



M&M GLOBAL 2025 **ENTRY HANDBOOK**

Your essential guide to entering
Festival of Media's M&M Global Awards



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M&M Global, or M&M Europe as it was first known, was the first media publication for the international media community working in the UK. It's first awards programme was launched 36 years ago and it is testament to the media sector that it still holds such relevance today. Every year since it's launch it has evolved to ensure it remains the key awards programme for the industry to showcase the work it is producing for clients around the world. This year we are excited to launch a number of new categories and continue our partnerships with the IAA and Appetite Creative and welcome a new collaboration with The Digital Voice for our new adtech category.

The M&M Global Awards programme has a fantastic legacy and we look forward to seeing your work being submitted.

Good luck everyone.

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 M&M Global Awards understand the most efficient and effective way to submit their work.

It will provide a detailed outline of the programme, 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/M&M Global 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.

1

WIN NEW BUSINESS

Winners of M&M Global Awards trophies have used their success to attract new clients and M&M 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 M&M Global 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 M&M Global 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 M&M Global 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 M&M Global 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 M&M Global programme or trophy can be used as a marketing tool to help promote the success of the entrant for the price of an entry. It's definitely cheaper than an effective social media campaign...

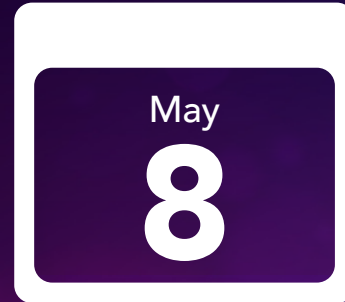
Questions?

For any award queries please contact fomawards@festivalofmedia.com

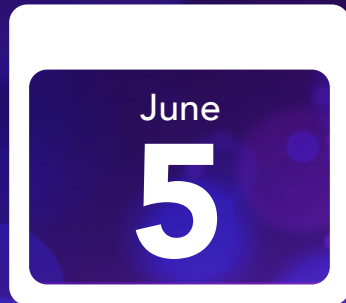
04 | M&M GLOBAL 2025 KEY DATES & FEES



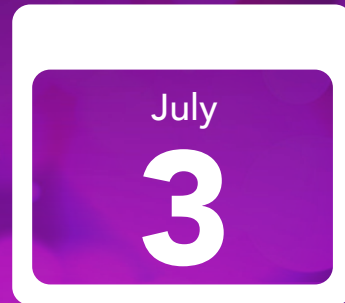
Open for
Entries



Early
Deadline
£415



Standard
Deadline
£449



Extended
Deadline
£499



Shortlist
Announcement



Case Film
Submission
Deadline*

*For shortlisted
entrants only.



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.



THE AWARDS

HIGHLY COMMENDED

This distinction is awarded to quality campaigns that stand out among the shortlisted entries and merit special acknowledgment.

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.

*Judges reserve the right to award multiple winners of an award or no winners at all if they do not feel the awards criteria and standard has been met.

Every M&M Global Awards accolade earns points for the annual RECMA table and the Warc 100 Guide.



06

**ENTRY
PROCESS**

1

Check Your Work Is Eligible

To be eligible for the programme's campaigns must have run from **1 April 2024 and 31 May 2025*** and can have been implemented locally, regionally, or globally, but must have run within a Global 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 26

Questions?

For any award queries please contact fomawards@festivalofmedia.com

5

Create & Submit Your Entry

To create & submit your entry, you will need to register an online account at: <https://mandmglobal.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 37

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

NEW: BEST USE OF AN ADTECH PLATFORM

Judges will evaluate how the adtech platform served as the key driver in achieving the campaign's success. They will assess how the platform's capabilities were essential in delivering results that could not have been achieved through other means—demonstrating its ability to connect, convert, and seamlessly integrate creativity, data, and technology. The nominated adtech platform may have been utilised independently or as part of a broader campaign solution by a brand, media agency, or media owner, but its role in driving measurable impact will be the primary focus.

NOTE - the entry form will be slightly differ for this category and in the case of shortlisting, a case film will not be required.

This category has been created
In partnership with



THE
DIGITAL
VOICE™

UPDATED: BEST CAMPAIGN LED BY A PARTNERSHIP

The winning entry will highlight how collaboration was not just a component, but the driving force behind the campaign's success.

Judges will be looking for partnerships where all parties played a meaningful and active role in shaping the strategy, execution, and outcomes of a campaign—going beyond a traditional sponsorship agreement.

