



This document will give you more information on each category and what the judges will specifically be looking for, advice on how to win a Best Award as well as tips and do's and don't's when writing your entry and submitting supporting material.

Please make sure you read the entire document.

THE CATEGORIES

THE AWARDS – BEST CAMPAIGN

Awarded to the best communication campaign idea. These awards recognise one agency, which, through qualified client testimonial, demonstrates that it has generated a massively impactful and intuitive concept that has been rolled out through either one or multiple channels. It is possible that some channel execution will have been via multiple agencies, and their individual contributions must be clearly specified on the entry paper. Joint entries, with the exception of category 2, Best Collaborative Communication Campaign, are not allowed. Judges will be looking for evidence of the best insight and thinking which has evolved an appropriate media mix, demonstrating outstanding creativity, consistency of brand message and achievement of key objectives.

The focus on the individual categories 1-15 celebrates the diversity of disciplines embraced within a broad cross-media landscape. Some entries will reflect that this is the 'home' media of the entering agency, but in all cases, the insights, quality of the idea and client qualification of the results achieved are paramount. All best communication campaign entries must contain measured customer response elements demonstrating behavioural change and must provide client qualified results. Please index results as appropriate where there is particularly sensitive data. Judges will use their discretion according to the market environment specific to each submission. Please also refer to individual category descriptors.

1 BEST INTEGRATED COMMUNICATION CAMPAIGN

This award seeks to reward a killer campaign idea that utilises a variety of at least two marketing disciplines (e.g. direct marketing, advertising, sales promotion). One key agency,

through qualified client testimonial must demonstrate that it has acted as the lead agency in generating a massively impactful and intuitive concept that has been rolled out through various channels. Judges are looking for evidence of media neutral planning, where the best insight and thinking has evolved a media mix demonstrating outstanding creativity, consistency of brand message and achievement of key objectives. Joint entries are not allowed. Please specify any third party contributions on the entry submissions.

2 BEST COLLABORATIVE COMMUNICATION CAMPAIGN

This award seeks to reward a seamless partnership spanning multiple agencies, which has enabled a very impactful concept to be developed and rolled out through an integrated channel mix. At least two marketing disciplines and two marketing agencies will have collaborated and the concept will have been jointly developed. Judges are looking for evidence of media neutral planning, where the best insight and thinking, from more than one agency source, has evolved a media mix demonstrating outstanding creativity, consistency of brand message and significant achievement of key objectives. This is the only Best Award which recognises multiple agencies for a winning campaign. The award should be entered by the lead agency for the overall campaign as defined by the client and will automatically become the principal entry applicant, responsible for all aspects of entry to the Best Awards.

3 BEST COMMUNICATION CAMPAIGN FEATURING EARNED DIGITAL MEDIA

Awarded to the campaign that most successfully utilises earned digital media as the major idea or innovation behind the communication. For example, this could take the form of an interactive mobile technology or an online initiative using social networking where an initial idea/experience/message is actively distributed and/or adapted by a participating key audience to positive brand effect. Judges will be looking for innovative thinking backed up by substantive metrics that prove success of the campaign.

4 BEST COMMUNICATION CAMPAIGN FEATURING OWNED DIGITAL MEDIA

Awarded to the campaign that most successfully utilises owned digital media to promote a brand for a target audience. It could include a website, a blog or an existing database or anything that relates directly to the brand's owned/controlled communications assets. Judges will be looking for strong innovation and high quality execution, back up by powerful results.

5 BEST COMMUNICATION CAMPAIGN FEATURING PAID-FOR DIGITAL MEDIA

Awarded to the campaign that most successfully utilises paid-for digital media as the major idea or innovation behind the communication. For example, it might be an interactive poster or a banner with interactive content. Judges will be looking for creative and innovative use of media and high quality execution, backed up by outstanding results. Clarity of message and strong calls to action will also be considered.

6 BEST COMMUNICATION CAMPAIGN FEATURING DIRECT MARKETING

Awarded to the campaign that best utilises direct marketing as the major communication strategy. Demonstration of successful targeting to achieve set objectives is key.

