

ENTRY HAND BOOK



Your essential guide to entering
Festival of Media APAC Awards



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Launched in 2011 this awards programme benchmarks and celebrates the best media work from from Asia Pacific. It's juries and judging processes are revered throughout the region and it is regarded as the most important media awards programme there.

Jeremy King,
CEO, Festival of Media



Entering an awards programme is one of the most important initiatives a marketing/comms person can perform.

It's a driver of positive company culture, new business, helps attract and retain the best talent, is a fantastic source of cost effective marketing and is a differentiator for clients when reviewing media pitches, when done correctly.

This handbook has been curated to ensure awards entrants into the Festival of Media awards programmes understand the most efficient and effective way to submit their work.

It will provide a detailed outline of all of the Festival of Media APAC Awards programmes including the key dates from open for entries and the extended deadline to the trophies that are awarded and the categories available.

It will also showcase a comprehensive guide on how to enter, what type of work can be submitted, payment details, the terms and conditions for each programme and key contact information.

Once this guide has been read and digested the opportunity to produce and curate submissions, which impress the juries and ultimately have a chance of winning a trophy will become more of a reality.

Remember the Festival of Media team is here to help and advise, so please do not hesitate to get in contact with us.

Thank you, good luck and happy reading.

03 #WHY ENTER



1

WIN NEW BUSINESS

Winners of Festival of Media Awards trophies have used their success to attract new clients and FOM trophy wins are now used as a differential by brands when it comes to choosing a new agency during the pitch process.

2

OPPORTUNITY TO SHOWCASE WORK AND THINKING TO A CAPTIVE CLIENT AUDIENCE

With 80-90% of the Festival of Media juries being made up of clients it means entrants have the opportunity to showcase the work they curate to an engaged client audience, which is very rare.

3

INSPIRING BIGGER MEDIA BUDGETS

Media directors and CMOs can use Festival of Media Awards success to encourage their bosses for bigger media budgets for their next campaigns, which in turn drives bigger revenues for entrants submitting on behalf of their clients.

4

ATTRACTING AND RETAINING TALENT

Winning awards in any industry always makes the winner a far more attractive proposition for potential new staff and for retaining the best talent, and Festival of Media Awards programmes are revered around the world.

5

BUILDING BETTER COMPANY CULTURE

Imagine how staff feel when the campaigns they have been working on have been deemed good enough to be entered in a Festival of Media programme to be judged by their peers and industry experts. This helps build greater internal culture and as a benefit continued high levels of work.

6

COST EFFECTIVE MARKETING

Entering, being shortlisted, or winning a Festival of Media programme or trophy can be used as a marketing tool to help promote the success of the entrant for the price of an entry, which is far more cost effective than other marketing strategies

Questions?

For any award queries please contact fomawards@festivalofmedia.com

04 KEY DATES & FEES 2025



November

8

**Open for
Entries**

December

6

**Early
Deadline**
£335

January

3

**Standard
Deadline**
£375

January

31

**Extended
Deadline**
£420

March

13

**Shortlist
Announcement**

April

10

**Case Film
Submission
Deadline***

*For shortlisted entrants only:

May

1

Awards Ceremony



SHORTLIST

The Top scored entries of each category forms our shortlist, which identifies work worthy of recognition and contenders for the year's winners.



BRONZE

This is awarded to notable campaigns that stand out to the jury and are deemed to be a level above the rest of the shortlist.



SILVER

This recognises outstanding work which achieves great results and is beginning to push the boundaries of the media industry.



GOLD

The ultimate award goes to Exceptional campaigns that deliver phenomenal results for their clients and are setting the industry standard.



GRAND PRIX AWARD

There are three Grand Prix trophies - **Campaign of the Year**, **Agency of the Year** and **Agency Network of the Year**.

The Grand Prix celebrates the highest scoring campaigns entered. This is calculated via a point system, taking into account the number of clients and campaign, number of shortlisting accolades, in addition to the number of trophy wins. *If you'd like more information on how this is calculated please get in touch with us.*



06

ENTRY PROCESS



1

Check your work is Eligible

To be eligible for the programme's campaigns must have run from **1 October 2023 to 30 November 2024*** and can have been implemented locally, regionally, or globally, but must have run within an APAC market.

