

Tips for an award-winning entry

To be eligible for the entering categories, the majority of the campaign must have run between 1 June 2015 and 31 May 2016 and must be multi-market i.e. it must have run on pan-regional media and/or local media in two or more countries which can be differentiated by language, culture and/or consumer behaviour.



STARTING OUT

1. **Choose your category carefully.** Judges will review your entry strictly according to the category criteria.
2. **Make a checklist.** Satisfy the category criteria; check the time eligibility of campaign; keep to the word limit per section; get sign off by the client; include 2 jpeg images; make your payment.
3. **Start now.** Give enough time to your entry. It can be amended or completed anytime up until the deadline.

WHAT ARE THE JUDGES LOOKING FOR?

RELEVANCE TO CATEGORIES

FIT FOR THE BRAND

MULTI-MARKET CAMPAIGN

STRONG RESULTS (WITH CONTEXT)

Judges will spend, on average, 5 hours reading and marking written entries. Give them an engaging entry, tell your story in a succinct and interesting way and they will reward you for it!

WHY ENTER?

- Impress clients and increase your chance to win new business.
- Demonstrate that you are delivering innovative and effective solutions to clients.
- Add your win to your personal and company credentials.
- Motivate your team with industry-wide recognition and celebration of your success.

KEY INFORMATION

- Campaigns must have been implemented between 1 June 2015 and 31 May 2016.
- Two stage submission process.
 1. Written entry along with two images.
 2. Only if shortlisted, a two minute video is requested for final judging.
- You may enter your campaign into more than one category. Choose your categories carefully, judges will assess each campaign strictly against the category criteria.
- Entry price of £339 GBP per campaign submitted in a single category.

WHAT ARE THE JUDGES LOOKING FOR IN EACH CATEGORY?

Check the full category descriptions

Note: you may enter your campaign into more than one category, but we recommend you tailor your written entry to the criteria of each category you enter.



Watch our webinar

NEW CATEGORIES

- NEW Best Multiplatform Campaign**
 The winner of this category must have combined two or more platforms: mobile, OOH, social media, TV, cinema, radio, print or other. The successful multiplatform campaign must show an effective use of the mediums in a creative and engaging way to obtain great results on clear objectives. The platform combinations do not need to be the same per country, but if different, the decisions behind the varying platform choices should be clear
- NEW Best Use of an Influencer**
 This category rewards the brand that has best leveraged an influencer as part or as the whole of a campaign. The influencer may be a blogging or YouTube star, celebrity, leading industry figure or other notable character. The selected influencer may differ per country as relevant, as long as the campaign strategy remains the same or the activation across countries can be understood as the same campaign.
- NEW Innovative Use of a Publishing Platform**
 This category is looking for the most innovative use of a publishing platform, whether traditional or digital. Entrants should demonstrate how the use of any type of international publishing platform – including print media, digital or mobile app for example – has enhanced the impact and performance of the campaign against stated key metrics.
- NEW Best Creative Use of Technology**
 This category is open to agencies, trading desks, media owners, technology companies and brands who can display the effective combination of creativity and technology to improve a campaign. This may, but not exclusively, use programmatic tools or data to deliver an effective international campaign. This could include personalised ads, non-intrusive re-targeting and, innovative creative or strategic initiatives with proven metrics such as increased sales, awareness or market share.
- NEW Best International Growth Strategy**
 The winner in this category will be the campaign which demonstrates the most successful strategy for brand growth, whether that is through the launch or re-launch of a product or service, reaching a new consumer segment, countries or sectors for example. The winning campaign will be able to demonstrate an understanding of the target audience and marketplace.
- NEW B2C Campaign of the Year**
 This category is open to B2C campaigns seeking to influence the opinion or purchasing behaviour of consumers in multiple countries. The winner will demonstrate an intelligent choice and use of media channels to efficiently target the communication, as well as a creative approach or central idea that has grabbed the consumers' attention.
- NEW - TALENT - The Talent Award**
 This category rewards the team, department or organisation which can show an excellent approach to impacting the talent agenda and improving performance. The award is open to brands, agencies, media owners and technology companies that have innovated in recruitment, retention of talent and/or learning and development in order to create successful teams. The winning entrant will be able to prove success against YOY metrics such as increased sales, employee retention rate, company KPIs, award wins, company ranking or brand perception scores.

