

## **NEW: Best Music Marketing Campaign**

This category is open to campaigns which have tapped into the world of music as the main driver of their strategies and success.

This could be campaigns that have curated musical experiences, are focused on, or incorporated the use of a licensed, or original piece of music, or collaborations with music acts/artists, or organisations such as, but not limited to, music publishers, licensors or distributors, record labels and music streaming platforms.

Judges will be looking for an authentic connection between the music and the brand, and how music has been leveraged to communicate and resonate with consumers, while delivering or surpassing its client objectives and generating awareness, product or service uplift and key amplification to current and potential customers.

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## **NEW: Best Campaign for a Holiday or Celebration**

This category will reward campaigns that have used a holiday or celebration day as the focal point of their strategy to generate results for their clients. Campaigns should make excellent use of audience insights around habits, activities, and preferences around the event, which are specific to the target market. The jury will also be looking for campaigns which have demonstrated how clever planning and strategy leading up and during the occasion have been crucial to their success.

Examples include, but are not limited to *Thanksgiving, Valentine's Day, Eid, Passover, Dia de Muertos, Kwanzaa, Diwali, Easter, New Year, Black Friday, Cyber Monday, Christmas, and Halloween.*

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## **NEW: Best Campaign for an Awareness or Observance Day, Week or Month**

This category is for campaigns which have focused on, celebrated, promoted or incorporated cultural and awareness moments as the core of their strategy to generate results for its clients. Campaigns should make excellent use of audience insights around habits, activities, and preferences around the event:

The jury will be looking for campaigns which have demonstrated how clever planning and strategy have led to success and driven sales, but also had a significant impact, or drove further awareness of the issue the Awareness or Observance Day, Week or Month is focusing on.

*Examples include, but are not limited to LGBTQ+ month, International Women's Day, Black History Month, Mental Health Day and Disability Awareness Week.*

### UPDATED: Best Campaign led by Independent Agency

This category is reserved for independent agencies who are executing outstanding campaigns and making their stamp on the industry. Entrants should detail the challenges they face as an independent organisation, and illustrate how they used their independent capabilities, tools, resources, and community to generate impressive results and develop business for both the brand and the agency itself. When evaluating the work, judges will be looking for creativity, solid insight and how the campaign met, or surpassed the client objectives.

To be considered an independent agency 51% of its ownership should be independent inclusive of private equity and have no affiliation with one of the six holding groups WPP, OMG, Havas, Publicis, IPG and Dentsu. The agency - big or small - needs to be the lead on the campaign.

**For this category, the entry price will remain at £415 throughout the entire entry period to allow better access for independent agencies with restricted budgets.**

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### UPDATED: Best ecommerce Campaign

This category is looking for the best campaigns which have used ecommerce to help drive awareness, purchase intent, click through rates and conversions for brands across all sectors.

Judges will be looking for how the campaigns have interacted across devices, platforms, and channels with the right audience in the right space at the right time, how they have combined data and creativity to drive sales and increase ROI and achieved the campaigns' objectives.

**Please note** this category is open to online retail brands that have used their ecommerce and social commerce tools and resources as part of their campaign, as well as other brand campaigns that have used ecommerce sites as part of the media strategy.

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### UPDATED: Best Use of Real- Time Marketing

This category is open to campaigns that have successfully engaged with their customers utilising real-time information. The strategy may be planned or be more spontaneous/reactionary, so long as the entry showcases how the brand created relevant messaging and reacted with audiences in real-time by responding to current data, trends, news or events.

Judges will be looking for how the time-sensitive content, amplified interaction with their audiences, drove brand awareness, increased conversion, and enhanced the brand's image.

The range of real-time work judges will consider includes, but is not limited to, *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 X (Twitter), TikTok, Snap, WeChat, OOH, digital displays, or Instagram.

### UPDATED: The Bravery Award

This category will celebrate agencies or clients who have courageously stepped outside of the comfort zone to create a gutsy, head turning campaign that has sparked conversation and been rewarded with impressive results. This could be campaigns that have ripped up the industry rulebook and made unconventional media and marketing choices, or deviated from cultural norms and/or tackled taboo subjects.

The jury will be looking for entrants to demonstrate how and why they pushed the boundaries into unknown or uncertain territory, the risks at hand and how they overcame marketing challenges to achieve success. These campaigns can cover any medium.

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### UPDATED: The Creative Use of Media Award

This category has been curated to celebrate ground-breaking creativity within the media industry. Entries should demonstrate how their campaigns have been propelled to new heights, whether that be through innovative ideas, clever use of media channels- existing, as well as the creation of new, or a game changing strategy.