Successful entries should demonstrate shared expertise, how responsibilities were divided, how decisions were made collectively, and mutual value creation, ultimately proving how the collaboration led to stronger results than any single entity could have achieved alone.

Judges will also consider how the partnership enhanced creativity, innovation, and problem-solving, as well as audience engagement, and overall business impact.

Partnership examples could be a collaboration between the client and the agency, the agency and the media partner, or the agency and other involved parties, such as an AdTech company, the creative or the PR agency.

UPDATED: BEST CAMPAIGN LED BY 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.

Technology can include, but is not limited to, programmatic, 1st and 3rd party data tech, real-time marketing, AR, AI, chatbots, IOT, metaverse, voice activations, software, wearable tech, custom made technology solution, drones, AV technologies, etc.

This category is open to ad and martech companies, as well as agencies, media owners and brands.

UPDATED: BEST CREATIVE IDEA

This category recognises an outstanding creative idea, concept, or strategy that provided an innovative, impactful, and effective solution to a media and marketing objective or challenge.

Winning entries should demonstrate how the idea was developed, the insights that shaped it, how it was executed and how it addressed a specific business need, opportunity or limitation. Judges will be looking for campaign ideas that pushed creative boundaries, introduced fresh perspectives or progressive concepts or redefined traditional approaches to deliver measurable success and tangible business benefits.

Please note whilst results will play a role in the judging of this award, the jury will be focused on **the creative idea, strategy, concept or innovation.**

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 term, long term or in real time - 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 OR moments, cultural shifts, news stories, crisis, public affairs and healthcare issues from pandemics to viral infections.

UPDATED: BEST SMALL BUDGET CAMPAIGN

This category celebrates campaigns executed on **£250,000 (\$275,000 USD) or less**, recognising the creativity, resourcefulness, and strategic thinking required to deliver outstanding results with limited budget.

Entrants should provide a clear account of the sacrifices and limitations they faced due to budget restrictions and how they strategically adapted their approach, maximized available resources, and implemented creative solutions to navigate these constraints and overcome challenges.

Judges will be looking for campaigns that demonstrate entrepreneurial spirit, inventive problem-solving, and a strong strategic approach that met or surpassed client objectives despite financial limitations

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.

This category can include campaigns which have used a variety of channels ranging from publishing and TV to OOH and digital to reach niche audiences.

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, how it has raised awareness of an organisation's values/initiatives, or constructive changes to cultural and social perceptions and delivered on its main marketing objectives.

BEST CAMPAIGN LED BY CONTENT

This category welcomes entries from media owners and agencies rewarding campaigns that have content at their heart, including the creation and distribution of content.

The campaign could use original content, existing content, or user-generated content as part of the execution. The use could be planned as part of a longer-term strategy, or as a fast response prompted by a particular event or action. Judges will look for content that fits with the brand strategy, clearly address the marketing challenge and the placement of content engaging with the right audience.

Examples can include, but are not limited to, *user generated content, social media content, third-party generated content, branded or brand-specific content, such as videos, articles, podcasts, radio shows, video games and live event content.*

BEST CAMPAIGN LED BY 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 learnings gained from econometrics and data insights.

The winning entry should demonstrate the best use of small or big data insights, which have 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 CAMPAIGN LED BY DIGITAL MEDIA

This category is seeking campaigns that have used the unique properties of digital media to best reach consumers. Activations should demonstrate great use of single, or multiple digital channels and could include, but are not limited to, *web/online, mobile, video, social media, search, or display*.

Alternatively, it could be where digital integrates with more traditional formats, as long as, digital is the focus of the activation and the driving force behind the success of the campaign. Judges will be specifically looking out for impressive audience interaction and results, which only digital media could have achieved.

Digital Media Examples include but are not limited to:

- Content produced for the online landscape and websites such as: landing pages; video & display ads; microsites; web-based apps; search and display; SEO; banner ads and pop-ups.
- Online Video sharing sites and OTV such as Netflix, Amazon, YouTube
- Audio streaming channels including podcasts such as: Spotify, Apple Music, Amazon Music, Soundcloud.
- Mobile apps, mobile websites, mobile games, and mobile based advertising.
- Social media platforms such as Tik Tok Snapchat, Instagram, Twitter, Twitch, Pinterest, LinkedIn, WeChat and Facebook.

BEST CAMPAIGN LED BY EVENT OR EXPERIENTIAL

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.

