



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 typewritten only and printed, using a maximum of two separate sides of A4 paper only. Do not brand this form or photocopy onto letterheading. (Refer to 'How To Win' on the poster/website regarding visual submission requirements and read the Do's and Don'ts section; write entries according to the category descriptors.).

The key consideration is that the judges can clearly consider the entrant agency's work through time and their consistent impact on a brand. (Please note that joint entries are not allowed. For integrated work, some channel execution will have been via multiple agencies and their individual contributions must be very clearly stated on the entry submissions).

Complete the key statement on the next page, then using the rest of that page and no more than one page of continuation, write your entry paper to demonstrate the following:

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 3 or more campaigns which are complementary to a brands 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.



Entry Form 28 Best and Most Effective Long Term Campaign

Please read the Call For Entries poster and website before submitting entries and refer to points 1-7 for this category on the preceding page.

1. Campaign Title:

Award Title:

Key statement 150 words max *detailing why the agency believes that their work is the Best and should win this category.*

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).	