INTRODUCTION

Advertising + Marketing magazine returns with the tenth edition of the MARKies Awards to celebrate the most innovative, creative and effective campaigns or projects spanning Malaysia’s entire marketing services industry.

The MARKies provides agencies in Malaysia with a platform to showcase unique and deserving works of brilliance.

Winning a MARKie(s) serves as both an affirmation of the quality of your work amongst competitors and peers and a validation of the brilliant minds behind amazing campaigns. Any agency can enter the MARKies.

With a refreshed list offering 31 categories across 2 main segments – Creative Ideas and Media Usage – now available for entry, and a redefined scoring criteria, only the most creative or most effective campaigns worth their salt will be recognised for their stellar work.

Entries will be judged by an independent panel of client-side marketers who will be evaluating individual entries by focusing on the campaigns’ creative ideas or the innovative use of media.

The MARKies Awards, Malaysia is held together with Agency of the Year Awards, Malaysia, which recognises Malaysia’s top-performing agencies.

Winners of the MARKies Awards and Agency of the Year Awards 2019 will be announced at the gala dinner on 9 May 2019.
Gold, Silver and Bronze awards will be awarded for each category.

The leading performers across the respective segments will receive the highest honours of Overall Creative Ideas MARKie and Overall Media Usage MARKie.

Creative Ideas
The Creative Ideas segment seeks to recognise and reward the best idea and strategy behind an executed marketing campaign on behalf of a brand, product or service. The effort put into planning and research, determining the approach, and eventually making the idea come to fruition, form the core winning criteria behind these ‘Most Creative’ categories.

Where creative thinking and planning translates into impactful, inventive and unique pitches to address a challenge, the idea should have delivered the brand’s communication objectives, positioning, and message, regardless of the result of the executed campaign. The best performing agency across all categories will receive the Overall Creative Ideas MARKie award.

1. Most Creative – B2B
2. Most Creative – Business Event
3. Most Creative – Consumer Event
4. Most Creative – Content Marketing
5. Most Creative – Digital
6. Most Creative – Experiential (NEW)
7. Most Creative – Integrated Media
8. Most Creative – Launch/ Re-launch
9. Most Creative – Out-of-Home
10. Most Creative – Print
11. Most Creative – Radio
12. Most Creative – Social Media
13. Most Creative – Specific Audience (NEW)
14. Most Creative – TV/ Video Advertising
15. Overall Creative Ideas MARKie (Not for Entry)

Media Usage
The Most Effective Media Usage segment seeks to recognise and reward the best use of media in executing stellar marketing campaigns and generating measurable results towards ROI. The skill of combining intimate media understanding with powerful channel presence, working together to deliver real value and impact, form the core winning criteria behind these ‘Most Effective’ categories.

Where the expert use of marketing mediums return results from executing formidable and memorable campaigns, the most effective entries should have delivered on the brand’s business and marketing objectives, displaying proven return on investment. The best performing agency across all categories will receive the Overall Media Usage MARKie award.

1. Most Effective Use – Apps/ Mobile
2. Most Effective Use – Consumer Insights and Analytics
3. Most Effective Use – Content
4. Most Effective Use – Digital
5. Most Effective Use – Events
6. Most Effective Use – Experiential (NEW)
7. Most Effective Use – Integrated Media
8. Most Effective Use – Launch/ Re-launch (NEW)
9. Most Effective Use – Loyalty & CRM
10. Most Effective Use – Out-of-Home
11. Most Effective Use – Print
12. Most Effective Use – Public/ Media Relations
13. Most Effective Use – Radio
14. Most Effective Use – Search
15. Most Effective Use – Social Media
16. Most Effective Use – Specific Audience (NEW)
17. Most Effective Use – TV/ Video Advertising
18. Overall Media Usage MARKie (Not for Entry)
Please read the following instructions and specific category requirements to ensure your entries are submitted successfully.

The entry deadline is 8 March 2019 (Friday).

All entries, supporting documents, and required items must be submitted online at: www.aotyawards.com/my/markies/entry-submission/

Key Dates

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
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<tr>
<td>Entries Close</td>
<td>8 March 2019 (Friday)</td>
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<tr>
<td>Finalists Announced</td>
<td>12 April 2019 (Friday)</td>
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<tr>
<td>Awards Ceremony</td>
<td>9 May 2019 (Thursday)</td>
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Eligibility

The eligibility period of work submitted is from 1 January 2018 to 31 December 2018. Categories are open to all agencies based in Malaysia.