BEST CAMPAIGN LED BY TALENT

This category rewards 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 stars, 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 CAMPAIGN LED BY TRADITIONAL MEDIA

The winner in this category will have effectively used traditional media channels such as *television, print, radio, OOH, or small and large sized ambient media or objects such as promotional products and installations to reach consumers*. The campaign may have had digital influence, but should show how traditional media was the key element of the media and marketing plan and the driving force behind the success of the campaign.

Judges will be specifically looking for impressive audience interaction and results, which only traditional media channels could have achieved. This can be entered by both agencies and media owners depending on who was leading the campaign directly with the brand.

Traditional Media Examples can include, but are not restricted to campaigns utilising:

- Magazines, newspapers, leaflets, OOH and other non-digital content outlets.
- Traditional Radio stations/channels such as Global Radio, Bauer, IHeart Radio.
- Television channels, Television Networks, Cinema advertising businesses or Broadcasting companies such as: DCM, Pearl and Dean HBO, Cineworld, AMC, Telemundo, ITV, China Global Television network, ESPN, DAZN, Disney and Viacom.
- 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 installation from the likes of Outfront Media, Clear Channel and JC Decaux.

BEST COMMUNICATIONS STRATEGY

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 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.

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.

BEST INCLUSIVE CAMPAIGN

This category will champion campaigns that have 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.

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 reasoning behind the varying platform choices should be demonstrated.

Please Note: 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.

BEST INTERNATIONAL MEDIA CAMPAIGN CREATED IN THE UK

This category is looking to reward the best media campaigns, which have been created by companies based in the UK and implemented in at least two different countries around the world.

The jury will be looking at how successful the work has been in the countries it was implemented. Judges will be looking for evidence of how the work has met and surpassed the clients' objectives and delivered outstanding results. The category is open to media owners, adtech companies, agencies and clients based in the UK who are operating around the globe.

This category has been created in partnership with the IAA UK Chapter*



* IAA members will receive the early bird rate (£415) for this category throughout the entering process.

BEST LOCAL EXECUTION FOR A BRAND

This award will recognise the creative, strategic media and marketing approach that results in a qualified brand impact on a local audience.

The winning work could be for a challenger, local, or global advertiser or a global brand campaign adapted for local execution, as long as it is specifically curated for a local audience, recognising cultural nuances.

In particular, 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.

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, 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, as a result 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.

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 USE OF MUSIC IN A MEDIA 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.

BEST USE OF PACKAGING AS A MEDIA CHANNEL

This category is open for any campaigns which have used the packaging of goods to deliver educational, promotional, media or marketing messages. Judges will be looking for the use of packaging as a media channel and how it has helped deliver ROI, sales uplift, and brand resonance for clients.

This could include FMCG, Pharma or Retail brands who implement connected packaging via QR codes, RFID, or NFC technology on their products for consumers to scan and interact with digital content. Alternatively, the campaign could have used re-branded, limited edition, exclusive, distributed, or collectable packaging as its main driver for new or existing products as part of a larger promotional event.

Examples could include an FMCG brand using connected packaging to deliver key nutritional information or interactive gamification, a cereal brand offering collectable coupons, or a beverage company using NFC tags to authenticate products and provide exclusive content."

This category has been created in partnership with



APPETITE
CREATIVE

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 April 2023 and 31 May 2025.

PLEASE NOTE *The entry information submitted within this category will remain confidential and will not be shared outside of the jury room.* 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

SECTOR CATEGORIES

Our sector categories champion the best media and marketing campaigns for specific industries across the world. This is an opportunity for you and your client to stand out and benchmark against their competitors!

The jury will be looking for campaigns that have taken a strategic approach suitable to the needs of the sector and the client's goals and will also consider a number of key factors to identify the winner.

These will include:

- The creative idea, or use of innovation
- Platforms used
- Comparable sector benchmarks
- Product or service uplift percentage
- Awareness percentage
- Engagement with the target audience.

BEST CAMPAIGN FOR AUTOMOTIVE

This category will reward the most impressive campaign for brands within the automotive sector.

The award is open to activations for car, motorbike, other vehicle and automotive parts/ hardware, products, manufacturers or services. *Examples include, but are not limited to: General Motors, BMW, Fiat, Chrysler, Toyota, Volvo, Volkswagen, Honda and Tesla.*

BEST CAMPAIGN FOR ENTERTAINMENT, MEDIA & SPORT

This category will reward the most impressive campaign from the media, entertainment and sports industries. Including, but not limited to campaigns for publishers, movie launches, music events, gaming, TV networks and sporting events.