*** If entering work outside of these dates, it will only be eligible if** a larger portion/the majority of the work ran between the eligible dates.

*** Work entered into any Festival of Media Awards in previous years** must run into the eligibility dates and should be able to present a significant difference, re-launch and/or obvious update since its previous entry.

2

Pick your Categories

Take a look through the years categories [page 13](#)

Each category seeks a specific type of work, so we advise entrants to submit into the those that will credit the aspect/s of their campaigns they want recognised or feel are the strongest.

More than one category can be entered into as long as the work submitted meets the criteria. It is advised to adjust your written entry if you are entering in more than one, as judges will be looking for information specific to the category criteria/description when adjudicating.

You can use a 'copy' feature to create a copy of your entry and change the category as required.

If you are entering one campaign into multiple categories the entry title should be the same across those different categories. If it is not titled the same, this may affect your scores when it comes to the GRAND PRIX calculations.

3

Client Approval

It is compulsory to have the client's approval in order to submit your entry.

In our entry template/application, you will find a client approval section. Please select 'Yes' to confirm that your client is aware and gave you the approval to submit the campaign to our awards and provide all information below.

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

fomawards@festivalofmedia.com

4

Prepare your entry/ Entry Requirements

At the stage of entry, we only request entrants to submit a written detail of their campaign/s, covering the following areas: *Objectives, Insight, Strategy, Execution and Results*.

Entrants also have the option to present two supporting images with their submission.

Entrants will be asked to provide a hero image to represent their campaign, should it be shortlisted.

If an entry is shortlisted, the entrant will be contacted and a further request for a case study video/reel and optional edit to upload to be used for the final phase of judging.

Please note:

- Submissions **SHOULD NOT** include entering company or contributing company names and branding (with the exception of Media Owners and Brands/Clients).
- All submissions must be entered, translated or subtitled in English.
- 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, as judges will be looking for different information in each category.
- If you are entering one campaign into multiple categories - The entry title should be the same across those different categories. *If it is not titled the same, this may affect your scores when it comes to the Grand Prix calculations.*
- You can use a 'copy' feature on our awards platform to create a copy of your entry and change the category/ written detail as required.
- If you would like to copy an application over from another one of our programmes, we can do this for you.

You can refer to our entry template below to Draft up your entry for submission and for upload/asset specifications Page 24

Questions?

For any award queries please contact fomawards@festivalofmedia.com

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Create & Submit your entry

To create & submit your entry, you will need to register an online account at: <https://festivalofmediaapac.awardsplatform.com>
Here, you can create and pay for your entry.

To begin creating entries, Please go to your account and click the tab 'Enter' at the top of the awardforce homepage, scroll down and click the 'Start entry' button. This will open our entry application/template, in which you can fill and save as you go.

Please note:

- Before submitting, ensure your submissions have been properly spell checked and proofread to ensure you're happy with all of the information you have provided.
- The listing of your company name and any other credits on your entry form should be correct and approved before completing and submitting.
- Ensure all personal details are entered accurately including contact details, as this will be used in the awards presentation if selected as a finalist.
- Once you complete and submit your entry*, you will not be able to edit the submission
- All completed entries registered on the awardforce 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 and this point*. Entries that have been completed will become liable to payment even if deciding to withdraw from the process.
- 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.

For all Payment process details and regulations please refer Page 35

6

Judging Overview

First round of Judging - The Shortlisting

This written submission will be used to judge and score campaigns during an initial round of Online judging based on the relevant category criteria/description.

On the basis of this first round of judging scoring a shortlist will be formed and published from the top scoring campaigns.

The Final Round of Judging - Deciding the Winners

Shortlisted entrants are asked to provide a case video for their campaigns for the final phase of judging. These films will be the main focus of the judging and what the jury will base their votes off.*

For the final phase, our jury is split into groups and hosted live- virtually or in person, to select the Winners. After viewing the shortlisted entrant films- entries will be anonymously scored via an online portal, and the winners will be selected through a combination of voting and jury discussion.

**Some entrants may not be able to provide a film and may be scored via written submission or written submission + alternative materials.*

Questions?

