



M&M GLOBAL 2026 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 those people with international/global remits based in the UK.

It's first awards programme was launched 37 years ago and is as relevant today as it was then. Every iteration has evolved to ensure it remains relevant for the industry to showcase the work it is producing for clients around the world.

In 2026 for the first time in its history the programme will be having people awards after partnering with The Media Leader Awards to launch the Leadership categories curated to identify the world's most senior leaders from brands/clients, agencies, media owners and adtech organisations. There is also the Future Leader category to showcase the emerging/future leaders of the sector.

Alongside these new people awards the programme has also launched an AI category and revamped its Packaging as a Media Channel category with partner Appetite Creative, while there will a Grand Prix for the best performing brand/client with the most shortlistings and trophy wins.

We look forward to seeing the work and for our juries to set the benchmarks for global media in 2026.

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

M&M Global wins give Media Directors and CMOs the credibility to advocate for increased media budgets, fuelling even more impactful campaigns and greater revenue growth for client partners.

4

ATTRACTING AND RETAINING TALENT

Industry recognition not only attracts new talent but also helps retain the best- with the M&M Global Awards recognised globally for their prestige, it provides winning companies with a powerful edge and benefits company culture.

5

COST EFFECTIVE MARKETING

Entering, being shortlisted, or winning at the M&M Global provides a powerful marketing opportunity, offering exposure, credibility, and prestige at a far lower cost than most conventional marketing strategies.

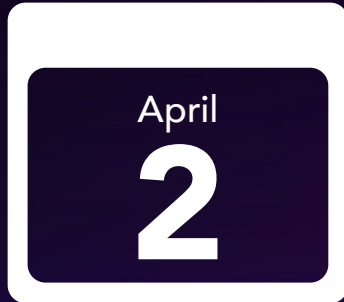
6

GAIN WARC AND RECMA POINTS

M&M Global is one of the select fewer board programmes that counts towards the global agency ranking for WARC and RECMA.

Questions?

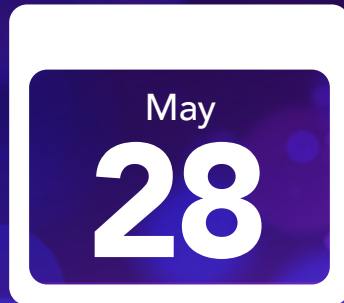
For any award queries please contact fomawards@festivalofmedia.com



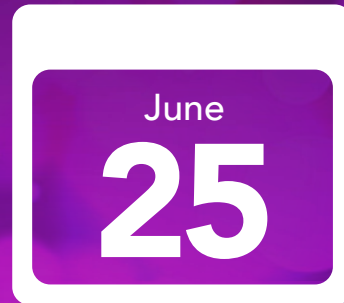
Open for
Entries



Early
Deadline
£435
(The Leadership
Awards £329)



Standard
Deadline
£469
(The Leadership
Awards £399)



Extended
Deadline
£525
(The Leadership
Awards £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 four 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.



RECMA

WIN A GOLD
AWARD
+6 POINTS

"Agencies can increase their end of year rankings by gaining points with WARC and RECMA for every trophy win at the M&M Global Awards."

WARC

WIN A GOLD
AWARD
+6 POINTS

WIN A GRAND
PRIX AWARD
+10 POINTS



06

ENTRY PROCESS

1

Check Your Work Is Eligible

To be eligible for the programme's campaigns must have run from **1 April 2025 and 31 May 2026*** 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 14](#)

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*. **Our leadership entry template will differ from this format**

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 30

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://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 41

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: THE LEADERSHIP CATEGORIES

In partnership with **The Media Leader Awards**

M&M Global presents: The Media Leader Awards, recognising outstanding senior and junior leaders across media.

The Leadership Awards celebrate people in the sector at the top of their game—those who are driving real change, growth, and innovation - within their organisations and across the industry.

We're looking for leaders who embody the following core values:

- Disruption: challenging the status quo
- Inclusion: building better, more diverse businesses
- Courage: making bold, impactful decisions
- Excellence: delivering outstanding results

Nominees should demonstrate how these values have contributed to business growth, a stronger company culture, and a clear positive direction over the past year.