7 BEST COMMUNICATION CAMPAIGN FEATURING SALES PROMOTION

Awarded to the campaign that best utilises sales promotion as the major communication strategy. Qualified evidence from the client must be supplied to enable performance evaluation. The judges will also be looking for innovative thinking and high quality execution.

8 BEST COMMUNICATION CAMPAIGN FEATURING ADVERTISING

Awarded to the campaign that best utilises any paid-for media be it TV, radio or press advertising, as the major communication channel. The judges will be looking for creative use of media and outstanding results. Clarity of message, strong calls to action and high quality execution will also be considered.

9 BEST COMMUNICATION CAMPAIGN FEATURING SPONSORSHIP

Awarded to the campaign that best utilises sponsorship as the major communication strategy. The judges will be looking for the part of the campaign owned by the agency that contributed most to the success of the sponsorship, whether that was the deal-breaking aspect or the creativity. They will consider the quality and value of the partnership brand fit as well as how the partnership has been activated. At the judges' discretion, it is possible this award may split into two variants. For example, it might be considered whether the sponsorship uses and extends an existing client property or is an original property activated for the client.

10 BEST COMMUNICATION CAMPAIGN FEATURING EXPERIENTIAL MARKETING

Awarded to the campaign that best utilises experiential marketing activity as the major communication strategy. Demonstration of brand involvement and strong calls to action will be considered. Qualified evidence from the client must be supplied to enable performance evaluation. At the judges' discretion, it is possible this award may split into two variants. For example, it might be considered whether the experiential activity is an inherent part of the sales activity or is seen as brand awareness.

11 BEST COMMUNICATION CAMPAIGN FEATURING PR

Awarded to the best campaign where PR has driven an innovative idea at the heart of the communication focus and strategy. Demonstration of brand involvement and strong calls to action will be considered alongside qualified evidence from the client. Judges will also consider whether an existing client idea/asset has been amplified through PR activity or the idea has

been self-generated by the PR agency. PR specific results should be split out from larger integrated campaigns.

12 BEST COMMUNICATION CAMPAIGN FEATURING SHOPPER MARKETING

Awarded to the campaign which most innovatively targets the 'gatekeeper to purchase' in order to drive sales. Evidence of shopper insights combined with a demonstration of a thorough knowledge of the relevant trading environment(s) should be backed up with compelling results. Qualified client results from the campaign should focus on the sales transaction.

13 BEST COMMUNICATION CAMPAIGN FEATURING CRM

Awarded to the best customer relationship marketing campaign which is at the heart of a longer term, consistent, customer interaction strategy. The processes, software support and on/off-line channels should evidence a consistent client interface and brand experience. Demonstration of customer development and engagement, with deepening brand involvement, must be supported by qualified results from the client.

14 BEST SMALL BUDGET COMMUNICATION CAMPAIGN

Awarded to the best campaign that has generated a huge result from a relatively modest investment. The judges will also be looking for innovative thinking and high quality execution. Proportional budgets relative to each kind of channel activity spend will be considered and also the market relative to each entry. As a guideline, budgets of around £50,000 are suggested for entry. NB. isolated small-run activities trading off an established big brand with high levels of marketing spend elsewhere are not appropriate for this category.

15 BEST INTERNATIONAL COMMUNICATION CAMPAIGN



Awarded to the best campaign in any marketing discipline that has demonstrated a significant qualified brand impact on an overseas audience. This is aimed exclusively at UK owned agencies that have developed successful overseas activities. Campaigns could include international adaptations of UK campaigns or unique initiatives for a local overseas audience. The judges will be looking for great insight and thinking that has evolved an appropriate media channel response. Demonstration of high quality execution, outstanding creativity, clarity of brand message and achievement of key objectives will also be considered. UK translations of any pertinent radio scripts or key messages etc. should be included as extra material if appropriate, to facilitate judging.

THE AWARDS – BEST CREATIVE

16 BEST WRITING

Awarded to excellence in writing. This award will, at the discretion of the judges, be split into different specialist writing categories according to the variety of media and quality of entries submitted; for instance writing for direct marketing, advertising, sales promotion or digital/interactive activities. These awards will honour only the very best writing that conveys the communication message(s) in an impactful, relevant and innovative way. The judges may also choose to make a distinction between a cutting-edge headline or series of headlines and the art of long copy which is equally compelling in delivering communication results.