- **NEW - TALENT - International Sales Team of the Year**

This category rewards the media brand sales team that has had the most success during the eligibility period, with success defined by level of sales, business growth, increase in market share, quality of partnerships or even influence on international media practice. Competing teams should submit an initial written entry detailing what the media brand sales team has delivered to brands and agencies during the qualifying period, using examples of specific campaign(s) or initiative(s) where possible. Those shortlisted will be invited to 'pitch' before the final jury.

OTHER CATEGORIES AND PREVIOUS WINNING CASE STUDIES

- **Best Local Execution of a Global Brand**

This award will recognise the local creative and strategic media strategy that demonstrates a qualified brand impact on the local audience. The winning work should not just be a local interpretation of an international campaign by a global brand but a unique initiative for a local audience. The judges will look for great insight and thinking and the use of appropriate media channels. The winner will be selected on the strength of overall idea, creative impact and achievement of key objectives. In this category, campaigns will be accepted if they have run in only one country.

[#OreoEclipse](#)

- **Best Targeted Campaign**

This category rewards the campaign that demonstrates excellence in targeting and reaching a specific demographic or audience with a message via any media. The winning campaign will be able to demonstrate a clear understanding of the target demographic or niche audience, the best channels to reach them, their motivations and the messages that appeal to them, and will display exemplary execution of a media strategy with real cut-through.

[Star Wars: Rebels Wanted](#)

- **Best Communications Strategy**

This category celebrates the big idea that has enabled a brand strategy to perform across international markets. Our judges will be looking for campaigns that demonstrate clear consumer insight and through the development of a brilliant strategy and precise execution, engage the target audience.

[Cities of the World](#)

- **Best Partnership Award**

This award seeks to recognise the success of a partnership between two parties, including but not exclusively between an agency, media owner, brand or ad technology owner. The partnership should have been integral to the success of the campaign, and judges will particularly reward innovation in the implementation of the partnership. The partnership could be for a sustained partnership long-term, or a one-off. Two parties from the partnership may be nominated for this award, with both parties being rewarded when selected as having the year's winning partnership.

[Bose #listenforyourself](#)

- **Best Use of Content**

This category rewards the curation and distribution of content. The campaign could use original content, existing content or even user-generated content as part of an international execution. The use could be planned as part of a longer-term strategy, or as a fast response prompted by a particular event of action. In particular judges will look for content and distribution that fits with the brand strategy and clearly address the marketing challenge.

[#Championthetmatch](#)

- **Best Engagement Strategy**

Recognising the campaign that can demonstrate the most successful engagement strategy with tangible audience-related results for the client. This category can include a campaign on any media channel that can prove engagement at its heart – the jury will place a greater emphasis on audience-related results for entries and will be looking for proof of engagement through metrics such as 'time spent with brand', 'number of interactions with the brand', 'number of downloads', 'number of comments', and so on.

[Penny the Pirate](#)

- **Best Use of Social Media**

This category rewards innovation in social media that can demonstrate great results. Entries will be judged on the creative use of social platforms and a sound understanding of online consumer behaviour. Judges will be looking for examples of fantastic consumer driven campaigns, community building, targeting, engagement measures as well as the potential viral nature of the campaign on a Global scale.

[Brazuca](#)

- **Best Use of Video**

The best use of video should show creativity not only in the content itself, but also how it has engaged the target audience. Judges will particularly reward those that show innovative use of technology in the activation which could include instream or outstream video solutions. The campaigns may have appeared on social media platforms, the digital platforms of publishers, media brand websites or any other platform. Entries could come from media agencies, media brands or video advertising platform providers.

[Knorr: Flavour of Home](#)

- **The International Effectiveness Award**

This category will reward the campaign that achieved the most against its stated targets. It will focus on effectiveness of a campaign above all other considerations. All entries must include figures showing the campaign's direct impact on clearly defined KPIs e.g. brand perception scores, lead generation, sales, conversion rates etc. that must be declared in the submission. The results section of the entry will account for 40% of the Jury's scores. The International Effectiveness Award is open to all campaigns, whether consumer or corporate, and judges will consider the size and difficulty of the aims of the campaign or the changing nature of the challenge when making their decision.

[Whisper: #touchthepickle](#)

- **B2B Campaign of the Year**

This category is open to B2B campaigns seeking to influence the opinion or purchasing behaviour of businesses or individual business decision makers. The winner will demonstrate an intelligent choice and use of media channels to efficiently target the communication, as well as a creative approach or central idea that has grabbed the attention of the business audience.

