



This file is in two parts: **ENTRY FORM** and **Summary of agency details for this entry.**

Create a separate entry form (plus a summary of agency details) for each award entered. Entries must be computer/typewritten only and printed. Do not brand this form or photocopy onto letterheading. (Refer to 'How To Win' on the poster/website regarding other submission materials).

Please note that creative judges will also nominate, from entries submitted in categories 16-23, any work which also demonstrates excellent crafting in terms of typography, photography and illustration, to be considered for further awards.

**Categories 16 and 17 are general writing and art direction categories**, which will be split, at the discretion of the judges, into separate specialist sub-categories, according to the variety of media and quality of entries submitted. We would particularly like to encourage writers to enter as writing is often under-represented in awards.



## **Entry Form for 16-23 Creative Categories**

Please read the Call For Entries poster and website before submitting entries.

**1. Campaign Title :**

**Award Title:**

**2. Short statement *declaring why the Agency believes that their piece of work is 'the Best' and why it should win this category.* (Any amazing results could be referenced here too.)**

**3. Background and Objectives:**

**4. Creative Concept and rationale:**

## Summary of agency details for this entry

(Please complete all items. The agency name, client and campaign title may appear on any publicity, in the format you provide below)

1.	Agency name:	
2.	Campaign title:	
3.	Campaign start & finish date:	
4.	Name of category entered:	
5.	Full agency address:	
6.	POSTCODE:	
7.	Telephone number (main no.):	
8.	Primary contact name for queries we may have about this entry:	
9.	Telephone number (extn 2):	
10.	Mobile (optional):	
11.	Email contact address:	
12.	Other key account handling team names involved in this project (Please list names as appropriate):	
13.	Other key creative & production team names involved in this project (Please list names as appropriate):	
14.	How did you find out about these awards? (Please be as specific as possible: Marketing Week advertising, previous entrant, MAA email flyer, MAA website banner?)	
<b>Please provide the contact details of your client, who can also verify queries if required:</b>		
15.	Name and job title of client:	
16.	Client organisation name:	
17.	Client telephone number:	
18.	Client address (comma separated):	
<b>Declaration which must be signed <u>by the client</u> and countersigned by the agency below:</b>		
<p>'I have read/understood and agree to abide by the rules of the MAA Best Awards 2011. I have read the entry submission details for this entry and confirm that the entrant agency has supplied factually correct information'</p>		
19.	<b>Authorised Client signature</b> (must be original NOT photocopied. Print name alongside signature and date of signing).	
20.	<b>Authorised Agency signature</b> (must be original NOT photocopied. Print name alongside signature and date of signing).	