



MARKETING MAGAZINE'S MARKETING EXCELLENCE AWARDS 2017

10 November 2017 | Shangri-la Hotel Singapore

ENTRY GUIDELINES



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ABOUT THE AWARDS

The Marketing Excellence Awards is Singapore's main event recognising excellence across the marketing communications services industry. In 2017, there are thirty-three categories open for entry covering the diverse marketing disciplines and the most successful winner across all categories will be awarded the esteemed title of 'Marketer of the Year.'

Eligible work must have been carried out in Singapore for the Singapore market, or for a regional and/or global market that includes Singapore. This allows the awards to celebrate the best marketing departments, their partners, and their agencies that Singapore has to offer.

An expert panel of industry leaders and senior marketers will judge the finalists and winners of the Marketing Excellence Awards 2017. The winners of the Marketing Excellence Awards 2017 represent the very best in the industry and will feature in a print edition of *Marketing* magazine.

AWARD CATEGORIES

1. Excellence in Advertising
2. Excellence in B2B Marketing
3. Excellence in Brand Awareness
4. Excellence in Brand Strategy
5. Excellence in Consumer Insights/Market Research
6. Excellence in Content Marketing/
Native Advertising/Branded Content
7. Excellence in Corporate Social Responsibility
8. Excellence in Customer Engagement
9. Excellence in Data-Driven Marketing
10. Excellence in Digital Marketing
11. Excellence in Direct Marketing
12. Excellence in Event Marketing
13. Excellence in Experiential Marketing
14. Excellence in Government Sector Marketing
15. Excellence in Integrated Marketing (B2B)
16. Excellence in Integrated Marketing (Consumer)
17. Excellence in Launch Marketing
18. Excellence in Loyalty Marketing
19. Excellence in Marketing Communication/
Public Relations
20. Excellence in Marketing Innovation
21. Excellence in Marketing to a Female Audience
22. Excellence in Marketing to a Male Audience
23. Excellence in Media Strategy
24. Excellence in Mobile Marketing
25. Excellence in Out-Of-Home Advertising
26. Excellence in Performance Marketing
27. Excellence in Print Advertising
28. Excellence in Search Marketing
29. Excellence in Shopper Marketing
30. Excellence in Social Media Marketing
31. Excellence in Sponsorship Activation
32. Excellence in TV/Video Advertising
33. Excellence in Viral Marketing
34. Marketer of the Year



SUBMISSION OVERVIEW

This document is designed to assist you with entry submission.

Please read the following instructions and specific category requirement to ensure your entries are submitted successfully.

All entries, supporting documents, and required items can be submitted online beginning **13 July 2017**.

ELIGIBILITY

All work, campaigns or initiatives must be launched or active between the eligibility period of **1 September 2016 to 31 August 2017**.

All categories are open to any organisations based in Singapore only.

All work, campaigns or initiatives must have been conceptualised and carried out in Singapore for the Singapore market, or for a regional and/or global market that includes Singapore.

Organisations may submit the same entry in multiple categories. There is no limit to the number of entries an organization may submit.

KEY DATES

Submission deadline:	15 August 2017 (2359)	(Friday)
Awards night:	10 November 2017	(Friday)





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ENTRY SUBMISSION

During the online submission process, you will be prompted for the information below. You may wish to prepare them in advance.

Any or all information (unless specified as confidential and for use only by the awards jury) may be used during and after the Marketing Excellence Awards gala dinner and on all related materials including trophies, signage, certificates and *Marketing Magazine's* print and online editions.

START REGISTRATION

- Email address (you'll have to key in your email address before you can proceed with the online submission process)

CONTACT PERSON

- Full Name
- Company Name
- Job Title
- Mailing Address
- Email
- Telephone Number
- Mobile Number

ENTRY DETAILS

- A high resolution logo of the brand
 - The brand's marketing head's: 1. Full Name 2. Job Title 3. Email 4. Photo
 - Name of Campaign/Initiative/Programme
 - Brand (if different from Client)
 - Team Credits (Client)
 - Client Organisation
 - Agency (if applicable)
 - Team Credits (Agency)
- (Separate team members with a ';' e.g. <full name>, <job title>, <organization>; <full name>, <job title>, <organization>;... etc.)