These awards are split into five categories:

- Agency Leader
- Media Owner Leader
- Brand/Advertiser Leader
- Adtech Leader
- Future Media Leader of the Year

MEDIA AGENCY LEADER

Recognising senior leaders driving strategy, growth, and innovation within media agencies. Nominees should demonstrate how they inspire teams, champion client success, and shape agency culture and direction.

Judges will look for leaders who deliver exceptional results while embodying disruption, inclusion, courage, and excellence in their leadership and decision-making.

MEDIA OWNER LEADER

Celebrating senior leaders from media owners who are shaping the future of media through strategic vision, platform growth, and innovative content, or advertising solutions. Nominees should demonstrate how they drive audience engagement, maximise business performance, and lead teams to deliver exceptional results. Judges will look for leaders who have used their influence to set industry standards and create lasting impact across their organisation and the wider media landscape.

BRAND/ADVERTISER LEADER

Honouring senior brand/advertiser leaders and marketers who demonstrate outstanding leadership in building brand growth, innovation, and market impact. Nominees should illustrate how their vision, strategic decisions, and inclusive leadership have strengthened teams, inspired creativity, and delivered measurable business results over the past year.

ADTECH LEADER

Recognising senior leaders who are driving transformation and innovation in media and marketing technology. Nominees should show how they implement forward-thinking solutions, strategically apply and adapt technology to deliver business outcomes, lead diverse teams, and make decisions that improve processes, drive measurable impact and advance the industry.

FUTURE MEDIA LEADER OF THE YEAR

This award recognises emerging media leaders whose ideas, contributions, and achievements are already making a meaningful impact in the industry and signal a future direction of media.

Nominees may not yet hold a senior position, but should demonstrate strong influence, leadership qualities and a reputation for excellence in their work. They should also show clear potential to drive innovation, inspire teams, and contribute to the next generation of media leadership.

GENERAL CATEGORIES

NEW: BEST USE OF AI

This category seeks to award campaigns that have harnessed and been made possible through the power of AI.

Judges will assess how AI has been applied to deliver more effective and smarter marketing for clients, drive commercial results and will look for evidence that AI was integral to the success of the campaign.

Examples could include but are not restricted to: *the use of AI for creativity, automation, customer service, personalisation and analytics, such as utilising an AI tool to create tailored messaging as part of campaign, or in response to real-time events. This could also include the implementation of AI voice, or even AI powered applications used to help drive transparency, fairness and trust in campaigns.*

NEW: BEST USE OF CONNECTED PACKAGING AS A MEDIA CHANNEL

This category celebrates the campaigns, activations and platform strategies that prove connected packaging is a powerful, data-rich, and underrated media channel.

Here judges are looking for work that inspired and set the benchmark for excellence. They will reward entries that demonstrate creative use of technology, strong consumer engagement, measurable ROI, or innovation in personalisation or data. Entries should also show compelling evidence that packaging was a clear contribution to the overall brand strategy, quality of execution, and the catalyst for the results.

Eligible work may span a range of sectors and may incorporate technologies such as but not limited to: QR codes, NFC, RFID, AR, serialisation, or any combination of connected technologies.

Examples might include:

- A beverage brand using serialised QR codes to deliver personalised content and track individual product journeys
- An FMCG brand turning gamification into a loyalty programme with millions of scans
- A spirits brand using NFC to fight counterfeiting while simultaneously deepening consumer relationships
- A GS1-compliant campaign preparing for the global barcode-to-QR transition while driving measurable brand engagement
- A limited edition or collectable packaging campaign that created cultural moments and drove sell-through
- A digital product passport bridging sustainability ambition with consumer reality

This category has been created in partnership with



APPETITE
CREATIVE

UPDATED: BEST LOCAL EXECUTION OF A BRAND

In this category judges will award campaigns that have been designed for local execution, taking a creative and strategic media approach towards an audience within a local region.