17 BEST ART DIRECTION

Gutenberg  works

Awarded to excellence in art direction. This award will, at the discretion of the judges, be split into different specialist art direction categories according to the variety of media and quality of entries submitted; for instance art direction for digital/interactive, direct marketing or advertising. These awards will honour only the very best art direction that conveys the communication message(s) in an impactful, relevant and innovative way.

18 BEST CREATIVE ADVERTISING COMMUNICATIONS

Awarded to the best creative concept in any consumer or trade advertising campaign be it in print, press or TV.

19 BEST CREATIVE DIGITAL COMMUNICATIONS

Awarded to the best creative concept in any consumer or trade campaign in digital/interactive communications. At the judges' discretion, this category may be split into 2 or more media/channel/technology specific Best Awards from this category entrants only.

20 BEST CREATIVE SALES PROMOTION COMMUNICATIONS

Awarded to the best creative concept in any consumer or trade campaign using sales promotion.

21 BEST CREATIVE POS OR IN-STORE THEATRE

Awarded to the best creative concept in any consumer or trade campaign using POS to create brand theatre in a retail environment.

22 BEST CREATIVE AMBIENT MEDIA

Awarded to the best creative concept used for ambient or guerilla marketing.

23 BEST CREATIVE DIRECT COMMUNICATIONS

Awarded to the best creative concept in any consumer or trade campaign using direct marketing

BEST TYPOGRAPHY, PHOTOGRAPHY AND ILLUSTRATION



Creative judges will also have discretion to recognise beautifully crafted work via three further awards chosen from all entries in categories 16-23: Best Typography, Best Photography and Best Illustration. These Best Awards may be awarded to winning campaigns that demonstrate excellence in any specific craft skills where the use of typography, photography or illustration forms a central contribution and enhancement to the communication message.

THE AWARDS – CRÈME OF THE BEST

24 THE BEST CONSUMER CAMPAIGN

theguardian

Awarded to the consumer campaign which, in the opinion of Guardian readers, has innovated in its market and truly engaged the British population with the brand. Agencies should write for a broad public audience and demonstrate clear results. Final votes will be submitted by readers via online polling. You will be required to supply an edited documentary video 120 secs max.

25 THE BEST BUSINESS TO BUSINESS CAMPAIGN

theguardian

Awarded to the business-to-business campaign which, in the opinion of Guardian readers, has innovated in its market. The brand will have developed business customers and British engagement through trade channels. Agencies should write for a broad public audience and demonstrate clear results. Final votes will be submitted by readers via online polling. You will be required to supply an edited documentary video 120 secs max.

Every Best winner across all award categories will feature in a special exhibition held at the Guardian offices in March 2011. This will tour internationally with the Marketing Agencies Association and UK Trade & Investment.

26 BEST DEVELOPMENT OF AGENCY TALENT



This award is for an agency to demonstrate innovation and success in terms of developing its people. It could be a single event, a series of activities or an overall talent development strategy.

27 BEST STRATEGIC THINKING FOR A COMMUNICATION CAMPAIGN

Awarded by a dedicated account planning team, this award will reflect where the key insights for the campaign activity have been highlighted through excellence in planning. Essentially this is defining the strategic insight that helped unlock the platform for the creative work. It could be from a planner or indeed any other member of the strategy team. An insight is generally when different pieces of information are combined to create an original perspective. This is often based on a deep understanding of a target consumer's attitudes and beliefs, which connect at an emotional level with the consumer, provoking a clear response which has the power to change their behaviour. It is the 'aha' moment in the strategy/brief/research process; ultimately that moment which gives the team a new angle. On the brief it could come from anywhere; an insightful description of the business problem, or the target audience, or an original proposition. Judges will be looking for the story of how this insight was discovered, how it unlocked the brief and inspired the creative work. Key performance indicators and results should demonstrate effectiveness.