CORE SUBMISSION DOCUMENT

The Entry Submission Document should contain the following:

1. Problem (Max 300 words)
2. Solution (Max 300 words)
3. Delivery (Max 300 words)
4. Performance (Max 300 words)
5. Appendix

For items 1-4, please refer to the judging criteria below. If you are submitting more than one entry, tailor each entry to its respective category guidelines.

Appendix: Supporting documentation (campaign images, screenshots, graphs, charts, illustrations, videos, YouTube URLs, etc.). Please note that supporting documents are not mandatory. Only a maximum of **10 supporting files** will be allowed.

Any specific information or content intended for judging purposes only must be clearly indicated in **red** text, or **highlight in red**. Any text in **red** or **highlighted in red** will not be used for publication, and will not be disseminated beyond the judging panel in any way.

Important: Filename should not include any special characters like &, _, (, @, #, \$% etc. Please make your filename short and simple.

REQUIRED FORMATS

- Entry Submission Document: .pdf
- Supporting documents: .pdf, .xls, .ppt, .doc
- Images: .jpg, .png
- Maximum file size (all documents): 10MB
- Minimum resolution for Images: 300dpi
- Videos:

You may upload them into any video-sharing websites e.g. YouTube. Set the privacy setting to 'Unlisted' so that the video is accessible to only those with the link. Include the direct link in your Entry Submission Document. If you password-protect it, do include the access password in your document.

FEES

S\$329.00 per entry

Payment mode: Credit Cards Accepted: Visa, MasterCard, Amex ONLY
All entries are non-refundable.

For further enquiries, please contact

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JUDGING CRITERIA

PROBLEM (20%) (MAX 300 WORDS)

The judges will be looking for :

- the market situation that you found your brand in
- a clear description of the business/brand/consumer challenge that integrated marketing was being asked to address
- any key statistics which help illustrate the scale of this challenge in more detail

Recommended information submitted:

- start date
- end date
- key objectives
- target audience
- key competitors
- budget

SOLUTION (30%) (MAX 300 WORDS)

The judges will be looking for :

- a clear rationale of why integrated marketing was chosen to help address the marketing problem
- the core insight on which you focused your thinking
- an outline of your marketing tools and media channel strategy
- how these were developed to be both distinctive and impactful

Recommended information to submit:

- media channels used
- core strategic thought
- creative expression
- creative/media rationale

DELIVERY (30%) (MAX 300 WORDS)

The judges will be looking for :

- an overview of how your marketing tools and media channel strategy was implemented
- the different tactics/elements used within the programme
- the roles of these different tactics/elements

PERFORMANCE (20%) (MAX 300 WORDS)

The judges will be looking for :

- clear evidence/metrics demonstrating the performance of the integrated marketing programme
- how this addressed the marketing problem you faced
- a clear rationale as to why you believe this qualifies for a Marketing Excellence Award

Total: 100 %



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CATEGORIES

1. EXCELLENCE IN ADVERTISING

Recognises the best advertising campaign or individual spot which engages the target audience through strong creative thinking and media use to achieve a specific marketing outcome or result.

2. EXCELLENCE IN B2B MARKETING

Recognises the increasingly creative methods used to reach B2B audiences. This category encompasses all advertising, branding, marketing and communications work for B2B brands and can include one-offs or on-going campaigns.

3. EXCELLENCE IN BRAND AWARENESS

Recognises the best marketing campaign or initiative that successfully increased recollection for a firm's products or services amongst target customers. The initiatives can include both above the line and below the line activities.

4. EXCELLENCE IN BRAND STRATEGY

Recognises the best brand strategy as reflected in a campaign or any marketing initiative. Entrants are reminded to expand on how the brand strategy took shape, and the results it saw.

5. EXCELLENCE IN CONSUMER INSIGHTS/MARKET RESEARCH

Recognises the organisation that most effectively used research or database development to gain insights that were pivotal in the success of a campaign, initiative or communication.