For any award queries please contact fomawards@festivalofmedia.com



07

CATEGORIES

07 CATEGORIES



UPDATED: 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 the local audience. The winning work could be for a challenger, local, or global advertiser operating in other countries outside of its' home region. The best work will have been adapted for local execution and specifically curated for this market, recognising cultural nuances.

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

UPDATED: BEST RESPONSE CAMPAIGN

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

Winning entries should be able to demonstrate how and why the brand has responded to the topic in focus. Judges will be looking for clear insight and an authentic brand connection to the issue at hand.

Examples include, but are not limited to, campaigns responding to topics such as: *inclusion & diversity, extreme weather conditions, environmental issues, conflict or war, political elections or policies, consumer trends, viral movements, cultural shifts, news stories, crisis, public affairs and healthcare issues from pandemics to viral infections.*

UPDATED: BEST RETAIL MEDIA CAMPAIGN

This category will award the best campaign focused on retail media, which could be offline, online, or a combination of both.

The winning work should demonstrate how and why a brand has used retailers' sites and/or its stores, audiences, media network, tools, resources, and data to drive awareness, or sales uplift. The jury will be focused on the key metric of growth, paying special attention to results such as: purchase intent, click through rates, conversions, store, or site visits and the number of new customers purchasing the brand's products or services and the revenue uplift because of the retail media strategy.

Judges will also be looking for how the campaigns have effectively interacted across its platforms, and how they have combined data and creativity to use retail media in an innovative way.

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 retail media or ecommerce as part of the media strategy. Examples could be an automotive brand using a retailer such as Walmart to market its latest vehicle in the retailers physical or virtual stores, or a combination of both, or an online only fashion brand using their own social commerce or ecommerce tools to sell its products.

07 CATEGORIES

UPDATED: BEST USE OF GAMING

This category is open to any marketing initiative where gaming has been the focal point of the campaign's strategy and successfully used the medium to increase results for the client's brand. This could include utilising both gaming and esports communities, or partnerships with organisations in this space and games publishers. This could also include gamification campaigns created by brands to engage with specific audiences.

Judges will be looking at how the brand has engaged with the esports or games/gaming organisations and generated key resonance with its products or services to the right audience, and with the innovation of the partnership activation.

Examples could include but are not limited to the use of: *esports teams, companies, events and tournaments. Gaming/streaming platforms. Gamification initiatives and apps. Virtual realities or experiences, wearable tech, the metaverse and all other emerging platforms. Single or multi-player video games, arcade, console, mobile and other offline/online gaming experiences.*

BEST BRANDED CONTENT

This category recognises the best content newly created for the brand. 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.

This category is open to both agencies and media owners.

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 to the occasion have been crucial to their success.

Examples include, but are not limited to *Chinese New year, Songkran, Valentine's Day, EID, Diwali, Anzac Day, Labour Day, Easter, Christmas, and Halloween.*

BEST CAMPAIGN FOR A SPECIFIC AUDIENCE

This category recognises the effective execution of a campaign targeted towards a niche audience. Judges will be looking at how the campaign has used insight to target a specific demographic based on various groups including gender, age, interests, intent to purchase, culture and other niche audiences.

Entrants should demonstrate how the strategy behind the campaign resonated with the target audience and its success in delivering the client's key objectives.

07 CATEGORIES

BEST CAUSE CAMPAIGN

This category is reserved for campaigns that have had a positive and measurable impact in the world. Whether that be socially or environmentally, the winning project will demonstrate how it led with a purposeful cause. 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 the positive impact the campaign has had or how it has raised awareness of an organisation's values or initiatives or constructive changes to cultural and social perceptions.

BEST COMMUNICATIONS STRATEGY

This category celebrates brands who have a clear narrative in their storytelling across all elements of their campaign, a compelling use of messaging its aims and objectives with work that pushes boundaries, and in some cases the creation of new ways of communicating.

The winning campaign must demonstrate clear consumer insight and through the development of a brilliant and fertile strategy, precise execution, and connectivity with the target audience. This can include any form of media used, whether a single or multi-platform campaign. Judges will favour results that meet the brand's objectives.