[Take IT Easy](#)

- **The Smart Use of Data Award**

The Smart Use of Data Award reflects the achievements of effectively reaching consumers, where the successful campaign has been notably enhanced or even impossible without the learnings gained from econometrics or insights. The insights may be original or existing data or research. The winning entry should demonstrate the smart use of data which has ultimately improved results, as evidenced by metrics such as web conversions, increases in the average order value, a reduction in online CPA or increase in ROI. Pre and post campaign stats will be another useful benchmark for judges

[The Economist – 'Real Time Advertising'](#)

"It's amazing. It's a great night, good to be part of the whole occasion, to win the first award and to have everyone part of the same project and be so excited. It's brilliant."

OMD Worldwide

1ST STAGE: Written submission online

FORMAT OF THE WRITTEN ENTRY

Objective Word limit: 50

- ✓ Overview of the purpose of the campaign. Note this is not scored by the judges but is intended to give them a headline of what the campaign is about.

Insight Word limit: 250

- ✓ Start with a short sentence and set out your insight clearly.
- ✓ Ensure it is a 'true' insight – arising from research or from being close to your market for example. It could recognise an aspect or trend in consumer behaviour that creates opportunity for your brand.
- ✓ Don't assume the judges know the brand (even global brands have different insights according to time and market). A quick definition could be helpful.
- ✓ Highlight a business challenge, not just a branding challenge.

Strategy Word limit: 300

- ✓ Explain how the "big idea" was developed and translated into campaign strategy in response to this insight.
- ✓ Innovative and bold strategies stand out.
- ✓ Use this section for a business or communication strategy, not solely media strategy.

Execution Word limit: 250

- ✓ It is all about the effective delivery in the different markets (e.g. which media channels were chosen and how were relationships with media channels leveraged to ensure effective implementation of the strategy; how content development plans were activated, etc.)

Results Word limit: 200 (350 words for The Effectiveness Award)

- ✓ Putting your results into context is essential (e.g. How do they compare to the industry average, or the national population/demographic? How do they compare to the campaign target?)
- ✓ Results should support your initial challenge and insight. They should also demonstrate that your objectives were reached.

Supporting images

Two images will be required to illustrate the entry. They won't be graded by the judges.

2ND STAGE: Video submission

Only shortlisted entrants need to prepare a video submission.

The shortlist will be announced 26 August 2016.

You will have 4-5 weeks to prepare your video.

Important: make sure you have given a primary and a secondary contact on your written entry. We will be contacting both with details for the video submission once the shortlist is announced.

Example of a high scoring written entry

'Cities of the World' - Winner for Best Communications Strategy in 2015

Agency: Starcom MediaVest Group Brand: Heineken Country: The Netherlands Dates: June - November 2014

OBJECTIVES

Local craft beers are challenging Heineken in many cities around the world. They are seen as brands that are part of local culture.

Heineken wanted to challenge this trend and find a way to regain relevance and consumption in major urban centres across the globe.

✓ The challenge is made clear.

INSIGHT

Great cities are the world's pulse.

Over half the world's population now live in cities and this continues to grow at a rapid pace. Cities therefore represent Heineken's biggest future opportunity.

As the world's most international premium lager, Heineken is available to buy in cities around the world, but with the emergence of craft beers and the trend to "buy local", the competition had never been stiffer. The brand needed a bold, yet focused approach to maintain and grow its position.

✓ Clearly states brand description and positioning.

But how could a brand known as the 'largest international beer brand' prove that instead of being an international outsider to cities, it's actually an all-knowing insider?

We took to the city streets and found our young, urban male audience suffered from the social phenomenon 'FOMO' (Fear of Missing Out). These guys have great affinity with their city and love the thousands of opportunities on offer however find the overload of choice daunting. As a result they often fall into a frustrating routine. Interestingly, this global insight surfaced in unique ways by market – for example in London late night transport troubles were found to restrict experiences, whereas in New York a sense of subconscious routine inhibited new adventures.

✓ Outlines the target audience and depth of insight which covers multiple markets.

This insight would lead us to create a globally relevant campaign to help men harness everything their city had to offer, but allow for fluid local adaption based on bespoke local insights. No local beer could have the power or insight to pull that off...



