

# M&M GLOBAL 2024 ENTRY TEMPLATE & GUIDELINES



## Entry Dates

### Open for Entries:

Thursday 4 April

### Early Discount Deadline:

Thursday 25 April

### Standard Entry Deadline:

Thursday 16 May

### Extended Deadline:

Thursday 13 June

-

### Shortlist Announcement:

Thursday 2 August

### Award Ceremony:

Thursday 19 September

-

**This template is designed to ensure you have all the relevant information to prepare your entries.**

**You must register and create your submissions on the entry site:**

<https://mandmglobal.awardsplatform.com>

## Entry Fees

### Early entry price: £390 GBP

for entries submitted and paid for by **Thursday 25th April (23:59h GMT)**.

### Standard entry price: £425 GBP

for entries submitted and paid for After **Thursday 25th April (23:59h GMT)** AND by **Thursday 16th May (23:59h GMT)**.

### Late Entry: £475 GBP\*

for entries submitted after **Thursday 16th May (23:59 GMT)**.

*\*The organiser reserves the right to extend the entry period if there is demand. Any entries submitted after the standard deadline will incur a **£50 GBP***

## Entry Guidelines

- To be eligible for the categories, a significant amount of the campaign must have run between **1 April 2023 and 31 May 2024** and can have been implemented locally, regionally, or globally.
- At the **first stage of entry**, you will be asked to **submit a written application** covering the following area: Objectives, Insight, Idea/Strategy, Execution & Results. Entrants have the option to include 2 supporting images.
- **Only if you are shortlisted**, you will be asked to provide a 2-minute case video and an optional 30-second video.
- **Please note: Submissions should not include entering company or contributing company names and branding (with the exception of Media owners and Brands/Clients).**
- Campaigns may be entered in more than one category. It is advised to adjust your written entry in accordance with the award you're entering for.
- 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.
- Ensure your submissions have been properly spell checked before being entered.

## 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 Regulations & Guidelines](#)

# M&M GLOBAL 2024 ENTRY TEMPLATE & GUIDELINES



## Template Section A - Entry/Campaign Details

### Entry Title

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 or winning this is the title used in publication and the company awarded. **The entry title should be the same over different categories for the same campaign.**

### Entering Category

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.

### Type of company

e.g. advertiser, media agency, media owner, etc.

### Entering country

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.

### Brand

e.g Dove

### Brand Owner

e.g Unilever

### Industry Sector

e.g FMCG

### Secondary Contact (email address)

Note: We will be contacting this person if we are unable to make contact with the person who originally submitted the entry

### Implementation and End Date

To be eligible, a significant amount of the campaign must have run between **1 April 2023 and 31 May 2024**

### Regions / Countries where the campaign ran

# M&M GLOBAL 2024 ENTRY TEMPLATE & GUIDELINES



## Template Section B - Client Details and Credits

### Client Details

**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](mailto:awards@festivalofmedia.com)

#### **Client Name**

Note: You must get permission from your client to enter the M&M Global Awards. We will only contact them if there are discrepancies with your entry and to congratulate them if they should win.

---

#### **Client Job Title**

---

#### **Client Email Address**

### Credits

#### **Lead Media Agency (Optional)**

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.

Note: Just list the agency, no individual credits

---

#### **Media Owner (optional)**

Please list the media owner if you worked with a dedicated partner on this campaign.

---

#### **Other Credits (optional)**

Please list any other companies that have been involved in the campaign. They'll be listed under "Other Credits" on the shortlist if different from entrant company.

# M&M GLOBAL 2024 ENTRY TEMPLATE & GUIDELINES



## Template Section C - The Written Entry

Please share the details of your campaign activity as indicated below.  
Please be aware of the word count.

**Written submissions should not include entering company or contributing company names or branding.**

*The information submitted 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. If you require your entry to be kept confidential, please contact the team upon entering.*

### Objectives (max 150 words)

Please state your objectives for the campaign. This section is not scored by the judges.

### Insights (max 250 words)

The marketing challenge, brand insight and consumer insight.

### Idea & Strategy (max 300 words)

The idea and the strategy that you formulated.

### Execution (max 250 words)

The communication and activation / delivery of the campaign.

### Results (max 250 words)

The ROI Award allows for 350 words max.  
The achievements of your campaign and the results it had for the client.

### Budget

What was the media budget for this campaign?

Please also state the currency.

(Less than £500K, £500K+ to £1 Million, £1 Million+ to £10 Million, £10 Million+ to £ 25 Million, £25 Million+)

To be eligible for the Best Small budget Campaign category campaigns must have been executed on a budget of £250,000 and under.