The work could be for a challenger, local, or global advertiser, as long as it is specifically curated for a local audience. Winning entries should demonstrate strong insight specific to a location and how they recognised cultural nuances to tailor and deliver the campaign effectively. Judges will be on the lookout for the use of appropriate media channels and strong results, such as increase in brand perception, customer engagement and sales.

Please note: entries will be assessed within the context of the brand's size, resources, and market position. This ensures that smaller local brands are not disadvantaged when compared to larger global entities; each campaign's impact will be considered relative to its unique circumstances.

UPDATED: BEST INTEGRATED CAMPAIGN

The winner of this category will demonstrate the most successful multi-channel campaign and must have combined two or more platforms whether offline and online, such as: mobile, OOH, social media, TV, cinema, digital, radio, print or other.

Entries should detail a clear strategic thread connecting all touchpoints and showcase how the chosen platforms integrated to create a cohesive and engaging brand activation. Judges will be looking for a well-defined rationale behind platform selection and evidence that each format contributed distinct value to achieving strong results against the campaign's objectives.

Please note: Campaigns may be purely digital, purely traditional, or a hybrid of both — but must demonstrate a truly multi-channel approach and clear integration across all touchpoints.

UPDATED: BEST RETAIL MEDIA CAMPAIGN

This category will award the best campaigns focused on retail media and how the work has leveraged retail media networks, platforms and partnerships to achieve its clients' objectives.

The winning work should demonstrate how and why a brand has used retail media strategies - whether in store, online, or across various touchpoints - to connect with consumers, drive engagement, awareness and sales uplift of the product or service. This could include data-driven targeting, sponsored product listings, shoppable media and retailer collaborations.

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. Winning entries should also demonstrate innovative use of retail media and seamless integration into the retail environment.

Please note this category is open to online retail brands that have used their platforms, 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 AD TECH

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.

Examples could include campaigns that used adtech platforms ranging from programmatic DSPs and ID solutions targeting tools to Retail Media Networks and digital ads solution platforms.

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 specific demographics, including groups defined by gender, age, interests, purchase intent, 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, supported by clear results such as audience reach, engagement, brand uplift, behavioural change or sales impact.

BEST CAMPAIGN LED BY CAUSE

This category is reserved for campaigns that demonstrate how it led with a purposeful cause- addressing a social, ethical, economic, cultural, political and/or environmental topic. Eligible entries may include but are not limited to: *CSR focused efforts or marketing for brands, charities, not-for profits, health enterprises, sustainability causes, social movements or inclusion and diversity initiatives.*

Winning campaigns will clearly demonstrate a positive and measurable impact, raised awareness or meaningful shifts in cultural and social perceptions, supported by tangible results and evidence of influence. Judges will also consider how effectively the campaign has raised awareness of an organisation's values or initiatives in alignment with the cause at its core.

BEST CAMPAIGN LED BY CONTENT

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

Campaigns may use content as part of a longer-term strategy, or be developed as a fast response prompted by a particular event or action. Judges will look for how the content aligns with the brand, clearly addresses the marketing challenge, and demonstrates how placement and messaging engaged the right audience while delivering against campaign objectives.

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

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.

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, 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.

BEST INTERNATIONAL MEDIA CAMPAIGN CREATED IN THE UK

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

The jury will assess how successful the campaign has been across each market in which it ran, evaluating the extent to which cultural nuances were considered in each country where it was implemented.

Furthermore, 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 agencies, media owners, adtech companies 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 need to contact the association at iaamarketing@iaauk.london to obtain a code and receive one complimentary entry

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: *environmental issues, news stories, extreme weather conditions, crisis, conflict or war, political elections or policies, public affairs, healthcare issues from pandemics to viral infection, inclusion & diversity, consumer trends, viral movements OR moments, and cultural shifts.*

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, maximised available resources, and implemented creative solutions to navigate 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 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 learning gained from econometrics and insights.

