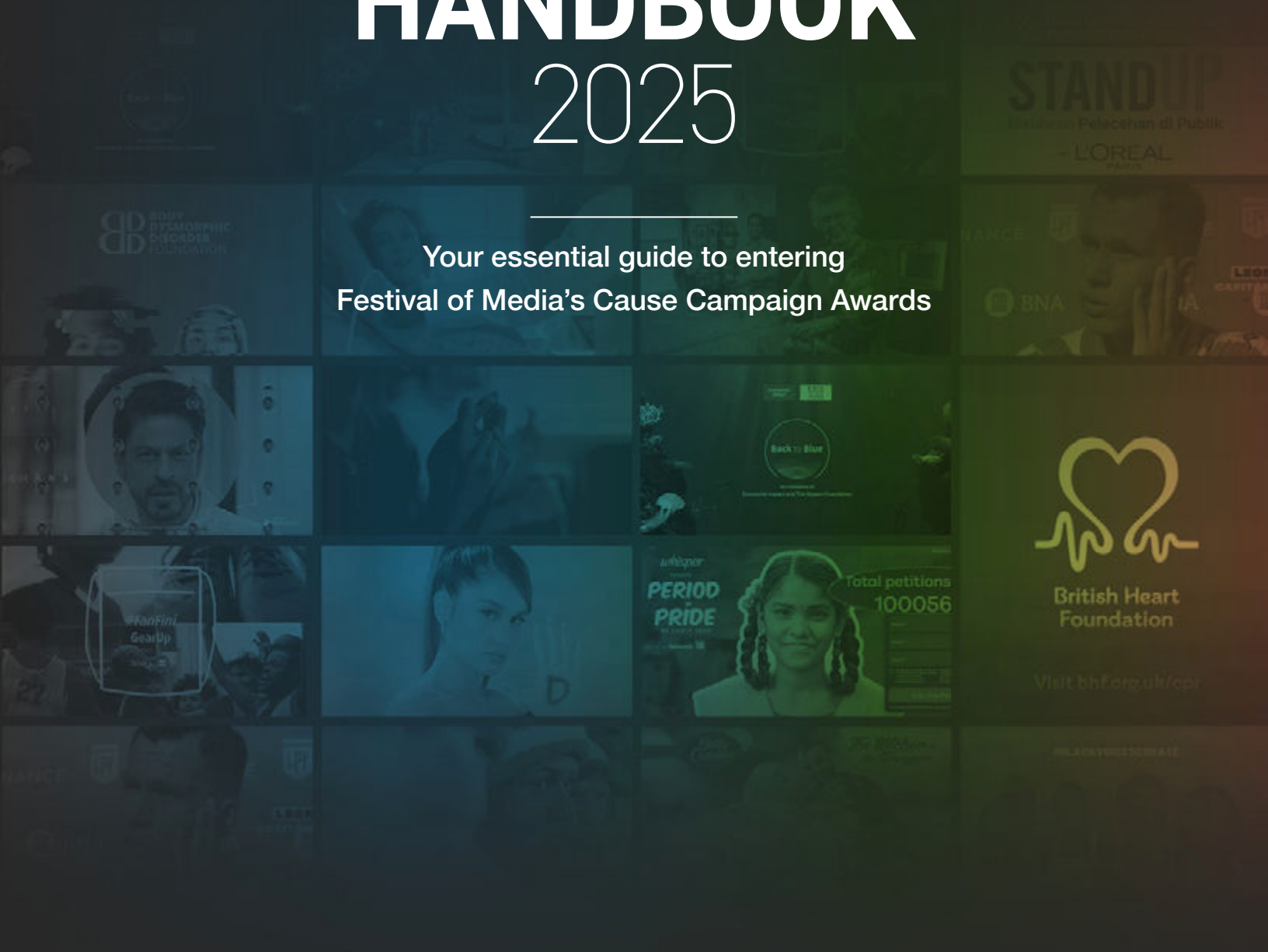




ENTRY HANDBOOK 2025

Your essential guide to entering
Festival of Media's Cause Campaign Awards



CAUSE CAMPAIGN AWARDS 2025

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01

| CAUSE CAMPAIGN AWARDS 2025
TESTIMONIAL

“

The Festival of Media Cause Campaign Awards programme was launched in 2022 with a strategic aim to showcase how media can be a force for good and have a positive impact on society. For years advertising has been charged - and rightly so - with driving consumerism and waste.