The award is open to activations for entertainment services, products or companies including news and book publishers, television channels, streaming platforms and shows, games, music labels or organisations, artistes and films, and all clients within the sports industry, including sportswear brands, sports teams, sporting events, sporting televisions and sports venues.

Brand Examples include, but are not limited to: Netflix, FIFA, PlayStation, EA Games, ESPN, SKY, Disney, Spotify, EMI, Apple, Marvel, Warner, Penguin Books, The New York Times, The Guardian, Nike, Adidas, Under Armour, Olympics, NBA, UFC, F1, FIFA, UFC, PGA Golf Tour, Wimbledon, NFL, Champions League and Cricket World Cup.

BEST CAMPAIGN FOR FASHION, BEAUTY & RETAIL

This category will reward the most impressive campaign from the fashion, beauty, and retail sector.

This award is open to activations for brands including retailers and luxury, e-commerce, fashion, beauty or cosmetic companies, products, or services. *Brand Examples include, but are not limited to: Glossier, MAC Cosmetics, L'Oréal, ASOS, IKEA, Boohoo, Zalando, LVMH, Estée Lauder, Amazon, eBay, Walmart, Alibaba.*

BEST CAMPAIGN FOR FINANCIAL & UTILITY SERVICES

This category will reward the most impressive campaign for a brand within the financial and utility service sector.

The award is open to activations for finance and/or utility companies, products or services, such as insurance, banking, energy and commodities. *Brand Examples include, but are not limited to: HSBC, Santander, Bank of America, AXA, Allianz, Bupa, Generali, Enel, EDF and Shell.*

BEST CAMPAIGN FOR FMCG, FOOD & BEVERAGE

This category will reward the most impressive campaign for a brand within the FMCG sector.

The award is open to activations for products, services or companies within and related to the fast-moving consumer goods industry, including food and beverages. *Brand Examples include, but are not limited to: PepsiCo, Nestlé, AB InBev, Coca Cola, Mars, Procter & Gamble, Unilever, Lifebuoy and Tyson Foods.*

BEST CAMPAIGN FOR PHARMA, WELL-BEING & HEALTHCARE

This category will reward the most impressive campaign for a brand within the Pharma and healthcare sector.

This award is open to activations for pharmaceutical, medical, well-being, and healthcare companies, products or services. *Brand examples include, but are not limited to: Johnson & Johnson, GlaxoSmithKline, Bayer, Flo app, Pfizer, Elvie, CVS Health, Headspace, Sleep Cycle and Drinkaware.*

BEST CAMPAIGN FOR TOURISM & TRAVEL

This category will reward the most impressive campaign for brands the tourism and travel sector.

The award is open to activations for a Travel & Tourism company, product or service, such as airlines, hotels, travel providers, holiday parks and leisure venues. *Brand Examples include, but are not limited to: Booking.com, Expedia, AirBnB, Flight Centre, STA Travel, Emirates, Virgin Atlantic, Marriott and Hilton.*

BEST CAMPAIGN FOR TECHNOLOGY & TELECOMMUNICATIONS

This category will reward the most impressive campaign from the technology and telecommunications sector.

The award is open to activations for a technology or telecommunication company, product or service, such as mobile phones and operators, tech products and gadgets, cloud-based services, AR/ VR campaigns, IoT products and consumer electronics. *Brand Examples include, but are not limited to: Huawei, Sony, Lebara, Vodafone, Lycamobile, Vodafone, Fitbit, Apple Watch, Amazon Echo Dot, Deutsche Telekom and Microsoft.*



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/Platform Name

This is the name given to the entry for a certain campaign or the name of the Ad Tech platform used. 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.

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 April 2024 and 31 May 2025**.

*Please note the ROI Award has a two-year eligibility period, and allows campaigns that ran between **1 April 2023 and 31 May 2025** eligible for entry.*

End Date

The last date of the campaign activities .

Note: Eligible campaigns should mostly be implemented between **1 April 2024 and 31 May 2025**.

*Please note the ROI Award has a two-year eligibility period, and allows campaigns that ran between **1 April 2024 and 31 May 2025** 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.

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.

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 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****Client Approval**

I hereby confirm that client permission to enter this campaign into the M&M Global Awards 2025 has been received by our client.

SECTION C // THE WRITTEN ENTRY

Ad Tech Overview (max 150 words)

Provide a clear overview of your technology's core purpose and the value it brings to media, marketing, or advertising.

What is the platform designed to do? Highlight its key functionalities.

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 have and uncover that helped you strategise the campaign?

Strategy & Idea (max 300 words)

The idea, and the following communication strategy.