Judges will be looking at how data has been used to inform the campaigns and apply pivot strategies to adapt and evolve the overall delivery of the work when needed during the execution. The winning entry should demonstrate the best use of data insights, which has ultimately improved results, as evidenced by metrics including purchase intent, attention, brand consideration, increases in the average order value, a reduction in online CPA or increase in ROI. Pre- and post-campaign statistics will be another useful benchmark for judges.

Example could include but are not limited to: *Music based activations analysing and utilising listening data to present an engagement campaign personalised to specific users, or a pharma/health-based campaign using consumer data to locate key audience figures to partner with to promote a health cause.*

BEST CAMPAIGN LED BY DIGITAL MEDIA

This category recognises campaigns that have used the unique properties of digital media to effectively reach and engage consumers.

Activations should demonstrate innovative or effective use of a single or multiple digital channels and may include, but are not limited to, web/online, mobile, video, social media, search, or display. Entries may also showcase how digital integrates with more traditional formats, provided digital remains the focus of the activation and the driving force behind the campaign's success.

Judges will be looking for measurable audience engagement and results that could only have been achieved through digital channels.

Digital Media Examples include but are not limited to:

- 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 campaigns that deliver effective experiences or events for consumers, whether physical, virtual, or hybrid. 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 meaningful interaction with the consumer, created a number of key touchpoints and brought its values and identity to life. 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, brand activations, live performances, product sampling, immersive installations, festivals, community events, stunts, guerrilla marketing, projections, ambient media, digital simulations and virtual events

BEST CAMPAIGN LED BY TALENT

This category will reward the campaign that has best leveraged a strategic partnership between the brand and talent(s) as a key element, or the entirety of its activation.

The talent may be a celebrity, sports star, industry figure, social media influencer, brand ambassador, community leader or other notable character (real or fictional) who has effectively connected with audiences and 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, but judges will look for authenticity between talent and brand.

BEST CAMPAIGN LED BY TRADITIONAL MEDIA

The winner in this category will have strategically or innovatively used traditional media channels to reach consumers. Campaigns may include digital elements, but traditional media should remain the central component of the media and marketing plan and the driving force behind the campaign's success.

Judges will be looking for measurable audience engagement and results that could only have been achieved through traditional media channels. This category is open to entries from both agencies and media owners.

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 JCDecaux.*

BEST COMMUNICATIONS STRATEGY

This category celebrates campaigns that demonstrate a clear and cohesive narrative across all elements of their campaign, showcasing a compelling use of messaging that aligns with the brand.

Winning entries should highlight strong consumer insight and a well-defined strategic approach, that built genuine connection with the target audience, delivered tangible results and successfully met or exceeded the brand's objectives. Judges will favour work that pushes creative boundaries, and, in some cases, introduces new ways of communicating.

BEST INCLUSIVE CAMPAIGN

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

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

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

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, audiences/fanbases and networks, or partnerships with talent, organisations and publishers in this space. 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, as well as collaborations with music acts/artists, or organisations such as, but not limited, to music publishers, licensors or distributors, record labels and music streaming platforms. This could also include campaigns utilising communities, audiences/fanbases and networks in this space.

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 TECHNOLOGY

This category recognises campaigns, that are rooted in technology and have leveraged it as a core driver of creativity, effectiveness and strategic impact.

Entrants should clearly explain why a particular technology (or set of technologies) was selected, how it was implemented, and how it enabled the brand to engage, target, or interact with audiences in new or meaningful ways. Judges will reward campaigns where the use of technology enhanced the brand experience, enabled innovation, and delivered measurable outcomes, whether through increased efficiency, reach, personalisation, interactivity, or performance.

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

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 celebrates the most impressive campaign for brands within the automotive sector.

Eligible entries include activations for car and motorbike manufacturers; electric vehicle brands; commercial or specialist vehicle producers; automotive parts, tyres, accessories, and hardware manufacturers; automotive technology and software companies; EV charging infrastructure providers; mobility, ridesharing, rental, and transport services; dealership networks; motorsport teams or events; and other automotive products or services.