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 FOM Cause Campaign Awards programme understand the most efficient and effective way to submit their work.

It will provide a detailed outline of the Festival of Media Cause Campaign Awards 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 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 the Festival of Media Cause Campaign trophies have used their success to set new benchmarks and become leaders in helping make the world a better place, which in turn attracts more clients and plays a significant role in the pitching process.

2

AMPLIFYING WORK TO A CAPTIVE CLIENT AUDIENCE

Clients are always looking for new solutions and ways to generate greater engagement with their audiences and businesses that can show they can have a positive impact on society can showcase this to a captive client audience during the judging process

3

ATTRACTING AND RETAINING TALENT

The allure of working for a business that is having a positive impact on society is a key driver in retaining and attracting the best talent, and by entering, never mind winning, a Festival of Media Cause Campaign Awards a company can do this.

4

INSPIRING BIGGER MEDIA BUDGETS

The more successful the work the easier it is for the marketing and media teams to ask for bigger budgets, which can have an even larger positive impact on society and inspire greater change.

5

BUILDING BETTER COMPANY CULTURE

Imagine how staff feel when the campaigns they have been working on are deemed good enough to be entered to be judged by their peers and industry experts. This helps build greater internal culture and higher levels of work.

6

COST EFFECTIVE MARKETING

Entering, being shortlisted, or winning a Festival of Media Cause Campaign 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

CAUSE CAMPAIGN AWARDS 2025

KEY DATES & FEES

April
28

**Open for
Entries**

May
26

**Early
Deadline**
£365

June
30

**Standard
Deadline**
£385

August
18

**Extended
Deadline**
£415

October
10

**Shortlist
Announcement**

November
7

**Case Film
Submission
Deadline***

*For shortlisted entrants only.

November
20

Awards Ceremony

05

CAUSE CAMPAIGN AWARDS 2025 TROPHIES



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.



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06

ENTRY PROCESS



British Heart
Foundation

Visit bhf.org.uk/epi

1

Check your work is Eligible

To be eligible for the programme's campaigns must have run from **1 June 2023 and 30 July 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

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Create & Submit your entry

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



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07

CATEGORIES



The Cause Campaign Awards celebrate outstanding initiatives that drive meaningful change via the power of media. We seek entries that embody integrity, impact, and authenticity, three pillars that define truly effective cause-driven campaigns.



Integrity: Campaigns must demonstrate transparency, ethical execution, and a genuine commitment to the cause, ensuring alignment with the values they represent.



Impact: We aim to recognise work that produces tangible, measurable results—whether through awareness, engagement, policy change, or direct community benefits. The strongest entries will showcase clear outcomes and evidence of success.



Authenticity: A compelling cause media campaign is rooted in a deep, honest connection to the issue it addresses and the brand it is being produced for. We are looking for campaigns which resonate with their audience, tell meaningful stories, and demonstrate a sincere investment in making a difference.

UPDATED: BEST SMALL BUDGET CAMPAIGN

Judges will be identifying campaigns curated on a small budget — **under £15,000** — that have driven meaningful change, whether by helping people and/or the planet. Campaigns should show that limited resources did not limit impact. Instead, they should reflect creativity, strategic thinking, and a clear purpose — delivering significant organic reach, generating impressive, earned media, and, most importantly, raising awareness, educating audiences, and contributing to tangible positive outcomes.

Entrants are encouraged to clearly explain the challenges and limitations they faced due to the restricted budget, including any trade-offs or sacrifices made. Judges will be looking for evidence of how teams strategically adapted their approach, maximised available resources, and implemented innovative, cost-effective solutions. Campaigns that demonstrate entrepreneurial spirit, inventive problem-solving, and a strong, insight-led strategy — while meeting or surpassing objectives — will be celebrated for showing how powerful ideas, not big budgets, drive meaningful impact.

