectiveness Category</p>	
<p>Markets Covered</p> <p>List the countries or regions in which the campaign operated.</p>	

<p>Client Name <u>Note:</u> it is compulsory to have the client's approval in order to submit your entry.</p>	
<p>Client Job Title</p>	
<p>Client Email Address</p>	
<p>Credits – Lead Media Agency 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. <u>Note:</u> Just list the agency, no individual credits</p>	
<p>Credits – Additional Media Agencies 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. <u>Note:</u> Just list the agencies no individual credits</p>	
<p>Credits – Media Owner Please list the media owner if you worked with a dedicated partner on this campaign</p>	
<p>Credits – Ad Tech Provider Please list the ad tech provider / platform, if you worked with a dedicated supplier.</p>	
<p>Credits - Other credits 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. <u>Note:</u> Just list the agencies, no individual credits</p>	

SECTION B: The Written Entry

Please share the details of your campaign activity as indicated below.

Please be aware of the word count.

Written submissions should not include entering company or contributing company names or branding.

<p>Objectives Please state your objectives for the campaign. This section is not scored by the judges. (50 words max)</p>	
<p>Insight The marketing challenge, brand insight and consumer insight. (250 words max)</p>	
<p>Strategy The communications strategy, how does your strategy meet business objectives? (300 words max)</p>	
<p>Execution The creativity of the communication and activation or delivery. If applicable, please describe the different steps of the campaign's execution. (250 words max)</p>	
<p>Results Please refer to the category description for the relevant metrics. (200 words max, except for The Effectiveness Award category where this section calls for 350 words)</p>	
<p>Budgets What was the media budget for this campaign?</p>	<ul style="list-style-type: none"> • <i>Less than USD \$ 500K</i> • <i>USD \$ 500K+ to USD \$1 Million</i> • <i>USD \$ 1 Million+ to USD \$ 10 Million</i> • <i>USD \$ 10 Million+ to USD \$ 25 Million</i> • <i>USD \$ 25 Million+</i>

Uploading Your Supporting Materials

1. Images

You may 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, a presentation image etc.

2. Shortlisted Case Video (Only If Shortlisted)

ONLY IF SHORTLISTED, you will be required to submit a 2 MINUTE CASE FILM and an optional 30-45 SECOND VIDEO EDIT from the case film of each shortlisted campaign.

2 Minute Video

- This is important because it will be the main element used in the final round of judging.
- Entries for which no video is provided will not be disqualified but may be at a disadvantage in the final round of 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.
- When submitting your video, please include: title of entry, contact person and categories where you entry has been shortlisted.
- Reel specification: HD (720p or 1080p), mp4, file size no larger than 250MB. Maximum length: 2 minutes.

30-45 Second Video

- If the work is awarded, this video clip will be shown at the Awards ceremony.
- 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.
- 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

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(For 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