Brand examples include, but are not limited to: *General Motors, BMW, Fiat, Chrysler, Toyota, Volvo, Volkswagen, Honda, Tesla, Ford, Mercedes-Benz, Audi, Nissan, Hyundai, Kia, Ferrari, Lamborghini, Porsche, Aston Martin, Jaguar Land Rover, Polestar, Rivian, Lucid Motors, BYD and NIO.*

BEST CAMPAIGN FOR ENTERTAINMENT, MEDIA & SPORT

This category celebrates the most impressive campaign for brands in the media, entertainment and sports industries.

Eligible entries include activations for entertainment and media services or products, such as magazine, news, and book publishers and broadcasters; television channels, networks, and shows; cinema franchises and film productions; streaming platforms; podcasts; music labels, publishers or artists; video games and esports; toy or game manufacturers. Campaigns from the sports industry are also eligible, including sportswear brands, professional teams or players, sporting events, sports broadcasters, and 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 celebrates the most impressive campaign for brands within the fashion, beauty, and retail sector.

Eligible entries include, but are not limited to, campaigns for relevant retailers (physical or online), e-commerce companies, fashion labels and designers, luxury groups, apparel and footwear brands, jewellery, eyewear and accessory suppliers, as well as home and lifestyle, beauty, cosmetic, skincare, and hair care manufacturers, products, and services.

Brand Examples include, but are not limited to: Glossier, MAC Cosmetics, Sephora, Boots, L'Oréal, ASOS, IKEA, Boohoo, Zalando, LVMH, Estée Lauder, Amazon, eBay, Walmart, Alibaba, H&M, Zara, Uniqlo, Gucci, Prada, Nike, Adidas, Burberry, Clinique, Fenty Beauty, La Mer, Tiffany & Co., Swarovski, Ray-Ban, Oakley, John Lewis, Wayfair, Farfetch.

BEST CAMPAIGN FOR FINANCIAL & UTILITY SERVICES

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

Eligible entries include campaigns for fintech, digital payment, wealth and asset management; banking, investment, credit, and loan services or companies; insurance providers and commodities; energy, gas, and water utilities and suppliers; and recycling or waste management organisations.

Brand examples include, but are not limited to: HSBC, Santander, Barclays, Bank of America, Citi, AXA, Allianz, Aviva, Bupa, Generali, PayPal, Stripe, Revolut, Vodafone, BT, AT&T, Enel, EDF, BP, Shell, National Grid, Veolia and SUEZ.

BEST CAMPAIGN FOR FMCG, FOOD & BEVERAGE

This category will reward the most impressive campaign for a brand within the fast-moving consumer goods (FMCG) or Food & Beverage sector.

Eligible entries include activations for packaged food and beverage brands; soft and alcoholic drink manufacturers; snack and confectionery brands; dairy and chilled food producers; pet food and pet care products; personal care, hygiene and baby care products; household and cleaning product manufacturers; tobacco or nicotine products; and other fast-moving consumer goods companies, services or products.

Brand examples include, but are not limited to: *PepsiCo, Nestlé, AB InBev, Coca-Cola, Mars, Procter & Gamble, Unilever, Lifebuoy, Tyson Foods, Mondelez, Kraft Heinz, Danone, Heineken, Diageo, Colgate-Palmolive, Reckitt and Kimberly-Clark.*

BEST CAMPAIGN FOR PHARMA, WELL-BEING & HEALTHCARE

This category will reward the most impressive campaign for a brand within the pharmaceutical, healthcare, or wellness sector.

Eligible entries include activations for pharmaceutical companies; pharmaceutical retailers; drug manufacturers; biotech companies; healthcare providers and hospital networks; specialty pharmacies; medical device and medical supply companies; telehealth platforms and digital health apps; therapy, mental wellbeing, and mindfulness platforms; wearables and home medical devices; and other wellness, health, and nutrition brands, services, or products.