07

CAUSE CAMPAIGN AWARDS 2025

CATEGORIES

BEST BUSINESS STRIVING TO MAKE MEDIA A FORCE FOR GOOD

This category is open to organisations who have been set up to help the media industry deliver more sustainable and inclusive advertising solutions for clients. This could be a brands, agency, media owner, tech company or tech solution.

The jury will be looking at the impact the business has made in delivering better media solutions for advertisers, which take into account one, or more of the following: sustainability, social impact and inclusivity and ultimately help showcase how the industry can be a force for good.

Please note this category is for those businesses who have been created to deliver better media solutions for clients. Examples include Good-Loop, The GoodNet, Good Agency, Backlight and Brand Advance.

NEW: BEST CAMPAIGN CELEBRATING CULTURAL COMMUNITIES

Here the jury will be identifying the best work, which has focused on those communities which are often underrepresented but play an important role in making their members feel valued. The client will have identified these underrepresented cultures through data, or research about multi-ethnic groups to target a specific audience that previously the client has not connected with.

Judges will be looking for business results and the overall impact of the campaigns on cultural groups that are not the norm, or majority in whatever country, or region the work was implemented.

All manner of cultures will be considered by the jury.

This category has been created in partnership with Backlight



NEW: BEST CAMPAIGN FOR A CHARITY

This category honours outstanding campaigns that have successfully championed a charitable cause, driving awareness, engagement, and fundraising for NGOs or nonprofit organisations.

Entries should showcase creativity, impact, and effectiveness in mobilising support, whether through digital campaigns, community initiatives, or large-scale fundraising efforts.

We are looking for campaigns that have made a tangible difference. This could be by raising critical funds, inspiring action, or advocating for meaningful change. Whether supporting health, education, social justice, environmental causes, or humanitarian aid, the winning campaign will demonstrate innovation, authenticity, and a deep commitment to making a positive impact.

NEW: BEST CAMPAIGN FOR DISABILITIES AND OR IMPAIRMENTS

This category rewards outstanding campaigns that have made a meaningful impact in contributing, supporting and/or advocating for the disabled community.

We welcome entries that champion inclusivity, accessibility, and empowerment for individuals with disabilities, whether through awareness initiatives, policy changes, community engagement, or innovative solutions. Whether it's breaking down barriers, amplifying voices, or driving real change, we are looking for work demonstrating creativity, effectiveness and a genuine commitment to making a difference.

Eligible campaigns may focus on supporting individuals with impaired vision, deafness or hearing impairments, motor difficulties, cognitive impairments, learning disabilities, or any other long-term or short-term disabilities.

NEW: BEST CAMPAIGN FOR HEALTH & WELLBEING

This category celebrates impactful campaigns that promote or focus on physical, mental, and holistic health, fostering positive wellbeing for individuals and communities.

The jury will be looking for campaigns that encourage healthier lifestyles, inspire behaviour change, raise awareness of important health issues, improve access to healthcare and wellness resources, reduce stigma around mental and physical health challenges, or create safe and supportive spaces for individuals or communities to seek help with their health.

Entries may cover a wide range of health and wellbeing topics, including but not limited to: physical fitness, clean eating, mental health awareness, therapy, self-esteem, mindfulness, grief support, anxiety, depression, self-harm prevention, sexual health, and community connection.

NEW: BEST CAMPAIGN FOR THE LGBTQ+ COMMUNITY

This category is looking for impactful campaigns that uplift, support, and advocate for the LGBTQ+ community, including transgender, gay, lesbian, queer, non-binary, and drag communities. Entries should showcase creativity, inclusivity, and a commitment to driving awareness, acceptance, and equality.

We are looking for campaigns that challenge discrimination, amplify LGBTQ+ voices, and foster meaningful change through advocacy, education, representation, or celebration. Whether it's a bold awareness campaign, a groundbreaking initiative, or a powerful storytelling effort, the winning campaign will demonstrate authenticity, innovation, and a lasting positive impact on the LGBTQ+ community.

NEW: BEST CAMPAIGN FOR WOMEN'S EMPOWERMENT

This category celebrates campaigns that champion women's rights, gender equality, and female empowerment across all aspects of life.