Judges will be looking out for cut-through or pioneering campaigns, that skilfully navigates but also transcend the media landscape. Please note whilst results will play a role in the judging of this award, the jury will be focused on creativity itself.

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### UPDATED: The ROI Award

This category will focus primarily on the return-on-investment campaigns delivered for their clients. It means results against key business objectives, which have driven sales and awareness will be critical for the judges' evaluation. These results could be part of an econometrics model implemented by the creator of the campaign, or from a variety of other trusted measurement platforms.

Judges will also be looking for the impact of the campaign over a two-year period to ensure there is sufficient time for the results to deliver positive ROI for the client.

This category is open to both B2C and B2B campaigns and judges will carefully consider the effectiveness of the results and the ROI they delivered during implementation.

**This category will allow a two-year eligibility period, with campaigns that ran between 1 January 2022 and 31 January 2024.**

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### Best Branded Content

This category recognises the best content created for a brand. The content should authentically align with the brand values and strategy which resonates clearly with the target audience. 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.

Examples can include but are not limited to *videos, articles or publications, podcasts, radio shows, video games and live event content* directly made for the brand.

## Best Campaign for a Local Brand

This category rewards campaigns for local brands that are specific and exclusive to a certain country or region. The campaign will be implemented locally and the entries will be able to demonstrate how the project has helped a local brand fulfil its targets and reach KPI's. Entrants should outline the challenge for the brand within the market, and how they worked to overcome them.

This is an amazing opportunity for entrants to showcase campaigns for smaller, countrywide brands that are producing amazing work. **Campaigns for global brands that are widely available to multiple countries should not be submitted in this category.**

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## Best Campaign Led by Cause

This category is reserved for campaigns that demonstrate how it led with a purposeful cause- addressing a social, ethical and/or environmental issue. This can be CSR focused, marketing for brands, charities, not-for-profits, social movements or inclusion and diversity initiatives.

Winning entries will be able to demonstrate positive and measurable impact in the world, how it has raised awareness of an organisation's values/initiatives, or made constructive changes to cultural and social perceptions, while also delivering on its marketing objectives.

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## Best Communications Strategy

This category celebrates campaigns that demonstrate a brilliant communication strategy. Judges will be looking for a clear narrative in the brand's storytelling across all elements of the activation, a compelling use of messaging in its aims and authentic methods of communicating whether that be the use of existing channels, or the creation of new ways of engaging.

The winning campaign must demonstrate clear consumer insight and connectivity with the target audience via the development of a fertile strategy and precise execution. This can include any form of media used, whether a single or multi-platform campaign. Judges will favour work that pushes boundaries and is at the forefront of innovation.

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## Best Distribution and Amplification of Content

This category recognises campaigns that were successfully boosted by the distribution, amplification, and presentation of its content. The content could be existing, user generated or newly created and can be in any format including, but not limited to, video, print, OOH, audio, native advertising.

Campaigns in this category will be specifically judged on their content strategy, which will include identifying the target audience and how effectively the placement of content was planned and implemented to engage with those consumers.

We encourage entries from both media owners and media agencies.

Examples include distributing and amplifying *user generated content, social media content, third-party generated content, brand-specific content, such as videos, articles, podcasts, radio shows, video games and live event content.*

## 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 other key engagement metrics

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## Best Event or Experiential Campaign

This category recognises **physical, virtual or hybrid** experiences that deliver an effective event or experiential campaign for consumers. The case should be clear on its results and be focused on the event / experience itself. The jury will expect to see how the brand has developed its interaction with the consumer, created a number of key touchpoints and brought to life the brand's values and identity. The winner will be able to demonstrate the tangible benefits for the brand ideally including business results as well as impressive campaign metrics.

Examples can include but are not limited to- *pop-ups, stunts, guerrilla marketing, projections, ambient media, digital simulations and virtual events*

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## Best Integrated Campaign

The winner of this category must have combined two or more platforms, such as *mobile, OOH, social media, technology, TV, cinema, radio, print or other mediums*. The successful multi-channel campaign must show an effective use of various mediums in a creative and engaging way to obtain great results on clear objectives. The decisions behind the varying platform choices should be clear.

**Note** that the campaign can be solely implemented using digital media, or solely implemented using traditional media, as long as there are two, or more platforms used successfully.

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## Best Launch or Relaunch Campaign

The winning campaign will demonstrate the most successful strategy created to 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.