### Questions?

For any award queries please contact [awards@festivalofmedia.com](mailto:awards@festivalofmedia.com)

# M&M GLOBAL 2024 ENTRY TEMPLATE & GUIDELINES



## Template Section D - Uploading Your Supporting Materials

### Images

#### 1. Supporting Images

You can upload 2 images of the campaign in action to support your entry.

- Image specifications: Upload JPEG, png or jpg files. Maximum file size is 10MB per image.
- 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.
- Please upload a high-res version of your company logo in the third option. This will be used for the awards show graphics in case of being shortlisted.

#### 2. Shortlist Image

If your entry makes the Shortlist, we would like to display an image on the website.

- This should be a hero image of the campaign
- The image needs to be 365 x 365 pixels
- DO NOT upload a presentation image, or an image that includes multiple lines of text as we may need to crop the image.

### Shortlist Videos

**ONLY If you are SHORTLISTED-** will you be asked to submit a 2 Minute Case Film, plus an optional 30-45 Video edit of each shortlisted campaign (to be used at award ceremony if you win).

The shortlist announcement will be on Friday 2nd August

If you cannot provide a case film, your entry **WILL NOT be disqualified**. Please contact the team to hear about alternative options.

#### Case Study Film (2 minutes max)

This is important because it will be the main element used in the final round of judging.

The 2-minute film should be a summary of the campaign, including some key images/video and explanation of the insight, strategy, execution, and results.

Please note we allow a 20% excess in terms of film duration- if your film exceeds the requested limit, it will be stopped in the judging at 2:30.

#### 30 - 45 Second film (optional)

If you win a trophy, this clip will be used to promote your entry at the awards ceremony.

#### Video Specifications

- HD (720p or 1080p), mp4, file size no larger than 250MB.
- Your videos must be in English or with English subtitles.
- Please ensure high quality files are submitted or you will be asked to re-submit material.
- Please name the file and the subject with the title of your entry and indicate the category/categories.

**Deadline to submit materials is: Friday 23rd August 23:59 BST**

### Questions?

For any award queries please contact [awards@festivalofmedia.com](mailto:awards@festivalofmedia.com)

# M&M GLOBAL 2024 ENTRY TEMPLATE & GUIDELINES



## Template Section C- Trophy Delivery Details

### **FOR SHORTLISTED ENTRANTS ONLY**

Should you be recognized as a MMG winner, you will receive 1 complimentary trophy per win that will be delivered to an address of your choice.

One trophy is awarded per win.

We also request the contact details of those assigned to the trophy delivery address in case we or the courier need to get in touch.

The Festival of Media team will contact all of the successful entrants to confirm delivery details.

You can order additional trophies at an added fee.

#### **Contact Name**

Individual signing or receiving trophy

#### **Contact Phone Number**

Please include ID code (e.g. +44)

#### **Contact Email Address**

#### **Up-to-date Delivery Address**

#### **Home or Office Address**

#### **Tax ID**

**Note:** This is a requirement for trophies being shipped outside of the United Kingdom.

# M&M GLOBAL 2024 ENTRY TEMPLATE & GUIDELINES



## Payment Process and Regulations.

### Entry Prices

#### Early entry price: **£390 GBP**

for entries submitted and paid for by **Thursday 25<sup>th</sup> April (23:59h GMT)**.

#### Standard entry price: **£425 GBP**

for entries submitted and paid for After **Thursday 25<sup>th</sup> April (23:59h GMT)** AND by **Thursday 16<sup>th</sup> May (23:59h GMT)**.

#### Late Entry: **£475 GBP\***

for entries submitted after **Thursday 16<sup>th</sup> May (23:59 GMT)**.

*\*The organiser reserves the right to extend the entry period if there is demand. Any entries submitted after the standard deadline will incur a **£50 GBP***

---

### Payments

Payment must be made in GBP and can be processed online by **credit card** (*Visa, Mastercard, JCB, Solo, Maestro and AMEX*) OR via **invoice**.

Cheques are not accepted.

*You will automatically receive an invoice or payment confirmation email in your inbox.*

### Please note:

- All payments will always be processed in **British Pounds (£GBP)**.
- **Payment terms are 14 days from date of invoice** (unless special permission has been granted by the Festival of Media team).
- **Card payments will be taken at the point of entry submission and A merchant fee will be applied** to entries paid by Visa, MasterCard and American Express. These fees will be added to your total and outlined in the payment summary
- *C Squared Networks Ltd reserves the right to charge an admin fee of £50 if manual invoices are requested or required on award entries totalling less than £1.600.*

### If you wish to pay offline, please get in touch with the following details:

- **Reference number of each of your entries**  
(you may find this number next to each entry under the 'Current submissions' section)
- **Company name and address**
- **Finance contact (name and email address)**

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, they 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*

---

### Questions?

For any award queries please contact [awards@festivalofmedia.com](mailto:awards@festivalofmedia.com)