BEST CREATIVE 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 navigate 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.**

BEST DISTRIBUTION AND AMPLIFICATION OF CONTENT

This category recognises campaigns that demonstrate how a campaign was successfully boosted by the distribution, amplification, and presentation of content. The content does not need to be original or newly created content and can be in any format, and not limited to, video, print, OOH or 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 agencies and media owners.

07 CATEGORIES

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.

BEST EVENT AND EXPERIENTIAL CAMPAIGN

This category recognises physical, virtual and 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.

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. 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 Judges will be looking to see clear decisions behind the varying platform choices and why the formats chosen are integral to the campaign’s success. They will also be looking for how the channels worked together, why and how they combined the audiences of the channels.

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

07 CATEGORIES

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 and focus on the results the campaign has delivered.

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 is not suitable within this category, judges will specifically be looking for the launch or relaunch of a product, service, or brand.

BEST LOCAL BRAND CAMPAIGN

This category is reserved for campaigns designed for local brands, the brand can be specific to a community, country, or region. The winning work should demonstrate how the campaign has been specifically tailored for a local audience and recognised cultural nuances.

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

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.

07 CATEGORIES

BEST PARTNERSHIP

This award recognises the success of a campaign based on the partnership between two or more parties, including but not exclusively between an agency, media owner, brand or ad technology owner. The partnership should have been integral to the success of the campaign, and judges will particularly reward innovation in the implementation of the partnership. The partnership could be for a sustained partnership long-term, or a one-off collaboration.

THE ROI AWARD

This category will focus primarily on the ROI the campaigns delivered for their clients, meaning results will play a critical part in the judges' evaluation where numbers showing the campaign's direct impact on sales and awareness should be compelling. Positive uplift against business targets rather than campaign metrics will be most favoured. It's open to all campaigns, whether consumer or corporate, and judges will consider the size and difficulty of the aims of the campaign, or the changing nature of the challenge when making their decision.

This category will allow a two-year eligibility period, with campaigns that ran between 1 October 2022 and 30 November 2024 eligible for entry.

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 or digital audio media or could have used both.

Examples can include, but 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.*

07 CATEGORIES

BEST USE OF DATA

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 and data insights. Campaigns can be from social media to e-commerce as long as they have data at their heart.

Judges will be looking at how data has been used to inform the campaigns and apply pivot strategies to adapt and evolve the overall delivery of the work when needed during the execution. The winning entry should demonstrate the best use of all data insights, which has ultimately improved results, as evidenced by metrics including purchase intent, attention, brand consideration, 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 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*.

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; search and display; SEO; banner ads and pop-ups*.

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 or objects such as OOH promotional products and installations.

07 CATEGORIES

BEST USE OF PUBLISHING

This category will be celebrating the best use 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 & 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.*

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 Twitter, Snap, WeChat, OOH, digital displays, or Facebook for example.*

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, Twitter, Twitch, Pinterest, LinkedIn, WeChat, Facebook and TikTok.*

07 CATEGORIES

THE 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, 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, or the Olympics and working with sports teams, clubs or organisations- such as the IOC, APL, Indian Cricket Premier league, T20 World Cup, Cricket World Cup, Rugby Football League, Rugby World Cup and ASIAD and Premier League.

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.

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.

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, DCM, Pearl and Dean, Disney, Sun TV and ABS-CBN.

07 CATEGORIES

BEST USE OF TALENT

This category rewards the brand that has 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, social media influencer, 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. In this case, judges will look for authenticity between talent and brand.

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 across social networks and other channels, offline, online or both and have employed one, or a number of the following viral marketing tactics including a message which instantly translates as 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 mediums and its overall impact of the brand, service, or product it was amplifying.

Questions?

For any award queries please contact fomawards@festivalofmedia.com



08

**ENTRY
TEMPLATE**

08 ENTRY TEMPLATE

SECTION A // ENTRY / CAMPAIGN DETAILS

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.

Entry Title

This is the name given to the entry for a certain campaign. 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.

Type of company

Advertiser, media agency, media owner, adtech company etc.

Entering Company

The entrant company is the business that submits an entry for consideration. 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 - If multiple companies are listed you will be asked to choose only one (with exception of The Collaboration category)

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.