Brand examples include, but are not limited to: *Johnson & Johnson, GlaxoSmithKline, Bayer, Pfizer, AstraZeneca, Roche, Novartis, Moderna, Flo Health, Elvie, CVS Health, Walgreens Boots Alliance, Headspace, Calm, BetterHelp, Talkspace, Sleep Cycle, Drinkaware, Fitbit, Oura, Whoop, Teladoc Health, Zocdoc, Haleon, Vicks, Panadol, Centrum, Sensodyne, Peloton, and WeightWatchers (WW).*

BEST CAMPAIGN FOR TOURISM & TRAVEL

This category rewards the most impressive campaign for brands within the tourism and travel sector.

Eligible entries include activations for hotels, holiday resorts, and parks; vacation rental platforms, travel agencies, and tour operators; airlines and other transport providers (including cruise, rail, bus, and ferry operators); theme parks, leisure, or attraction venues; tourism and destination boards; and adventure, eco-tourism, or event-based travel experiences.

Brand examples include, but are not limited to: *Marriott, Hilton, Accor Hotels, Airbnb, Booking.com, Vrbo, Flight Centre, STA Travel, TUI, Carnival Cruise Line, Royal Caribbean, Emirates, Virgin Atlantic, Ryanair, Disneyland, Universal Studios, Legoland, Visit Britain, Tourism Australia, and Yellowstone National Park.*

BEST CAMPAIGN FOR TECHNOLOGY & TELECOMMUNICATIONS

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

Eligible entries include activations for mobile phones and other electronic device manufacturers; network operators, broadband, and telephone service providers; tech products and gadgets; cloud-based services; AR/VR campaigns; IoT devices; wearables and health tech; consumer electronics; smart home solutions; and other technology or telecommunications products, platforms, or services.

Brand examples include, but are not limited to: *Apple, Samsung, Huawei, Sony, Microsoft, Amazon Echo, Fitbit, Apple Watch, Deutsche Telekom, Vodafone, Lycamobile, Lebara, DJI, HP, AT&T, Verizon, T-Mobile, Google Nest, Oculus (Meta), Nintendo, GoPro, Bose, Sonos, Garmin, Philips Hue, OnePlus, Xiaomi, Oppo, LG Electronics, Ring, and Samsung SmartThings.*

Questions?

For any award queries please contact fomawards@festivalofmedia.com





08

**ENTRY
TEMPLATE**

SECTION A // ENTRY / CAMPAIGN DETAILS not applicable for the Leadership Categories**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 not applicable for the Leadership Categories**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 2025 and 31 May 2026**.

*Please note the ROI Award has a two-year eligibility period, and allows campaigns that ran between **1 April 2024 and 31 May 2026** eligible for entry.*

End Date

The last date of the campaign activities .

Note: Eligible campaigns should mostly be implemented between **1 April 2025 and 31 May 2026**.

*Please note the ROI Award has a two-year eligibility period, and allows campaigns that ran between **1 April 2025 and 31 May 2026** 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 not applicable for the Leadership Categories

i

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 not applicable for the Leadership Categories

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 2026 has been received by our client.

SECTION C // THE WRITTEN ENTRY not applicable for the Leadership Categories

Ad Tech Overview (max 150 words) (For Best use of Ad tech only)

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: 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:

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: 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.

LEADERSHIP AWARDS

Name
Company
Country
Date of birth
Job Title

Role and responsibilities

Please provide a brief overview of your role, including your key responsibilities, scope of work, and the areas you oversee.

Leadership Statement**Media Agency Leader**

Outline your greatest leadership achievement and how you have driven agency growth, transformation, and innovation over the past 12 months. Demonstrate client and commercial impact, your approach to building a high-performing and inclusive team, and how you are responding to key industry trends.

Media Agency Leader

Outline your greatest achievement in driving organisational growth or transformation, including audience, platform, or commercial impact. Demonstrate innovation in content or advertising solutions, leadership of teams, and your influence on the wider media landscape.

Brand / Advertiser Leader

Outline your greatest achievement in driving brand growth and business impact. Demonstrate how your strategy has delivered measurable results, innovation in marketing, and leadership of high-performing teams aligned to wider business objectives.

LEADERSHIP AWARDS

Adtech Leader

Outline your greatest achievement in driving innovation and transformation through media or marketing technology. Demonstrate how your solutions have delivered measurable outcomes, improved performance, and contributed to industry advancement through strong leadership.