The jury will be looking for entries that drive awareness, education, and meaningful change in areas such as women's healthcare (including sexual and reproductive health), domestic violence prevention, economic equity, gender roles, women's safety, and unrealistic beauty standards.

Winning campaigns should either demonstrate a commitment to creating equal opportunities, improving access to resources, or challenging societal norms, whether within industries, communities, or society at large. Entries should showcase how the campaign has made a tangible impact in empowering women, fostering inclusivity, and driving progress toward a more equitable future.

UPDATED: BEST COLLABORATION FOR A CAUSE

This category honours cause-driven campaigns that have created a significant impact on people and/or the planet through collaboration. The jury will be looking for initiatives where two or more businesses or organisations joined forces, leveraging their expertise and resources to work toward a common cause.

Winning campaigns should demonstrate how this collaboration helped overcome challenges, raise awareness, and drive meaningful change—whether addressing environmental, social, or humanitarian issues—with measurable benefits for communities or the planet.

UPDATED: BEST ENVIRONMENTAL CAMPAIGN

This category celebrates campaigns that have made a tangible impact on the environment by addressing critical ecological challenges.

This category is open to activations with a clear focus on making the world's rivers, oceans, and/or land cleaner and healthier, to help preserve ecosystems for future generations. This could include campaigns centred around removing or reducing waste, restoring coral reefs, reforestation efforts, pollution and carbon reduction, regenerative farming.

Alternatively, judges will also consider campaigns that have seamlessly integrated efforts to protect animals, wildlife and boost biodiversity. This could include initiatives that promote sustainable animal farming, encourage Vegan/plant-based lifestyles, combat poaching and illegal hunting, or drive other meaningful actions to safeguard animal populations and their habitats.

Entries should provide clear evidence of their impact, showcasing measurable results and benefits. Whether at a local, regional, or global scale, successful campaigns will highlight the power of media and marketing in driving meaningful environmental change.

UPDATED: BEST INNOVATION FOR A CAUSE CAMPAIGN

The jury will be looking for campaigns where innovation has played a pivotal role in driving meaningful change—whether by helping to save the planet, improving lives, or supporting communities. Entries should showcase how creative thinking, groundbreaking technology, forward-thinking strategies or the development of a pioneering solution have been used to tackle a pressing environmental or social issue.

Winning campaigns should demonstrate how innovation has not only raised awareness and educated audiences but delivered measurable results and also created a lasting, scalable impact on a local, regional, or global level.

UPDATED: BEST INTERNAL INITIATIVE

We are seeking the most outstanding internal initiatives within media, marketing, and brand workplaces—programs that foster a positive, supportive, and progressive work environment. This award recognises organisations that go beyond standard policies to implement innovative and meaningful initiatives that enhance employee well-being, inclusivity, and sustainability.

We welcome submissions across a variety of categories, including but not limited to: Grief support, maternity & paternity leave, inclusion and diversity policies, neurodivergent support, sustainability, illness support, giving back to community, health & safety, employee rights.

UPDATED: BEST REACTIVE RESPONSE

This category celebrates campaigns that have promptly and meaningfully responded to societal, environmental, and cultural challenges with purpose-driven strategies.

A key consideration will be the timeliness of the response. Entries should demonstrate how the brand acted swiftly and decisively—either in real time or through rapid or short-term action—to address an urgent issue with meaningful impact.

Winning entries should showcase an understanding of the issue at hand, illustrating not only why the brand took action, but also how their response was authentic and aligned with their values.

Examples include, but are not limited to, campaigns addressing issues such as social justice, diversity and inclusion, climate change, humanitarian crises, public health challenges, economic inequality, political movements, consumer advocacy, and grassroots activism.

UPDATED: BEST SUSTAINABILITY CAMPAIGN

This category honours campaigns that drive meaningful and lasting change in sustainability across environmental, social, and economic dimensions. The jury will be looking for initiatives that encourage responsible consumer choices, promote ethical business practices, and reduce reliance on non-renewable resources in materials, supply chains, and production. Campaigns can span all sectors—from packaging and fashion to energy and corporate responsibility.