08 ENTRY TEMPLATE

SECTION A // ENTRY / CAMPAIGN DETAILS

Brand

For example Dove

Brand Owner

For example Unilever

Industry Sector

For example FMCG

Implementation Date

The start date on which the campaign had been implemented.

Note: Eligible campaigns should mostly be implemented between **1 October 2023 and 30 November 2024**.

Please note the ROI Award has a two-year eligibility period, and allows campaigns that ran between 1st October 2022 and 30 November 2024 eligible for entry.

End Date

The last date of the campaign activities .

Note: Eligible campaigns should mostly be implemented between **1 October 2023 and 30 November 2024**.

Please note the ROI Award has a two-year eligibility period, and allows campaigns that ran between 1st October 2022 and 30 November 2024 eligible for entry.

Markets Covered

List the countries or regions in which the campaign has been implemented.

Secondary Contact (email address)

Please use different contact details to those associated with your account
We will be contacting this person if we are unable to make contact with the person who originally submitted the entry.

08 ENTRY TEMPLATE

SECTION B // CLIENT DETAILS AND CREDITS



Credits (optional)

Any companies credited here will be listed under “Other Credits” on the shortlist (if different from entrant company)

Just list the organisation, no individual credits (Individual credits will not be included on the shortlist)

Lead Media Agency

The agency who has been the media lead for the campaign

This agency will be awarded grand prix points for Agency or Agency Network of the Year.

Lead Creative Agency

The agency who has been the creative lead for the campaign

This agency will be awarded grand prix points for Agency of the Year in case of being the sole creative agency.

Media Owner

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

Technology Provider

Please list the **ad/mar tech provider / platform**, if you worked with a dedicated supplier.

Other Credits (optional)

Please list **any other companies** that have been involved in the campaign.

08 ENTRY TEMPLATE

SECTION B // CLIENT DETAILS AND CREDITS



It is compulsory to have the client's approval in order to submit your entry.

Please choose "Yes" to confirm that your client is aware and gave you the approval to submit the campaign to our awards, and provide all information below.

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

Client Name

Note: You must get permission from your client to enter the Festival of Media APAC 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

Client Approval

I hereby confirm that client permission to enter this campaign in the Festival of Media APAC Awards 2023 has been received by our client.

08 ENTRY TEMPLATE

SECTION C // THE WRITTEN ENTRY

Objectives (max 150 words)

Please state your objectives for the campaign.

This section is not scored by the judges, but is integral in the evaluation of your campaign work. Judges will refer back to the objectives when assessing the results.

Insights (max 250 words)

The marketing challenge, brand insight and consumer insight
What research and insight did you uncover that helped you strategise the campaign?

Strategy & Idea (max 300 words)

The idea, and the following communication strategy.
How does your strategy meet the campaign objectives?
How did you strategise based off your Insight?

Execution (max 250 words)

The communication and activation / delivery of the campaign.
Highlight the aspects of your campaign that fit your chosen category best! E.g. If you are entering Best Event / Experiential, be sure to emphasise the use of event and/or experiential element.

Results (max 250 words)

The achievements of your campaign and the results it had for the client.
Judges will refer back to your objective to gauge whether the campaign was a success.
Make sure to provide a range of and context to your results.

***The ROI Award allows for 350 words max.**

Budget and Currency (e.g NZD, AUD, RUB, CNY)

Please indicate the media budget for this campaign and clearly state the currency.

NOTE This information will be kept confidential and will not be shared outside of the jury room.



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 (with the exception of Media Owners and Brands). All entries have to be anonymous.

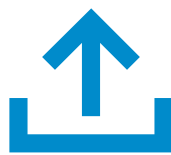
The information submitted will remain confidential until the end of the first round of judging. Once the Shortlist is announced, C Squared Networks Ltd. reserves the right to reproduce submitted material and summaries of entries for the Awards promotion and its other events and publications. If you require your entry to be kept confidential, please contact the team upon entering.