Entries focusing on a relaunch should be able to present a significant and obvious update or change to the product, service or brand in question. It will also be advantageous to compare previous results to those that have been achieved since the relaunch.

**Please note - the launch or relaunch of a marketing campaign will not be suitable within this category, judges will specifically be looking for the launch or relaunch of a product, service, or brand.**

## Best Local Execution of a Global Brand

This award will recognise the creative and strategic media approach that results in a qualified brand impact on a local audience. The winning work could be a local execution for a global brand, product or service; or a global brand campaign, which has been adapted for local execution, as long as it shows how it was adapted specifically for the local audience, recognising cultural nuances.

Judges will look for great insight, execution including the use of appropriate media channels, and strong results such as increases in brand perception, customer engagement and sales.

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## Best Response Campaign

This category is open to campaigns that have tactically responded to the cultural, economic, social, political, health and community landscape in a creative and resourceful way. Judges will look for brands that have developed their campaign strategy in reaction to the changes within these environments and adapted their media and marketing strategies to deliver the best possible results and effective change.

Examples include but are not limited to *inclusion, political policy, cultural shifts, health crises and social change response campaigns*.

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## Best Use of Audio

This category will be looking at how a brand has successfully used audio as it's main driver to deliver its ROI. Judges will be focusing on the innovation, creativity, planning and the business results achieved through the campaign.

The campaign could have been executed through traditional audio media, digital audio media or a combination of both.

Examples can include, but are not restricted to, the use of *Podcasts, radio, streaming platforms or other channels in the audio space such as: WTOP FM, Spotify, Pandora, Amazon Music, Apple Music, Soundcloud, NTS, Bandcamp, Internet Radio*.

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## Best Use of Data Award

The winner in this category will demonstrate the best use of data and will have effectively reached consumers with a successful campaign that has been notably enhanced, or even made possible through learning and insights gained from the data.

Campaigns can range from social media to e-commerce, as long as they have data at their heart. The winning entry should prove 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.

## Best Use of esports or Gaming

This category is open to any campaign that has used gaming, gamification or esports as a media channel for the focal point of its strategy. The submitted work will have to demonstrate how it engaged with the esports and/ or gaming eco-systems taking advantage of its audiences, reach and network to add value and deliver fantastic results for the client's brand. This could also include partnerships with esports teams and tournament organisers, gaming groups, games publishers, or bespoke gamification developers.

esports examples include, but are not limited to: *Fortnite, Guild, Twitch, Fnatic, G2 esports, Team Liquid, FACEIT, ESL*

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## Best Use of Mobile

This category rewards brand communication that has understood and used mobile to make a success of the campaign. Entrants should be clear on how and why mobile was used and should demonstrate how it played a critical role in achieving the client objectives and great results.

Examples include, but are not limited to *apps, mobile websites, mobile games, and mobile based advertising.*

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## Best Use of Online

This category rewards campaigns that have used the web/online landscape effectively and as its primary marketing tool. The jury will be looking for creative implementation, great examples of interaction and successful results which only web could have achieved.

Examples include, but are not limited to, content produced for the online landscape such as *websites; landing pages; video ads; display ads; microsites; apps; SEO; banner ads and pop-ups.*

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## Best Use of Out of Home

This category is open to all campaigns which have used Out of Home as the primary media channel to amplify a product, service, or brand. Judges will be looking at how the OOH campaigns delivered the clients' objectives, showcased interaction, innovation, and excellence in the medium.

Examples can include but are not restricted to *digital and non-digital billboards, posters, bus shelters, sports centres, building wraps and small and large sized ambient media.*

## Best Use of Print & Publishing

This category will be celebrating the best use of Print and Publishing to drive awareness, sales, and to meet objectives for the client. Judges will be focusing on how the client has utilised the publishers' media, networks, audiences, tools and portfolio of products and the results these delivered. Entrants should be clear as to why Print and Publishing was chosen and integral to the success of the campaign.

The campaign could have been executed through traditional print or digital publishing, or could have used both.

Examples can include, but not restricted to campaigns utilising *publishers' magazines, newspapers, leaflets, and other digital or non-digital content outlets.*

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## Best Use of Social Media

This category rewards campaigns that has used social media as its core driver of success. The jury will be looking for great examples of interaction and results which only social media could have achieved.

