

## Tips for entering Festival of Media Global Awards 2012

Winning a Festival of Media Award demonstrates that your company is leading the world in its creative and innovative media thinking, and that your team is delivering effective, impactful solutions to brand marketing challenges. Part of the skill is how you put yourself, your agency and your media campaign forward. Here are some basic tips for making sure your entry will engage the judges and stand out from the rest.

### **General tips:**

#### **1) *Less is more, but tell a story***

Keep in mind that the judges may have to read through many entries by the time they get to yours. Keep your language basic and avoid using jargon. Long words are not necessary to show you are clever! Present your information to the judges as though you are telling them a story. The beginning should set out your insight and objectives clearly. The middle should explain the strategy, followed by its execution and the end should reveal the results. Bring the campaign to life through descriptive language, good scenario setting, real people and quotes.

#### **2) *Create a good first impression and be unique***

Make an instant impact by using short and concise sentences. Leave out any extraneous details which will only overshadow your “big idea”. Think about what makes your campaign, team or agency unique and focus your entry on supporting this one main “big idea”. One compelling idea is much better than including in as many points as possible, which dilutes the effect and makes the entry confusing to read.

#### **3) *Entertain the judges***

Think about how you can engage your (probably tired) audience. Add some personality to your write up and make sure your images stand out and are relevant. Most of the judges will not be first-timers and so will have seen and read most things before, so make it memorable. If you just submit a standard summary of your campaign, you're not going to win. Remember, you are never going to win over every judge so the most important thing is to be passionate about what you are saying.

#### **4) *CHECK, CHECK and CHECK AGAIN!***

Be ruthless when redrafting. Once you've written your rough draft of the entry, read it over several times and cut out unnecessary information. This will make it much clearer. Always check thoroughly for the basics: typos, grammatical mistakes and spelling (especially of the client's name). It's also a good idea to get someone who hasn't been directly involved to cast their fresh eyes over it to double-check clarity. Also, the best entries are put together by a team of people.

#### **5) *Don't over-claim***

It's a set of serious heavyweight judges with lots of experience. They will see straight through exaggeration and unsubstantiated claims can undermine the judges' confidence in the whole submission. If the client won't let you disclose numbers, say that. The success of your entry will then depend on how well you can sell your work using other measures of success.

## **Tips for writing Insight, Strategy, Execution and Results:**

### ***Insight***

The beginning should set out your insight clearly. Ensure your insight is a ‘true’ insight – arising from a good piece of research or from being close to your market, that, for example, recognises an aspect of or trend in consumer behaviour that creates opportunities for your brands.

An example of a “bad” insight: ‘*We want to target children*’

An example of a “good” insight: ‘We recognised that children aged between 8 and 12, not yet able to join Facebook and other groups, but many already in possession of a mobile phone are.....’ – HOW did you realise? What evidence did you find? Why is this important to the brand? How did this lead to the “big idea” behind your campaign.

### ***Strategy***

Explain how the “big idea” was developed and translated into campaign strategy in response to this insight – eg: how the brand/campaign was positioned in its market, how objectives and KPIs were set, why certain media channels were targeted, any information re the thinking behind launch / trial / full roll-out of the campaign; any planning re specific geographic targeting etc.

### ***Execution***

A strategy can look great on paper, but it is all about the effective delivery, eg: which media channels were chosen and how were relationships with media channels leveraged to ensure effective implementation of the strategy; how were any content development plans activated etc.

### ***Results***

Supply tangible results that support your initial challenge and insight and demonstrate that objectives were reached.