For Best Use of an Adtech Platform: What strategy was implemented using the platform?

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.

If applicable, describe the steps of the campaign's execution

For Best Use of an Adtech Platform:

How was the platform used by or implemented for the client?

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)

What did the campaign achieve ?

Please refer to the category description for the relevant metrics.

For Best Use of an Adtech Platform: What results did the platform deliver?

Judges will refer back to your objective to gauge whether the campaign was a success.

And make sure to give context to your results.

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

Budget AND Currency (e.g USD, GBP, EUR, AUD, RUB)

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

To be eligible for the **Best Small budget Campaign** category campaigns must have been executed on a budget of £250,000 (\$275,000 USD) and under.

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

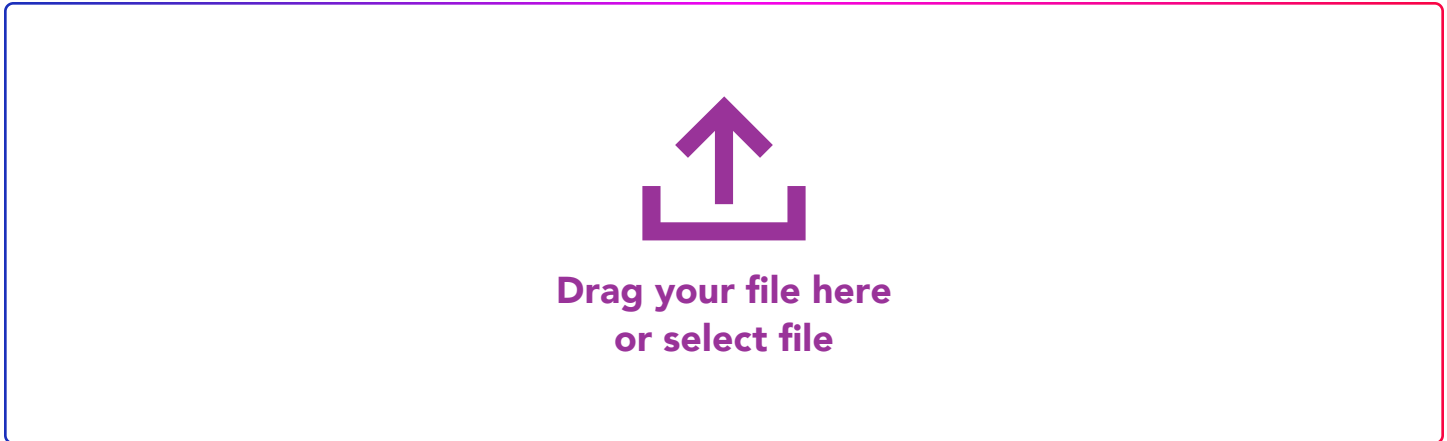


Please share the details of your campaign activity as indicated below.

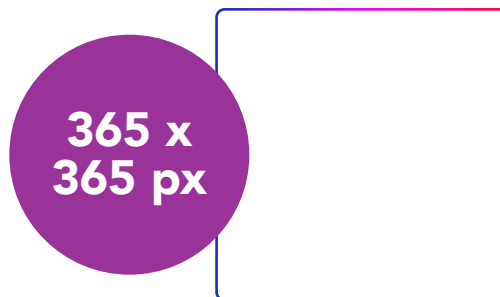
Please be aware of the word count.

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.

**SECTION D // UPLOADING YOUR SUPPORTING MATERIALS
FOR YOUR WRITTEN ENTRY SUBMISSION****Shortlist Image**

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 (14th August)



- 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. **

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

SECTION E // SHORTLIST UPLOADS AND 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 14th August.

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.**

SECTION E // SHORTLIST UPLOADS AND 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
- **If you win a trophy, this will be used to promote your entry at the awards ceremony**
- Image specifications: Upload JPEG, png or jpg files. Maximum file size is 10MB per image.

SECTION E // SHORTLIST UPLOADS AND 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 FOMG 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.

Entry Prices

Early entry price: £415 GBP

for entries submitted and paid for by Thursday 8th May (23:59h GMT).

Standard entry price: £449 GBP

for entries submitted and paid for after Thursday 8th May (23:59h GMT)

AND by Thursday 5th June (23:59h GMT).

Late Entry: £499 GBP*

for entries submitted after Thursday 5th June (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 Manager

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Festival of Media Global & M&M Global Jury Queries
Global contacts lead for FOM & MMG Global Award Queries
Awards & Entry Feedback Contact

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