Examples of the use of *social media channels can include but are not limited to- organic, sponsored and paid-for content, blogs, social video, social posts, video-sharing sites.* This could include campaigns using platforms such as *Snapchat, Instagram, X (Twitter), Twitch, Pinterest, LinkedIn, WeChat, Facebook and TikTok.*

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## Best Use of Sport

This category has been created to celebrate media campaigns, which have used sport as a vital component of their strategies to drive results, resonate with consumers and communicate the client's key messaging. This could include working or partnering with sports teams, organisations, communities, individuals, and associations within any sport around the globe, or an activation at a sports event - local, regional or global - which allows key touchpoints for the client's target audiences and is part of an overall media strategy.

Judges will be looking at the results the association with sport has achieved, how it met and surpassed the client's objectives and used sport as a key communicational tool.

Examples could include but are not limited to- *innovative sponsorship activations at sporting events like F1, FIFA World Cup, NBA playoffs, Super Bowl, Cricket World Cup, Rugby World Cup, or the Olympics* and working with *sports teams, clubs or organisations- such as the IOC, PGA, Manchester United, Real Madrid, New York Kicks. LA Lakers and Denver Broncos.*

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## Best Use of Talent

This category rewards the campaigns that have best leveraged a strategic partnership between a brand and talent(s) as part, or as the whole of its activation. The talent may be a celebrity, sports star, leading industry figure, social media influencer, esports star, brand ambassador, or other notable character, real or fictional, 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.**



### Best Use of Technology

This category rewards campaigns that have understood and used technology as the primary amplification tool to deliver on the objectives of its clients. The winning work will be able to demonstrate why/how the technology was strategically selected and used and how the brand and technology worked seamlessly, to engage, target, and resonate with the right audiences. Jurors will be looking at how only the use of technology made all of the former possible.

Examples could include but are not limited to the use of- *programmatic, first and third-party data tech, realtime marketing, AR, AI, Chatbots, IoT, Metaverse, software, wearable tech or a custom-made technology solution.*

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### Best Viral Campaign

This category is open to campaigns that have utilised viral marketing tactics to generate engagement around a product, service, or brand, to generate maximum positive coverage and consumer interaction. Judges will be looking for campaigns which have been amplified by the power of peer recommendations or references across social networks and other online channels.

The activation should have employed one, or a number of the following viral marketing tactics- a message which instantly translates as relevant, bold, funny or awe-inspiring to the right target audience; content which has a call to action or is instantly shareable; the use of emotive content that encouraged its audience to take action and an overriding short and simple message for the brand, service or product being marketed.

The jury will also be looking for metrics such as level of reach, connectivity with the audience, the number of shares the campaign achieved across its different channels and its overall impact of the brand, service, or product it was amplifying.

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### Best Use of Video

This category will be amplifying the best campaigns which have used TV, streaming TV services, Video channels and Cinema as their key media channel. Judges will be looking at how the campaigns met the client objectives with engaging and creative content in one of more of these mediums.

Examples can include but are not restricted to the use of *Television channels, Streaming services, Television Networks, Cinema operators/Chains or Broadcasting companies* such as: *Netflix, Amazon, YouTube HBO, China Global Television network, CJ CGV, Wanda, Disney, Sun TV and ABS-CBN.*

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### Better Media Practice Award- In Partnership with

This category has been set up to encourage the industry to partake in creating campaigns that can demonstrate an innovative approach to media that is intentionally considered - from planning to implementation - to drive better media results for advertisers.

Entrants in this category should demonstrate how the campaigns have been curated to do one, or a combination of any of the following: *combat ad fraud, reduce environmental impact, simplify the complex, making social media a safer place for young and funding independent journalism.* Ultimately the jury will be looking to award campaigns which are striving to make media practice better for advertisers and improving the marketer experience.

## Collaboration Award

The winner in this category will showcase the value a collaboration can deliver for a campaign. Collaboration should be between a minimum of two organisations, and they should have equal billing in the curation and execution of the campaign. It could be a partnership 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 integral to the campaign's success.

**Judges will be looking for collaborative relationships that go beyond a traditional sponsorship agreement**

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## Inclusive Campaign of the Year

This category will champion campaigns that have focused on or highlighted the topic of inclusion/inclusivity. The jury will be looking to award a brand that has positively represented or contributed to individuals or communities from various; backgrounds, experiences, capabilities, and perspectives who are usually excluded, unrepresented or marginalised.

Entrants should demonstrate an authentic and effective campaign that delivered impact for the groups that it is representing, alongside fantastic marketing results.

The campaign must focus on a topic of inclusion, examples can include, but are not exclusive to- work based around *gender, age, race, sexual orientation, or disability*.