28 BEST AND MOST EFFECTIVE LONG TERM MARKETING COMMUNICATION CAMPAIGN

Awarded to the best long term campaign, which through qualified evidence from the client has demonstrated a long term impact on the strategic development and growth of a brand. This should be measured against a long term set of objectives. A separate additional written paper is required to demonstrate:

1. Creation of a strategy which is clearly developed from an understanding of the client's product and sector.
2. Demonstration of strategic evolution to build momentum of the brand in its market place.
3. Creation of a series of three or more campaigns which are complimentary to a brand's strategy that have taken place between 1/1/2007 and 30/6/2010.
4. Developing campaigns which show consistent success in terms of quantifiable objectives versus objectives set.
5. Demonstration of consistent innovation: technically, creatively or strategically.
6. Demonstration that an agency has had a consistent impact upon a brand's strategy and development.

BEST OF THE BEST

Client judges may also choose one of the most outstanding pieces of work as the overall Best of The Best. Any work in categories 1-15 and 27 which is genuinely innovative or demonstrates original thinking, while being supported by high quality execution and results, will be considered.

BEST CLIENT, BREAKTHROUGH AGENCY AND AGENCY OF THE YEAR

Created to celebrate some of the greatest contributions to marketing in the last year. Final judging decisions are made by a dedicated MAA Best Awards panel. Submissions should be written to accommodate both public viewing and the private client judging panel (ie. sensitive data can be indexed as appropriate).

29 BEST CLIENT OF THE YEAR

The client award is intended to reward an individual Marketing Director who has made a major contribution to their brand portfolio in the last year and is a leading exemplar to the marketing community.

30 BEST BREAKTHROUGH AGENCY (UNDER 36 MONTHS OLD)

Best Breakthrough entrants will be new start-ups less than 36 months old and not newly merged organisations with prior trading history. Judges will be looking for future thinking and innovation in the way a new agency is modeled and evidenced through early significant client wins relative to staff numbers and qualified testimonials.

31 BEST AGENCY OF THE YEAR

Judges are looking for the top consultancy that represents the best industry exemplar to both clients and other agencies, reflecting MAA's position of championing future thinking integrated agencies. Agency submission papers should include commitment to professional development, particularly including wider areas such as employee cultivation and environmental/social responsibility. Also included should be league table recognition, evidence of significant client wins, internal growth/reconfiguring investment and performance information, expertise in multi-discipline experience evidenced by award wins (in various national schemes of status).

HOW TO WIN

BEST COMMUNICATION CAMPAIGN entry papers

Judges will be looking for the best work according to the category descriptor.

The entry form is the same for categories 1-15 but you should reflect the category for which you are entering when placing emphasis within the paper.

For each award, the paper requires you to provide a key statement detailing the insights and key concept(s) followed by strategy and objectives, details of implementation and execution (also by any third parties) and of course, detailed, qualified results that relate back to the client's objectives. Weighting given to judging scores will reflect the descriptor for that award. For example, for "BEST COMMUNICATION CAMPAIGN FEATURING DIRECT MARKETING", more emphasis should be given to appropriate targeting and the intelligent use of customer database information than on other media elements, so an excellent campaign but with weak direct marketing elements would not reach the shortlist for this award.

To encourage better written papers overall, we would like to see evidence of strategic thinking included wherever possible. Please read the guidance note at the front of the entry paper and see 'Best Strategic Thinking' entry papers below.

BEST CREATIVE entry papers

Judges will be looking for the best creative work according to the category descriptor. The entry form is the same for categories 16-23. Please note that although the paper for these creative awards does not specifically require detailed results information, the qualifying statement of 'why the work should win' should reference performance data. Beautiful creative work that never ran or only ran as a limited one-off will not be commercially competitive within The Best Awards.

BEST CONSUMER/BUSINESS TO BUSINESS CAMPAIGN entry papers

Judges will be a broad public audience from The Guardian's readership. They will be guided to look for innovation, brand engagement and results. Please adhere to the strict word count (1000 words) and note that awards will be made on the strength of public opinion.

BEST DEVELOPMENT OF AGENCY TALENT entry papers

Judges will be looking for innovations which have led to professional development in terms of developing its people. Results should be measured against a clear set of objectives for the agency. The entry form is open format and should seek to cover elements such as:

1. A professional development vision statement and how it is communicated.
2. How the above statement or vision is planned for within the agency ie. professional development goals.
3. Statement of average expenditure by the agency on people development.
4. Description of initiative or special activities which support the vision and goals.