Winning entries should demonstrate a long-term commitment to educating, raising awareness, and shifting behaviours, perceptions, or cultural norms. Whether focused on environmental conservation, social equity, or economic resilience, campaigns must provide clear evidence of measurable impact at a local, regional, or global scale. Judges will assess effectiveness, innovation, and the ability to drive tangible, lasting change.

NEW: LOCAL IMPACT CAMPAIGN

Judges will be looking for cause-driven campaigns designed specifically for local audiences, recognising brands and advertisers that have made a tangible impact by addressing regional challenges, cultural nuances, and community needs.

This category is open to challenger, local, or global advertisers that have demonstrated a deep understanding of their audience, crafting campaigns that resonate authentically and drive meaningful change within a local market.

BEST USE OF ACCESSIBILITY IN A CAMPAIGN - ISBA

This category is looking to reward campaigns, which have implemented accessibility within their strategies to ensure those with any form of impairment such as visual, auditory, cognitive and motor can still understand the client's messaging.

The successful campaign will have taken into account all of the above and delivered the client's key objectives through more than one of the following methods: subtitles, signing, contrast, audio description, dialogue, readability, fonts, images and design.

Examples can include campaigns such as Microsoft's Accessible Card and Cadbury's: Sign with Fingers Big or Small.

Questions?

For any award queries please contact fomawards@festivalofmedia.com



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08

ENTRY TEMPLATE



CAUSE CAMPAIGN AWARDS 2025

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.



CAUSE CAMPAIGN AWARDS 2025

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 June 2023 and 30 July 2025** and can have been implemented locally, regionally, or globally.

End Date

The last date of the campaign activities .

Note: Eligible campaigns should mostly be implemented between **1 June 2023 and 30 July 2025** and can have been implemented locally, regionally, or globally.

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 Festival of Media Cause Campaign 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 Cause Campaign Awards 2025 has been received by our client.

SECTION C // THE WRITTEN ENTRY

Summary (max 250 words)

For Best internal Initiative and For Business striving to make media a force for Good ONLY: Please summarise your internal initiative and/or business and its purpose.

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.

For Best internal Initiative and For Business striving to make media a force for Good: Detail any specific aims and objectives of the internal programme or the better media solution.

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?

For Best internal Initiative:**** Please provide a background of your organisation, internal challenges, policy history, and any research uncovered to support the internal programme.

For Business striving to make media a Force for Good : ****
Please provide insight into the specific marketing challenges and/or issues your media solution needed to face and any insight acquired that has driven your company purpose or campaign. If relevant, please also provide client insight.

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?

For Best internal Initiative:**** Please detail the strategic thinking, planning and preparation for the initiative and explain how your objectives and insights informed your approach.

For Business striving to make media a Force for Good:****
Please provide a description of how you strategically planned to implement a better media solution, whether for a client, community, or the broader industry, based on your core objectives and insights.



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 C // THE WRITTEN ENTRY

Execution (max 250 words)

The communication and activation/delivery. If applicable, describe the steps of the campaign's execution.

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.

****For Best internal Initiative:**** Please detail how your internal initiative was activated.

****For Business striving to make media a Force for Good **** - Please detail how you have delivered a better media solution in practice, whether for a client, community, or the broader industry.

Results (max 250 words)

What did the campaign achieve?

Please refer to the category description for the relevant metrics.

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.**

****For Best internal Initiative:**** Please detail the impact and/or results generated from your internal initiative so far

****For Business striving to make media a Force for Good **** - Please describe the impact and/or outcomes delivered through your efforts to make media a force for good, whether for a client, community, or the broader industry.

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 £15,000 (\$20,000 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**

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 (Friday 10th October 2025)

365 x
365 px

- 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 Friday 10th October.

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
- 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.

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: £365 GBP

for entries submitted and paid for by Monday 26th May (23:59h GMT).

Standard entry price: £385 GBP

for entries submitted and paid for after Monday 26th May (23:59h GMT)

AND by Monday 30th June (23:59h GMT).

Late Entry: £415 GBP*

for entries submitted after Monday 30th June (23:59 GMT).

The organiser reserves the right to extend the entry period if there is demand.



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 occur an admin fee of £50 GBP



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