



## FESTIVAL OF MEDIA LATAM AWARDS 2019 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 2018 and 31 July 2019 and may have been implemented regionally or locally in any country within the LatAm region.

Entries will be judged based on the following criteria: Insights 25%, Strategy 25%, Execution 25% and Results 25%.

Categories are divided into the awards' three key pillars: Media, Content, Insight & Technology

### KEY DATES

- Open for entries: Wednesday 15 May 2019
- Early entry deadline\*: Thursday 13 June 2019 (\$365 USD)
- Entry deadline: Tuesday 9<sup>th</sup> July 2019 (\$415 USD)
- Shortlist announcement: Thursday 12 September 2019
- Awards ceremony: Date TBC

### NEW FOR 2019

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

With no restrictions set by a holding company, often independent agencies create the most innovative campaigns, having the flexibility and freedom to explore different channels for their clients. But they can also experience limitations due to budget and lack of resources. This category is reserved for those Independents who are pushing the boundaries and executing great campaigns that garner impressive results for the client. Entrants should demonstrate their capabilities and illustrate how their position as an Independent agency has allowed them to create a brilliant campaign. When evaluating the work, judges will consider budget, company size, resources, creativity, insights, strategy, execution and results. This category is open to all campaigns, using any media channels, executed within the eligibility dates. For this category, the entry price will remain at \$365 throughout the entire entry period.

#### **Best of Central America**

This category rewards the best campaigns from offices that are located in the region, including Belize, Costa Rica, El Salvador, Guatemala, Honduras, Nicaragua and Panama. This category is open to all campaigns, using any media channels, executed within the eligibility dates.

#### **Best of the Caribbean**

This category rewards the best campaigns from offices located in the Latin American Caribbean countries and territories, including Cuba, The Dominican Republic and Puerto Rico. This category is open to all campaigns, using any media channels, executed within the eligibility dates.

#### **Best of South America**

This category rewards the best campaigns from offices located in the region, including Argentina, Bolivia, Brazil, Chile, Colombia, Ecuador, Guyana, Paraguay, Peru, Suriname, Uruguay and Venezuela. This category is open to all campaigns, using any media channels, executed within the eligibility dates.

## **MEDIA**

### **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.

### **Impact Award**

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.

### **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.

### **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. 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 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.

### **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 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.

### **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 or reactive 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.

### **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.

### **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**

### **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.

### **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.

### **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.

## **INSIGHT & TECHNOLOGY**

### **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 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.

### **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.

### **Best Use of Data and Insight**

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.

### **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.