Entries are open to any active, completed, launched or updated marketing initiatives, campaigns or projects that are conducted within the eligibility period. Work which was entered in the previous MARKies Awards 2018 is not eligible unless the campaign has been adapted or is ongoing from the previous eligibility period.

Work must have been conceptualised, created and delivered from Malaysia for the Malaysia market.

Entrants may submit entries across multiple categories but should outline how each fit the specific category at hand. There is no limit to the number of entries an entrant may submit.

Entries carried out in partnership between organisations are welcomed too. However, the entrant must designate a leading agency for each of the joint campaigns as only ONE agency will be recognised in each winning campaign.

Agencies should seek the permission of the brand before entering.
Judging
The MARKies Awards judging panel is completely independent and comprises of brand-side senior marketers. The awards committee will ensure that judges do not assess and evaluate their own work, or their competitors’ work, and all sensitive information will be kept strictly confidential.

Judges will score entries within each category, whereby a final score sheet will be compiled and a list of finalists announced once scores are tabulated.

View the section on ‘Judging Criteria’ to check out the 4 clear sections that judges will assess for Creative Ideas and Media Usage categories.

The judges’ decisions are final.

Advertising + Marketing magazine or Lighthouse Independent Media Pte Ltd does not partake in any step of the judging. However, the organisers reserve the right to disqualify any incomplete entries or entries deemed to be misleading and/ or modified for awards entry at any stage. Any entries withdrawn or disqualified are still payable and will not be refunded.

Entries must have consent from the client prior to submission. Advertising + Marketing magazine or Lighthouse Independent Media Pte Ltd reserves the right to request for documentation or proof of endorsement at any point to verify the authenticity of campaigns submitted.
ONLINE ENTRY SUBMISSION

To ensure that your entries are submitted successfully and are given the attention they deserve, please read the following instructions and specific category requirements carefully.

During the online submission process, you will be prompted for the information below. You may wish to prepare them in advance. Please ensure you enter all details exactly as they should be depicted on any event collateral leading up to, during, and after the awards night.

All entries, supporting documents, and required items must be submitted online.

Fees
Standard Rate: USD 160 per entry
Entry fees are non-refundable.

Payment Mode
Credit card (Visa, MasterCard, AMEX)
All entries are non-refundable.

For further enquiries, please contact:
Czarina Solomon
Phone: +65 6423 0329/ +65 8112 6351
Email: czarinas@marketing-interactive.com

Vara Bala
Phone: +65 6423 0329/ +65 8767 9662
Email: viknesvarab@marketing-interactive.com

Start Registration
• Category
• Email address (you will have to key in your email address before you can proceed with the online submission process)

Contact Person
• Full Name
• Company Name
• Job Title
• Email
• Telephone Number
• Mobile Number
• Mailing Address

Entry Details
Enter these details exactly as you would like them depicted on any collateral and awards material leading up to, during, and after the awards night. The reflected text should be case-sensitive.

• Name of Agency
• Name of Campaign
• Name of Client
• Name of Brand (if different from Client)
• A hi-res logo of Agency
• A hi-res logo of the Client Organisation
• A hi-res image depicting your campaign/ initiative/ programme to be used on the awards website and screen on the night of the awards
• Team Credits (Agency): Separate team members with a ‘;’ e.g. ‘<full name>, <job title>, <organisation>; < full name>, <job title>, <organisation>;’ etc.
Core Submission
Each entry must be accompanied by a Core Submission Document detailing examples adhering to the judging criteria. Please use the template provided online.

If you are submitting more than one entry, please tailor each entry to its respective category so the judging panel can fairly assess its merits against the specific criteria.

The Core Submission should contain and elaborate on the following:

Creative Ideas
1. Idea (max. 500 words) 45%
2. Strategy (max. 500 words) 30%
3. Execution (max. 500 words) 20%
4. Results (max. 500 words) 5%
5. Appendix (Supporting documentation and illustrations *mandatory*)

Media Usage
1. Idea (max. 500 words) 10%
2. Strategy (max. 500 words) 20%
3. Execution (max. 500 words) 30%
4. Results (max. 500 words) 40%
5. Appendix (Supporting documentation and illustrations *mandatory*)

Confidentiality
Finalists may be covered in Advertising + Marketing magazine, using information from the entries.