6. EXCELLENCE IN CONTENT MARKETING/NATIVE ADVERTISING /BRANDED CONTENT

Recognises an organisation that works with any content producer or independently to create content or native advertising and markets it in way that leads to significant growth in brand awareness as well as commercial success.

7. EXCELLENCE IN CORPORATE SOCIAL RESPONSIBILITY

Recognises the best marketing campaign, initiative or programme by an organisation for a charity or cause the organisation had a partnership or association with. The organisation should be able to prove the initiative benefited both parties and had positive effects and outcomes for society or the cause.

8. EXCELLENCE IN CUSTOMER ENGAGEMENT

Recognises a campaign, initiative or programme that successfully encouraged customers to emotionally connect with the brand. Judges will be looking for initiatives that go beyond advertisements to encourage consumers to actively participate in the brand's initiatives.

9. EXCELLENCE IN DATA-DRIVEN MARKETING

Recognises the best marketing campaign, initiative or programme that adopts innovative and effective business intelligence, data planning, measurement and analytics tools to improve targeting while driving the organisation's core business objectives.

10. EXCELLENCE IN DIGITAL MARKETING

Recognises the best marketing campaign, initiative or programme that uses digital channels such as web, mobile, email etc. to deliver an engaging consumer experience while driving core business objectives.

11. EXCELLENCE IN DIRECT MARKETING

Recognises the best marketing campaign, initiative or programme that uses direct marketing to connect with consumers and build strong one-to-one relationships while achieving core business objectives.

12. EXCELLENCE IN EVENT MARKETING

Recognises organisations that have successfully used events as a key tool to increase brand awareness and customer engagement. Entries can be for small-scale events or large-scale events targeting the general public.



CATEGORIES

13. EXCELLENCE IN EXPERIENTIAL MARKETING

Recognises the best organisation that has implemented an experiential programme that allows consumers to get involved in, feel, enjoy or share in the brand experience. This should translate into a positive perception of the brand for consumers.

14. EXCELLENCE IN GOVERNMENT SECTOR MARKETING

Recognises the best government sector campaign, initiative or programme that provides utility or information regarding the economy, commerce & industry, employment, the environment, social welfare, education, culture & recreation, infrastructure development or government/community services.

15. EXCELLENCE IN INTEGRATED MARKETING (B2B)

Recognises the best organisation that effectively engages its B2B partners through an integrated marketing strategy, which employs a suite of marketing tools and media channels (at least 3 channels) while driving core business objectives.

16. EXCELLENCE IN INTEGRATED MARKETING (CONSUMER)

Recognises the best organisation that effectively engages its consumer markets through an integrated marketing strategy, which employs a suite of marketing tools and media channels (at least 3 channels) while driving core business objectives.

17. EXCELLENCE IN LAUNCH MARKETING

Recognises an exceptional marketing strategy to support the launch or relaunch of a product or brand. Entries in this category should be able to demonstrate the impact this launch strategy created on the product, brand or organisation's success.

18. EXCELLENCE IN LOYALTY MARKETING

Recognises the best campaign, initiative or programme that demonstrates a cohesive customer loyalty strategy and effective CRM programme to grow and retain existing customers through incentives, whilst enhancing the customer proposition. It should also encourage greater spend, resulting in positive business outcomes.

19. EXCELLENCE IN MARKETING COMMUNICATIONS/PUBLIC RELATIONS

Recognises the organisation that has best enhanced its corporate branding, image or identity with the consumer public, other businesses, or internal stakeholders through effective implementation of strategic communication to deliver core business objectives.

20. EXCELLENCE IN MARKETING INNOVATION

Recognises an organisation that has pushed the boundaries and demonstrated outstanding marketing innovation in a campaign, initiative or programme be it through using unconventional marketing techniques such as guerilla marketing, new technologies such as augmented reality or adapting limited resources to achieve specific marketing objectives.

