

FESTIVAL OF MEDIA LATAM AWARDS 2017 CATEGORIES

The Festival of Media LatAm Awards are open to all those involved in media, advertising and communication. Eligible campaigns must have been implemented between **1 June 2016 and 30 June 2017** and may have been implemented regionally or locally in any country within the Latam region. **The entry deadline for written submissions is 13 July 2017.**

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

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.

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 Communications Strategy

This category celebrates campaigns that demonstrate clear consumer insight 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 as 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' etc.

Best Use of Traditional Media

This category is open to all campaigns which have effectively used traditional media such as television, print, radio or OOH to reach consumers whether by scale of reach, or more specific. The campaign may have had some digital influence, but should show how traditional media was the key element of the media plan that helped deliver results. Ambient media should be entered in the Best Use of Ambient Media category.

Best Event/Experiential Campaign

This category recognises brands that deliver an effective event or experiential campaign for consumers such as stunt advertising, guerrilla marketing, projections, and roadshows. 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.

Best Use of an Influencer

This category rewards the brand that has best leveraged an influencer 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 who has directly tapped into their own following 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 between influencer and brand.

The Effectiveness Award

This category will reward the campaign that has 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, although other ROI metrics will also be considered. Positive uplift against business targets rather than campaign metrics will be most favoured. Judges will focus on the achieved results against the KPIs.

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.

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, 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.

NEW Best Sponsorship Activation

This category rewards the innovation and creativeness of sponsorship activation. The sponsorship could include all manner of events including music and sport events, sporting venues, or any number of activations. The jury 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 Integrated Campaign

The winner of this category must have combined two or more platforms offline and online, such as mobile, OOH, social media, TV, cinema, digital, radio, print or other. The successful multichannel campaign must show an effective use of the mediums in a creative and engaging way to obtain great results on clear objectives.

NEW Best Use of Ambient Media

This category rewards the use of small and large sized ambient media or objects which don't fall under traditional media channels, such as promotional products, non-traditional billboards and installations. Entries should demonstrate how these forms of media have helped to attract attention and strengthen the brand message. Judges will look for a smooth integration of the ambient media within the environment it has been placed to maximise its effect.

NEW Best Campaign for a Local Brand

This category rewards the campaigns that truly powered a local brand. This could be implemented locally or regionally, and demonstrate how the campaigns help local brand or business to fulfil its targets and reach the KPIs. Entrants should outline the challenge for the brand within the market, and how they overcome them.

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 is searching for a campaign that has the use of content at the heart. This includes everything from ad-funded TV deals, branded content to 'native' advertising campaigns such as sponsored stories, featured videos and messages via social media. It does not need to be owned or original content. Measurement of performance through metrics such as shares, likes, engagement, viewing duration or frequency will be important in making your entry a winner.

NEW Content Curator Award

This category is dedicated to media owners who create content to resonate, engage and ultimately increase product, or service uplift for their clients. This branded content could come in various formats from video to social media copy, and be amplified across multiple channels. The key is to show how the curated content has created value for the client and delivered significant ROI. Agencies and brands should enter their work into Best Use of Content.

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 Digital Platforms

This category is seeking campaigns that have used the unique properties of digital media to best reach consumers. Activations could include, but is not limited to web, video, mobile, OOH, search, display, or a custom-made technology solution. Judges will be looking for great examples of how a single, or multiple digital channels have been used. Alternatively it could be where digital integrates with more traditional formats as long as digital is the focus of the activation.

Best Social Media Strategy

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 consumer behaviour in this sector. Judges will be looking for examples of fantastic consumer driven campaigns, community building, targeting, engagement and conversational marketing strategies.

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.

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, chatbots or the Internet of Things and wearable tech has been best used to reach an audience.

INSIGHT

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

Best Use of Data

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. The winning entry should demonstrate the best use of small or big data, 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 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.

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 behaviour or attitudes will gain particular credit.