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

Entry Submission Formats
Only a maximum of 10 supporting files will be allowed.

Filename should not include any special characters like: &, _, ( ), @, #, $, % etc.

Documents
Core Submission Document: .pdf
Supporting Documents: .pdf, .xls, .ppt, .doc

Images and Logos
File formats: .jpg, .png

Max. file size (for all material) 10MB
Minimum resolution: 300dpi, RGB

Video
Due to system restrictions, please upload any videos to a "public or unlisted" link on YouTube, and insert the link into your Core Submission Document. If you password-protect it, do include the access password in your document.

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Creative Ideas

Idea (45%)
Illustrate the thought process and inspiration behind the idea, and how the idea formed the centre piece of your marketing or advertising campaign/ initiative/ programme. Elaborate on any creative challenges you were faced with, the target audience and key competitors you were up against that made your idea stand out.

Recommended information: Start date; end date; key objectives; target audience; key competitors; budget provided; creative idea

Strategy (30%)
Outline the strategic approach undertaken to bring your idea to life. Demonstrate the imaginative, resourceful, and creative formula you had planned to use to execute the creative idea and campaign.

Recommended information: Core strategic thought; creative expression; creative rationale; intended media channel(s)

Execution (20%)
Describe how your creative idea was implemented, the mediums used, and the roles of the different tactics employed. If applicable, illustrate how you managed to combine various elements of your campaign to achieve a bigger marketing goal or add to a broader campaign timeline.

Recommended information: Executive plan, execution strategy, execution timeline

Results (5%)
Elaborate on the outcome of the campaign and bottom-line impact. Demonstrate clear evidence/ metrics that made your idea stand out and delivered your challenge.

Media Usage

Idea (10%)
Describe the media challenge, context, and thought process behind the idea of your marketing or advertising media campaign. Elaborate on any creative challenges you were faced with, the target audience and key competitors you were up against that eventually helped to form your idea.

Recommended information: Start date; end date; key objectives; target audience; key competitors; budget provided; creative idea

Strategy (20%)
Outline the strategic approach undertaken to choose specific media that would bring your idea to life effectively. Demonstrate the formula and understanding of marketing mediums you used to execute the creative idea and campaign across your intended media channel(s).

Recommended information: Core strategic thought; creative expression; creative rationale; intended media channel(s)

Execution (30%)
Describe how your use of media was executed and how you carried out the execution across your selected media channel(s). If applicable, illustrate how you managed to combine various elements of your campaign to achieve a bigger marketing goal or add to a broader campaign timeline.

Recommended information: Executive plan, execution strategy, execution timeline, channels used

Results (40%)
Elaborate on the outcome of the campaign and bottom-line impact. Demonstrate clear evidence/ metrics that made your idea stand out and delivered your challenge. Show proof of how you worked with your initial budget to deliver a return on investment that delivered the results you had sought to accumulate.
1. **Most Creative – B2B**  
This category recognises the most creative idea in a business-to-business marketing campaign. This includes all campaigns, promotions and initiatives targeted towards a B2B audience.

Judges will be looking at the idea and execution strategy behind the B2B campaign. Entries should show how the campaign was designed to specifically engage the intended B2B audience and how the idea was created to address the client’s ideal goals and objectives.

2. **Most Creative – Business Event**  
This category recognises the most creative and innovatively planned business event. A business event could include B2B events, investor/ stakeholder meetings or showcases, internal/ employee engagement etc.

Judges will be looking at the strategy and creativity behind the business event. Entries should illustrate how the event was designed to captivate its audience and how the idea for the event supported the brand’s profiles, values and marketing objectives.

3. **Most Creative – Consumer Event**  
This category recognises the most creative and innovatively planned consumer event. A consumer event could include B2C events, concerts or festivals, product launches etc.

Judges will be looking at the strategy and creativity behind the event. Entries should illustrate how the event was designed to captivate its audience and how the idea for the event supported the brand’s profiles, values and marketing objectives.