08 ENTRY TEMPLATE

SECTION D //

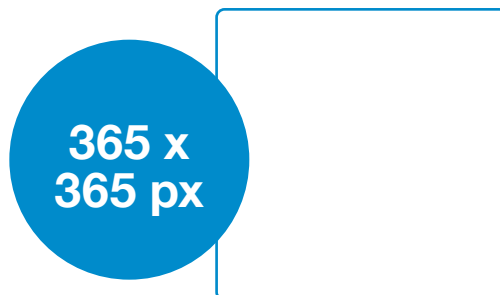
UPLOADING YOUR SUPPORTING MATERIALS FOR YOUR WRITTEN ENTRY SUBMISSION

Shortlist Image



Drag your file here
or select file

If your entry makes the Shortlist, we would like to display this image with the entry details when we publish the full shortlist on our website (13th March)



- This should be a hero image of the campaign
- Image needs to be a **SQUARE 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.

Supporting Content (optional)

*For content based categories only.

You can add here a link to your original content mentioned in your write-up (no case films allowed).

****Please note that links need to be unbranded.**

Any content with branding of the entrant company will be removed. **

08 ENTRY TEMPLATE

SECTION D //

UPLOADING YOUR SUPPORTING MATERIALS FOR YOUR WRITTEN ENTRY SUBMISSION



Supporting Images

You can upload 2 images of the campaign in action to help illustrate the campaign and 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.

Supporting Image (optional)



Drag your file here
or

Select file

Opportunity to upload an image that supports your campaign

2nd Supporting Image (optional)



Drag your file here
or

Select file

Opportunity to upload a second image that supports your campaign

08 ENTRY TEMPLATE

SECTION E // SHORTLIST UPLOADS & TROPHY DELIVERY

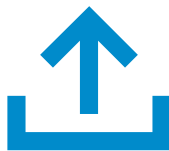
SHORTLIST UPLOADS For Shortlisted Entrants Only

Shortlisted entrants will be asked to submit a 2 Minute Case Film, plus an optional 30-45 Video edit of each shortlisted campaign.

The shortlist announcement will be on Thursday 13th March.

Case Study Film (Max. Length 2 mins)

This will be used in the final phase of judging to evaluate each entry and decide the winners



Drag your file here
or

Select file

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.

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 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.**

CASE FILM 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.
- The video should not include entering agency company names or any contributing creative companies with the exception of media owners and brands/clients.
- **Please name the file and the subject with the title of your entry and indicate the category/categories.**

08 ENTRY TEMPLATE

TEMPLATE SECTION E // SHORTLIST UPLOADS & TROPHY DELIVERY

Short Case film edit (30-45 seconds) (optional)



Drag your file here
or

Select file

Edit Specifications

- HD (720p or 1080p), mp4, file size no larger than 250MB.
- The video can include entering agency and any contributing creative company names.

This should be an edit that promotes or previews your campaign.

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

Company Logo



Drag your file here
or

Select file

The logo of the company submitting the entry.

- Please upload a high-res version
- This will be used for the awards show graphics and shown at the award ceremony if you win a trophy
- Image specifications: Upload JPEG, png or jpg files. Maximum file size is 10MB per image.

08 ENTRY TEMPLATE

TEMPLATE SECTION E // SHORTLIST UPLOADS & TROPHY DELIVERY



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

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

Home or Office Address

Tax ID



Trophy Delivery Details

Should you be recognised as a FOMA winner, you will receive one complimentary trophy per win that will be delivered to an address of your choice.

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 via our Online Trophy shop below.

[Order Trophies](#)

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

09 PAYMENT PROCESS

Entry Prices

Early entry price: £335 GBP

for entries submitted and paid for by Thursday 6th December (23:59h GMT).

Standard entry price: £375 GBP

for entries submitted and paid for After Thursday 6th December (23:59h GMT)

AND by Thursday 3rd January (23:59h GMT).

Late Entry: 420 GBP*

for entries submitted after Thursday 3rd January (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 £45 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 be able to select your payment method, once your entries have been submitted and the payment process is commenced.
- **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, but they will not be eligible for a refund. Entries that have been completed will become liable to payment, even if deciding to withdraw.

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 incur an admin fee of £50 GBP



CONTACT

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Awards Executive

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Festival of Media

Asia-Pacific Jury Queries

APAC & MENA

Region Lead for FOM &

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