



**Entry form for 24–25:
Best Consumer & Best Business Communication**

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

Final votes in both categories will be submitted by readers in a public online poll. You must supply an edited documentary video (120 seconds maximum) for the Guardian website as well as an A1 landscape board for preliminary MAA judging/gallery display (see How to Win: 'Visuals' within Call for Entries).

Best Consumer Communication Campaign Awarded to the consumer campaign which, in the opinion of Guardian readers, has innovated in its market and the way the British population have engaged with the brand. Agencies should write for a broad public audience and demonstrate clear results.

Best Business to Business Communication Campaign 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.



Entry Form 24-25

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

Campaign Title

Award Title

Using no more than 1,000 words maximum, write your entry seeking to include such elements as:

1. Key statement - state the insight and key concept that you generated for the client.
2. State the proposed strategy and its relevance to the client objectives.
3. State how it was implemented (What was the specific channel thinking coming from the strategy? Identify non entrant agency media execution where appropriate).
4. Describe the campaign proposition and execution (How was everything summarised for the creative proposition?)
5. Provide campaign results (actual or indexed; if a campaign is still current, please supply results to date and see Rule No. 4 under Rules of Entry)
6. Innovation - what do you think was the really clever bit in the whole campaign. (For category 24 - How did you innovate in the client's market and the way the British population engaged with the brand? For category 25 - How did you innovate in the client's market. How did the brand develop business customers and British engagement through trade channels?)

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?)	
Please provide the contact details of your client, who can also verify queries if required:		
15.	Name and job title of client:	
16.	Client organisation name:	
17.	Client telephone number:	
18.	Client address (comma separated):	
Declaration which must be signed <u>by the client</u> and countersigned by the agency below:		
<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.	Authorised Client signature (must be original NOT photocopied. Print name alongside signature and date of signing).	
20.	Authorised Agency signature (must be original NOT photocopied. Print name alongside signature and date of signing).	