4. **Most Creative – Content Marketing**  
This category recognises the most creative and innovative content and/ or copywriting that was the main feature behind a published campaign. Content marketing could include text, infographics and/ or video etc. and can run across all forms of marketing channels.

Judges will be looking at the creative copy and the content strategy that was designed to stimulate interest and support a strategic marketing approach for a brand, product or service. Entries should reflect how the copy embodied various elements/ mediums of the marketing campaign, and how it was designed to build a rapport with the targeted audience.

5. **Most Creative – Digital**  
This category recognises the most creative and innovative use of digital marketing and digital across platforms. Digital methods could include online, mobile, viral, search, social media, email, or any other mediums that fall within digital marketing.

Judges will be looking at how the idea and content were created for digital marketing and designed to be deployed over various digital channels to deliver an engaging consumer experience or add value to a marketing campaign. Entries can demonstrate the idea as part of a one-off campaign or a broader marketing strategy that focused on and around digital mediums to enhance a campaign.

6. **Most Creative – Experiential (NEW)**  
This category recognises the most creative and innovative experiential marketing idea. This could be a business, trade or consumer event.

Judges will be looking at the creativity and strategy behind the experiential programme or campaign that was designed to stimulate interest and create buzz for a brand, product or service. Entries should illustrate how the idea was designed to allow consumers to get involved in or respond to a specified experience.

7. **Most Creative – Integrated Media**  
This category recognises the creativity and innovation behind creating a unified and seamless integrated and/ or interactive experience to promote a brand, product or service.

Judges will be looking at how the idea was designed to stimulate interest and support a strategic marketing and communications approach across multiple distribution channels (at least 3 channels). Entries should demonstrate how the idea was creatively and tactically purposed for various paid, earned, and/ or owned media.

8. **Most Creative – Launch/ Re-launch**  
This category rewards the most creative and innovative idea behind a launch or re-launch of a brand, event, product or service.

Judges will be looking at the creativity of the idea and the initiative behind the launch/ re-launch strategy. Entries should demonstrate how the idea helped mould the campaign and eventual execution strategy towards the launch/ re-launch activity.
9. Most Creative – Out-of-Home
This category awards the most creative idea behind an out-of-home (OOH) campaign. OOH could include media such as billboards, transit media, public spaces or any other media formats traditionally classified as OOH.

Judges will be looking at how the creative idea was designed to attract attention or interact with consumers to achieve an objective and/or communicate a message. Entries should reflect on the creative and messaging behind OOH’s impact on their campaigns.

10. Most Creative – Print
This category awards the most creative idea behind print marketing and advertising campaigns. Print media includes advertising through magazines, newspapers, posters, and other mass communication formats considered traditional print media.

Judges will be looking at how the idea was creatively invented for print or translated into print. Entries should demonstrate how the selected print mediums were strategically used to activate or enhance the creative idea.

11. Most Creative – Radio
This category recognises the most creative idea behind a radio marketing campaign. It can be part of a one-off campaign or part of a longer term marketing strategy.

Judges will be looking at how the campaign idea was designed to be deployed over radio and how the strategy was developed to contend with competitors. Entries should illustrate how the idea was formed and if it was part of a one-off campaign or a broader marketing strategy that focused on and around radio to engage or enhance a campaign.

12. Most Creative – Social Media
This category recognises the most creative social media idea and strategy in a marketing campaign. It can be part of a one-off campaign or part of a longer term marketing strategy.

Judges will be looking at how the creative idea was designed to be deployed over social media and can be part of a one-off campaign or a broader marketing strategy that focused on and around social media to engage or enhance a campaign.

13. Most Creative – Specific Audience (NEW)
This category recognises the most creative idea behind a marketing campaign targeted towards a specific audience. This is not exclusive to a single audience, but the majority of the target audience should be a specific demographic the campaign set out to approach. Specific audience bases could include gender, age group, interest groups (e.g. wellness, racing, esport) and other profiled audiences.

Judges will be looking at the creativity and originality behind the idea that engaged and attracted a specific audience. Entries should illustrate how the idea stood out amongst competitors and how the idea expected to connect with audiences.

14. Most Creative – TV/ Video Advertising
This category awards the most effective use of compelling TV, video and/or online video advertising campaigns. TV advertising and video advertising include displays along linear, non-linear and companion ad formats.