5. Auditing/monitoring/management processes established for measuring professional development.

BEST STRATEGIC THINKING entry papers

Judges will be looking for significant planning evidence in category 27. Please read the category description and do not confuse client objectives or insights owned by others with those submitted for consideration under this award. Detailed results information must be provided to demonstrate effectiveness.

CRÈME OF THE BEST entry papers

Categories 28-31 are all open submission papers using a general form; please refer to the descriptions under each award descriptor.

VISUALS

Each entry MUST be supported by appropriate [2D] campaign visual references affixed to ONE LANDSCAPE sheet of A1 [840 x 594mm] 250gsm card. Do not supply portrait visuals.

Award 28 only – THE BEST AND MOST EFFECTIVE LONG TERM MARKETING COMMUNICATION CAMPAIGN can submit up to three A1 boards. For all Awards in any category: In addition to A1 mounted card visuals, you may submit additional supporting visuals provided that these are contained within an A4 size clear plastic wallet. We reserve the right not to show this information at the judging if it appears to be superfluous material. Please respect judges time in only submitting material which is directly relevant to the award entry.

DVDs/CDs should be submitted additionally in the case of TV or radio campaigns or scripts for international translations. For the electronic categories, please additionally supply self-executing CDRoms or DVDs to demonstrate interactive elements. For websites, please provide a pre-routed sample navigation through the site or alternatively, if current, please type the live website address alongside the campaign name on the entry form.

Documentary videos must be supplied for the Guardian MAA entries: Best consumer campaign and Best business to business campaign. These must be edited to 120 seconds, absolute maximum, and in good quality DVD format only. You may additionally supply documentary videos for any other category (120 seconds max): These may be shown at the judging and if you are successful, will form part of the winners show at the presentation dinner. ***Please contact our MAA content partner USP Content on 020 7927 6600 if you would like support in producing an entry video.***

Please use a PLAIN sticker on the reverse side of all visual references to indicate the award entry title and campaign title.

Each agency which reaches the shortlist will be required to submit a single electronic image for every shortlisted entry for use in Best Awards publicity materials. This will include an exhibition of Best winners held at the Guardian offices in March, which will tour internationally with the

MAA and UK Trade & Investment. Please have high quality jpegs ready for email and do not send us links to your server/stash file. These will be collected in January 2011. In addition, a separate duplicate A1 board of visual references may be requested for gallery presentation. Shortlisted entrants may also be invited to supply additional support information as required.

DO's and DON'T's

DO – edit your entries and respect the fact that judges will be very senior client marketers and creatives, so write in a clean style highlighting tangible results. Crammed papers written by agency juniors are unlikely to be successful. First impressions count and judges will not be able to spend more time on poorly written papers where the information is not clear. Bullet points are fine too.

DO – make sure you demonstrate qualified results against set criteria where requested, with comparative statistical supporting data, showing for example, sales uplift. Qualitative information should be provided as appropriate. Judges will consider brand performance and consider peculiarities of specific markets as part of the overall judging criteria but try to facilitate judging by clearly identifying the key elements which are most impressive. If there are other influential factors which have had a significant impact then these should be isolated and identified.

DON'T - send foam-filled, portrait or oversize visuals as they will usually be disqualified without recompense. Do not affix entry forms to the visuals nor any three-dimensional materials. Please strictly adhere to all the visual requirements as previously provided. Do not send in written papers without a visual A1 board, expecting a URL or DVD to suffice - we need a visual for every single entry, both for judging and awards communications on the night, even for entries such as agency of the year and professional development. The A1 board is a sales pitch on why the work should win - judges remember good clear visuals from among several entries alongside a well written paper.

DON'T – try to pass off other agency work as yours. Your client must sign off the entry papers submissions and the signatures must be original. We will check the entries.

DON'T – send in work that breaches the codes of advertising practice or laws. Every shortlisted entry is screened by the ASA and Macfarlanes solicitors who read the entry papers and view the visual materials. Each year we normally disqualify 2-4 entries which would have otherwise been shortlisted usually because of code breaches. The Best Awards always have to comply. There are no exceptions, however the creative 'cut-through' was achieved.