21. EXCELLENCE IN MARKETING TO A FEMALE AUDIENCE

Recognises the best marketing campaign, initiative or programme aimed at a female audience. Entries need not be targeted exclusively at a female audience, but the majority of the target market should have been female. Entries should show why a female audience was important and how the audience responded well.

22. EXCELLENCE IN MARKETING TO A MALE AUDIENCE

Recognises the best marketing campaign, initiative or programme aimed at a male audience. Entries need not be targeted exclusively at a male audience, but the majority of the target market should have been male. Entries should show why a male audience was particularly important and how the audience responded well.

23. EXCELLENCE IN MEDIA STRATEGY

Recognises the organisation that best utilises media channels as their key strategic tool to execute a powerful marketing campaign while driving core business objectives.

24. EXCELLENCE IN MOBILE MARKETING

Recognises the most effective and innovative use of the mobile platform to achieve a specific marketing outcome, be it branding, a prompted consumer behaviour or simply increased consumption.



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CATEGORIES

25. EXCELLENCE IN OUT-OF-HOME ADVERTISING

Recognises advertising campaigns that utilise the Out-Of-Home (OOH) medium in an innovative, creative way that successfully raises brand awareness. OOH can include media such as billboards, transit media or any other media traditionally classified as OOH.

26. EXCELLENCE IN PERFORMANCE MARKETING

Campaigns entered into this category should be aimed at driving actions and response as opposed to simply raising awareness. Entries should demonstrate evidence of campaigns having been optimised in real time, and remuneration to the relevant vendors and platforms should have been based on results delivered.

27. EXCELLENCE IN PRINT ADVERTISING

Recognises the most creative and effective advertisements placed in the traditional print media. This includes ads placed in newspapers, magazines and other media considered traditional print media.

28. EXCELLENCE IN SEARCH MARKETING

Recognises the most effective digital marketing campaigns that had search marketing at their core. Entries should cover campaigns that were geared for cross-channel search engine optimisation, including both desktop and mobile SEO.

29. EXCELLENCE IN SHOPPER MARKETING

Recognises the organisation that has most effectively run a campaign, initiative or programme designed to reach shoppers via sampling, competitions, in-store or in the retail environment, etc, and eventually translated this into future purchases of the featured product(s).

30. EXCELLENCE IN SOCIAL MEDIA MARKETING

Recognises the best campaign, initiative or programme that optimises social media channels to build strong relationships with customers, recruit new customers or engage existing customers while driving core business objectives. This can be a one-off campaign or a longer term strategy.

31. EXCELLENCE IN SPONSORSHIP ACTIVATION

Recognises the organisation that best develops and activates a brand-relevant sponsorship relationship through strong partnerships with key stakeholders to deliver strong business returns.

32. EXCELLENCE IN TV/VIDEO ADVERTISING

Recognises the most creative, entertaining and effective video advertisements. This category will cover both traditional television advertising as well as advertisements deployed on digital video platforms such as YouTube, Vimeo etc.

33. EXCELLENCE IN VIRAL MARKETING

Recognises the best campaign, initiative or programme that captures its target audience, and subsequently turns into a self-replicating viral process, with its results meeting the organisation's core business objectives.

34. MARKETER OF THE YEAR

Recognises the organisation that performs best at the Marketing Excellence Awards. The highest honour, this award is not open for entry. It is awarded to the organisation with the highest number of winning entries.



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TERMS & CONDITIONS

Entry fee is non-refundable.

All judges of Marketing Excellence Awards 2017 are bound by a non-disclosure agreement covering confidentiality, conflicts of interest and contact with entrants.

The judges' decision is final and there will be no opportunity for appeal, discussion or correspondence.

The entrant agrees that *Marketing* magazine or Lighthouse Independent Media will not accept responsibility for errors or omissions reproduced in the presentation of the Marketing Excellence Awards, or in *Marketing* magazine, or for work lost or damaged under any circumstances.

The entrant agrees the Marketing Excellence Awards team has the right to merge categories or dissolve any categories should it be deemed necessary. Should a category or categories be dissolved, entries in that category/categories will not be refunded.

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