Judges will be looking at the originality and ingenuity of TV and video ideas and the creative strategy against the dissemination of said commercials and advertising to achieve a marketing outcome or reach for a brand, product or service. Entries should demonstrate how the idea and campaign were designed to impact and resonate with an audience or enhance an existing campaign.

15. Overall Creative Ideas MARKie (Not for Entry)
This will be awarded to the agency that has performed best in the creative ideas segment at the MARKies awards. The highest honour, this award is not open for entry. It is awarded to the agency with the highest number of winning entries.
1. **Most Effective Use – Apps/ Mobile**
   This category recognises the most effective use of app and mobile marketing. This could include using applications and mobile as a media format, mobile app marketing, and/or marketing and advertising through mobile and apps.

   Judges will be looking at the innovative use of an app and/or the use of mobile platforms and advertising to drive customer engagement and enhance a brand experience, producing significant results. Entries should be able to demonstrate the role of the app or mobile in attaining targeted objectives like user acquisition, user retention or prompted consumer behaviour.

2. **Most Effective Use – Consumer Insights and Analytics**
   This category recognises the most effective use of consumer insights and marketing analytics in contributing to database development and the performance of a marketing campaign or communications plan.

   Judges will be looking at how consumer insights and analytics played a part in interpreting consumer behaviour to develop campaign strategies, moulding a successful marketing campaign and garnering significant results. Entries should demonstrate how market research, data planning, measurement and analytics tools were used to drive results.

3. **Most Effective Use – Content**
   This category recognises the most effective use of content and/or copywriting that were the main feature behind a published campaign. Content marketing could be text, infographics and/or video etc. and can be run across all forms of marketing channels.

   Judges will be looking at the effectiveness and result from a content strategy developed to convert interest into action and support a strategic marketing approach for a brand, product or service. Entries should illustrate how the copy embodied various elements/ mediums of the marketing campaign, and how the content was mapped out for a larger content strategy, addressing specific KPIs along the way.

4. **Most Effective Use – Digital**
   This category recognises the most effective use of digital marketing and digital across platforms. Digital methods could include online, mobile, viral, search, social media, email, or any other mediums that fall within digital marketing.

   Judges will be looking at how the digital marketing was used to achieve a business objective, be it branding, a prompted consumer behaviour or to increase consumption. Entries should demonstrate how digital was an integral part of an executed marketing strategy and generated proven results with evidence of the mediums used.

5. **Most Effective Use – Events**
   This category rewards the most effective use of a planned event to achieve a targeted objective. This could be a business, trade or consumer event.

   Judges will be looking at the strategy, execution, and performance of the scaled business, trade or consumer event. Entries should illustrate how the event was designed to captivate its audience, how the event was organised effectively, how strongly the brand values and objectives relating directly to the attendee’s journey at the event were achieved, and the resulting return on investment.

6. **Most Effective Use – Experiential (NEW)**
   This category recognises the most effective use of an experiential campaign to foster interaction and response towards a brand, product or service. This could be a business, trade or consumer event.

   Judges will be looking at the strategy, execution and engagement behind the scaled experiential programme or campaign. Entries should demonstrate how the experiential campaign managed to create unique brand experiences and generate positive brand association between the audience and the brand relating to the attendee’s journey at the experiential event, and the resulting return on investment.

7. **Most Effective Use – Integrated Media**
   This category recognises the most effective use of various marketing mediums to create/ support a unified integrated marketing communications strategy to promote a brand, product or service.

   Judges will be looking at how the idea was executed across multiple distribution channels (at least 3 channels) to support the strategic approach and the results from the combined use. Entries should also demonstrate how the campaign was executed across various paid, earned, and/or owned media (where applicable) to realise the brand’s objective.
8. Most Effective Use – Launch/ Re-launch (NEW)
This category rewards the most effective launch or re-launch of a brand, event, product or service.

Judges will be looking at the results and metrics from a campaign which helped to achieve the marketing objectives for a new launch/ re-launch strategy. Entries should demonstrate how the launch/ re-launch was executed via a launch marketing strategy, motive behind the campaign, and the results and insights gained from the deployed activity.

9. Most Effective Use – Loyalty & CRM
This category recognises the most effective use of CRM and loyalty marketing to grow and develop a customer base(s).

