## FESTIVAL OF MEDIA NORTH AMERICA AWARDS
## 2019 CATEGORIES

The Festival of Media Global Awards are open to all those involved in media, advertising and communication. To qualify for entry, the majority of campaign must have been implemented between **1 July 2018 and 31 August 2019** and have been activated within Canada and/or the United States of America.

### INDUSTRY SECTOR CATEGORIES

1. **NEW: Sport**
   This category rewards the best campaigns to run within the sports and gaming sector. Can include campaigns for sports brands, campaigns that ran in conjunction with sporting events and online eSports brands.

2. **NEW: Automotive**
   This category is open to campaigns within and related to the automotive and personal mobility industry, including car, motorbike and car parts manufacturers, as well as chauffeur services.

3. **Entertainment**
   Awarding the best campaign within the entertainment industry. Including but not limited to campaigns for publishers, movie launches, computer games and TV stations.

4. **Financial, Utility & B2B Services**
   This category is open to campaigns within the finance and utilities industries, including but not limited to insurance, banking, energy and commodities, as well as recognising campaigns around legal, financial, B2B technology, consultancies & professional services, other business and corporate communications.

5. **FMCG, Food & Beverage**
   This category is open to campaigns within and related to the fast-moving consumer goods, including food and beverages.

6. **Pharma**
   This category will award outstanding work within the pharmaceutical industry, including medical devices, well-being and healthcare brands.

7. **Travel & Tourism**
   This category is open to all tourism and travel and campaigns. Including campaigns for airlines, tourism, country brands, hotels and leisure venues.

8. **Technology & Telecommunication**
   This category rewards the best campaigns for a technology or telecommunication product or service, such as mobile phones and operators, tech products and gadgets, cloud-based services, AR/ VR campaigns, IoT products and consumer electronic

## CAMPAIGN CATEGORIES

**9.  NEW: 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.

**10.  Best Communications Strategy**

This category celebrates campaigns that demonstrate a brilliant communication strategy, from clear consumer insight 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's a single or multi-platform campaign. Judges will particularly favour results that meet the brand's objectives.

**11.  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.

**12.  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.

**13.  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.

**14.  Best Event, Experiential or Sponsorship Activation**

This category recognises brands that deliver an effective event, experiential campaign for consumers such as stunt advertising, on-the-ground activations, 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.

**15.  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 holistic campaign must show an effective use of the mediums in a creative and engaging way to obtain great results on clear objectives.

**16.  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.

**17.  Impact Award**

This category is about a brand addressing a social, ethical and/or environmental issue. The campaign could raise awareness about this issue or deliver benefit(s) 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.

### 18. 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.

### 19. 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.

### 20. Best Branded Content led by 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.

### 21. Best Use of Content
This category is searching for a campaign that has the use of content at the heart, and how it was distributed, displayed or amplified. 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.

### 22. Best Use of Talent
This category rewards the brand that has best leveraged a strategic partnership between the brand and talent(s) as part or as the whole of a campaign. The talent may be a 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 talent or used more spontaneously in real-time marketing. Overall judges will look for authenticity between talent and brand.

### 23. 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.

### 24. 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, mobile, video, social media, 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.

### 25. Best Use of Innovation
This category recognises the campaign seen use a new method, idea or device to its full potential for the benefit of the brand. The winning campaign will be able to demonstrate a good brand/innovation fit and show how the use of innovation, which can be technological advancements such as such as virtual or augmented reality, artificial intelligence, chatbots or the Internet of Things and wearable tech, or any non-technological innovations that has been best used to reach an audience.