

FESTIVAL OF MEDIA NORTH AMERICA 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 in the entry site and fill in the form online:

<https://festivalofmedianamerica.awardsplatform.com/>

KEY DATES

- Open for entries: Tuesday 25 June 2019
- Early entry deadline*: Thursday 11 July 2019
- Entry deadline**: Thursday 1 August 2019

ENTRY PRICES

- ***Early entry price:** US\$ 395 for entries submitted and paid for by Thursday 11 July 2019 (23:59h GMT).
- ****Standard entry price:** US\$ 445 for entries submitted and paid for after Thursday 11 July 2019 (23:59h GMT) and until Thursday 1 August 2019 (23:59h GMT).

The organiser reserves the right to extend the entry period if there is demand. Any entries submitted after Thursday 1 August will have a US\$ 80 late fee added to the standard entry fee.

(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 July 2018 and 31 August 2019. *For The Effectiveness Award, this category will allow a two-year eligibility period, with campaigns that ran between 1 July 2017 and 31 August 2019 eligible for entry.*
- You will be asked to enter a written entry plus optional 2 images. Only if you are shortlisted, you will be asked to provide a 2 minute video reel and an optional 30 second video reel. In the content category you can submit links to your original content.
- **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. No changes to the entry details will be allowed after the entry deadline.
- 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

Submit your entries via our awards platform: <https://festivalofmedianamerica.awardsplatform.com/> .

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

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

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. (exception: collaboration award)</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. Cif</p>	
<p>Brand owner</p> <p>e.g. Unilever</p>	
<p>Industry the brand belongs to</p> <p>e.g. automotive</p>	
<p>Secondary contact (email address)</p> <p><u>Note:</u> 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)</p> <p>Note: Eligible campaigns must have run between 1 July 2018 and 31 August 2019. The Effectiveness Award will allow a two-year eligibility period, with campaigns that ran between 1 July 2017 and 31 August 2019.</p>	
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<p>Markets activity covered</p> <p>List the countries or regions in which the campaign operated. (If the campaign ran across the entire North American region, please state 'Regional').</p>	
<p>Client name</p> <p>Note: 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 awards@festivalofmedia.com</p>	
<p>Client job title</p>	
<p>Client email address</p>	
<p>Credits – Lead Media Agency</p> <p>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.</p> <p>Note: Just list the agency, no individual credits</p>	
<p>Credits – Additional Media Agencies</p> <p>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.</p> <p>Note: Just list the agency/ies, no individual credits</p>	
<p>Credits – Media Owner</p> <p>Please list the media owner if you worked with a dedicated partner on this campaign.</p> <p>Note: Just list the agency, no individual credits</p>	
<p>Credits - Technology Provider</p> <p>Please list the ad/mar tech provider / platform, if you worked with a dedicated supplier.</p> <p>Note: Just list the company, no individual credits</p>	
<p>Credits - Other credits</p> <p>Please list any other companies (e.g. media owners, creative agencies, technology partners) that have been involved in the campaign. They'll be listed under "Other Credits" on the shortlist if different from entrant company.</p> <p>Note: Just list the agency/ies, no individual credits</p>	

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>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 meets 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. You may state any Media Owner involved. For CONTENT categories: a link with no agency branding may be added to showcase the work. (250 words max)</p>	
<p>Results 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)</p>	
<p>Budget</p>	<p><i>What was the media budget for this campaign?</i></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

2 Optional 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 an optional **30-45 SECOND VIDEO EDIT** from the case film of each shortlisted campaign by **Thursday 31st October**

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 you entry has been shortlisted.
- You must submit your video via the entry site: <https://festivalofmedianamerica.awardsplatform.com>
- **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 via the entry site: <https://festivalofmedianamerica.awardsplatform.com>
- Reel specification: HD (720p or 1080p), mp4, file size no larger than 100MB. Maximum length: 45 seconds.

Deadline to send your video: Thursday 31st October. 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.

PAYMENT PROCESS

Please note your payment will be processed in USD.

Entry prices

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(All UK participants, VAT will be added)

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:

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