STRATEGY

We set out to prove Heineken's worth and relevance to young city dwellers by helping them to unlock everything their city had to offer.

✓ Succinctly highlights the strategy.

With the brand's worldly persona, Heineken was in a unique position to demonstrate to young men they could have worldly adventures right in their own backyard (their city or neighbourhood).

With this, the 'Cities of the World' platform strategy was crafted; to inspire and facilitate young men all over the world to unlock the secrets of their city.

This meant delivering the right inspiration, but more importantly the right tools and experiences to enable guys to step out of their comfort zone and find the path less travelled. To embrace new adventure and harness everything their city had to offer.

'Cities of the World' would become the largest global 'local insight driven' platform; underpinned by a single strategy and global assets, while having the ability to be leveraged in distinct ways by different markets.

This local relevance started with Heineken's own product, as we transformed the iconic global bottle into a local one bearing the name of 55 worldly cities.

We then set out on a great challenge –translating the global platform into 111 locally relevant campaigns; as to be a real local insider Heineken would have to unlock each city in its own unique way based on local insights, challenges and surroundings.

✓ Indicates the scale of effort required.

EXECUTION

'Cities of the World' was executed as a single global platform but localised in unique and creative ways.

We first launched globally with a Cities film to inspire adventure. Heineken's 'Cities' bottles then hit shelves - the first time Heineken had changed its iconic label at scale.

Social and mobile functioned as city compasses via an innovative service called @wherenext, which uses live social data to guide people to the hottest pubs, bars or clubs in real-time. This service was supported by social and mobile display; geo-fenced and time-targeted to the most thriving areas over the weekend. We fuelled the algorithm with insider information, mobilizing influencers to post about their adventures.

Markets then found local insights and enriched their campaign with ambient led activations that inspired exploration i.e;

- In London we found young guys struggle to leave their 'boroughs' because of the cost and hassle of late-night transport. So Heineken branded-cabs literally drove people out of their 'zone', ordered via social media.
- In New York guys needed to be confronted to break routine, so ringing payphones and mobile phones left in Uber cars challenged those brave enough to pick-up to drop everything and try something new.
- In Singapore young men are inspired by cities, but don't necessarily have the opportunity to experience them. So we brought cities to them via the 'Heineken Cities Festival'.

✓ Neatly shows how different activations were needed for different markets; how a global brand is given relevance locally.

A further 108 markets hosted competitions, organised events, hijacked social media, created content and designed innovative POS. Everything linked to the 'Cities' bottles and delivered local insider knowledge and experiences.

RESULTS

The Heineken 'Cities of the World' campaign delivered unprecedented business success and unlocked great cities across the globe.

Heineken ended 2014 with a volume growth of 5% across its top 20 markets. This was directly attributed to the Cities campaign with over 1 Billion special edition bottles sold worldwide, accounting for 1/3 of Heineken's total 2014 volume uplift.

Heineken reinvigorated their relationship with urban men; in 17 of their top 25 markets they maintained or increased Brand Closeness*.

In specific markets with granular campaign research we saw phenomenal growth by 20%-33% in Heineken being the 'regular beer drunk' (Brazil, US, Spain – MetrixLab). And in the UK for the first time, Heineken beat out Peroni and Stella on all measured Brand Equity metrics (see supporting visual). @wherenext launched in 32 markets and proved an invaluable service for city explorers. In the 4 top markets, relevancy and immediate value drove action with CTR +2% delivering +123,000 occasions where people enhanced their night through social data. In addition 'Cities of the World' films across the global TVC and local films received +60million online views.

*Brand Closeness is defined by two questions; 'Heineken is a great brand for me' AND 'A brand that shares my interest'.

✓ Impressive results. They also link back to objectives of target audience and the challenge to become the "all-knowing insider" for cities.



watch the campaign video



AWARDS 2016

8 September 2016 | Grosvenor House, London

FINAL DEADLINE
EXTENDED TO:

10 June 2016



USEFUL LINKS

VIEW ALL THE 2015 WINNING ENTRIES

with their written submissions and videos.

DOWNLOAD THE ENTRY TEMPLATE HERE

We recommend you to work on this document so you can easily check the word counts and save your written submission on your desktop.

YOU CAN HAVE A LOOK AT OUR FAQs HERE

For Judges nominations please contact liza.koromila@csquared.cc

Good luck!



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For Awards enquiries please contact fanny.nicot@csquared.cc

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