Future Media Leader of the Year

Outline your greatest achievements to date and how your ideas, leadership, and contributions have made a meaningful impact within media. Demonstrate creative innovation, use of technology, and measurable campaign success, along with your influence, leadership qualities, and potential to shape the future of the industry.

Supporting Testimonial

Referee Details

Referee name (optional)

Referee Job Title (optional)

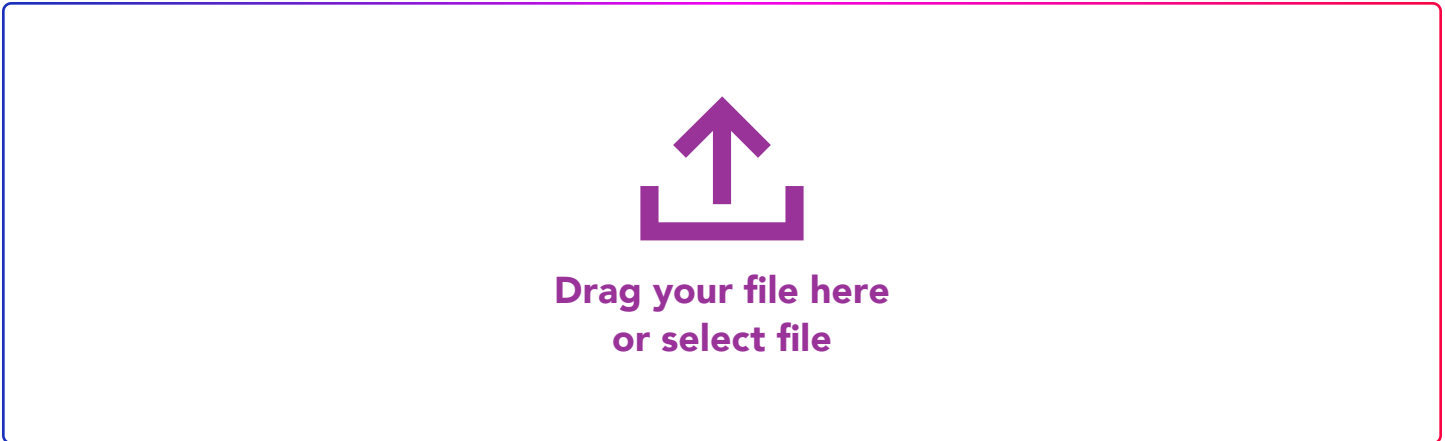
Referee email

Relationship to Candidate

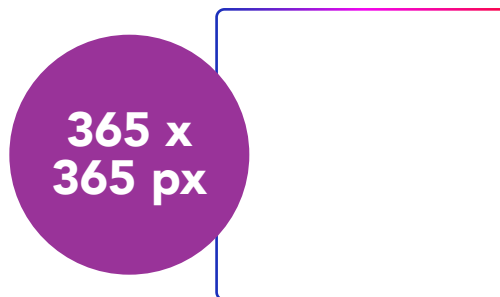
Supporting Testimonial

Supporting Accolades

Please provide details of any awards, recognitions, or significant milestones or initiatives that demonstrate your impact and achievements.

**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 (13th 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

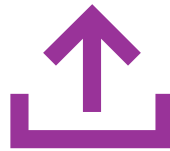
SHORTLIST UPLOADS For Shortlisted Entrants Only

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 13th 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 MMG 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: £435 GBP (The Leadership Awards: £329)

for entries submitted and paid for by Thursday 30th April (23:59h BST).

Standard entry price: £469 GBP (The Leadership Awards: £399)

for entries submitted and paid for after Thursday 30th April (23:59h BST)

AND by Thursday 28th May (23:59h BST).

Extended entry price: £525 GBP* (The Leadership Awards: £499)

for entries submitted after Thursday 28th May and by Thursday 25th June (23:59 BST).

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

Any submissions after the extended deadline (25.06) will incur a one time £45 GBP late fee (per invoice/cart)

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 Director

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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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