Judges will be looking at the effect and result of a marketing campaign which demonstrates a cohesive customer loyalty strategy and effective CRM programme whilst enhancing the customer proposition. Entries should show how CRM and a loyalty campaign were used together or separately to capture this commitment and convert into potential engagement and ROI.

10. Most Effective Use – Out-of-Home
This category awards the most effective use of an out-of-home (OOH) campaign. OOH could include media such as billboards, transit media, public spaces or any other media formats traditionally classified as OOH.

Judges will be looking at how the campaign was executed and generated desired results that met a business or marketing communication objective. Entries should reflect how the use of OOH managed to increase reach and recall of a campaign and impact path-to-purchase.

11. Most Effective Use – Print
This category recognises the most effective use of print as a form of advertising and marketing. Print media includes advertising through magazines, newspapers, posters, and other mass communication formats considered traditional print media.

Judges will be looking at how print was utilised as an opportunity to engage, and the results from print as a medium. Entries should demonstrate how the selected print platforms are strategically used to activate or enhance the creative idea and to bring a positive business outcome.

12. Most Effective Use – Public/ Media Relations
This category recognises the most effective use of public/ media relations that best enhanced the branding, image or identity of a brand, product or service. It could target mass or specific audiences, businesses, investors or internal stakeholders etc.

Judges will be looking at the deployment of public and media relations that succeeded in promoting or recovering an image of a brand, product or service, or supplemented an existing marketing strategy. Entries should demonstrate how a public/ media relations strategy best generated awareness as well as created an impact on the chosen audience.

13. Most Effective Use – Radio
This category recognises the most effective use of radio in a marketing and advertising campaign. It can be part of a one-off campaign or part of a longer term marketing strategy.

Judges will be looking at how the innovative use of radio was effectively leveraged as a media channel to garner results and drive customer engagement. Entries should demonstrate how the brand, product or service gained considerable traction and how the radio campaign delivered the desired return on investment.

14. Most Effective Use – Search
This category recognised the most effective use of search to boost a campaign. This could include search marketing strategy through SEM, SEO, PPC, Adwords and other methods typically considered part of search marketing.

Judges will be looking at how search was used to effectively optimise, extend the reach and garner leads from a marketing campaign. Entries should demonstrate how search channels were effectively leveraged to assist the brand in achieving its marketing objectives.

15. Most Effective Use – Social Media
This category recognises the most effective use of social media in a marketing and advertising campaign. It can be part of a one-off campaign or a longer term marketing strategy.

Judges will be looking at how the innovative use of social media channels reaped results towards customer acquisition and engaged existing customers. Entries should illustrate the effectiveness of the execution through social media channels to activate or enhance a marketing strategy.
16. **Most Effective Use – Specific Audience** *(NEW)*  
This category recognises the effective execution of a marketing campaign targeted towards a specific audience. This is not exclusive to a single audience, but the majority of the target audience should be a specific demographic the campaign set out to approach. Specific audience bases could include gender, age group, interest groups (e.g. wellness, racing, esport) and other profiled audiences.

Judges will be looking at the strategy behind the executed campaign and how the targeted audience responded to the campaign. Entries should illustrate how they managed to engage targeted audiences in prompting customer acquisition, awareness, or a desired consumer behaviour.

17. **Most Effective Use – TV/ Video Advertising**  
This category awards the most effective use of compelling TV, video and/ or online video advertising campaigns. TV advertising and video advertising include displays along linear, non-linear and companion ad formats.

Judges will be looking at the strategy and execution behind the use of TV and/ or videos as a platform to drive customer engagement. Entries should demonstrate how the brand gained success from the dissemination of said commercials and advertising and the resulting impact it left on audiences be it branding, a prompted consumer behaviour or simply increased consumption.

18. **Overall Media Usage** *(MARKies)* *(Not for Entry)*  
This will be awarded to the agency that has performed best in the media usage segment at the MARKies awards. The highest honour, this award is not open for entry. It is awarded to the agency with the highest number of winning entries.
TERMS & CONDITIONS

Entry fees are non-refundable. Should your entry be shortlisted, the entry details you provide on your Entry Details and Core Submission Document will be used on all awards materials including the website, awards presentation slides and trophy (presented on the awards night, should you win). The reflected text will be case-sensitive.

The overall winner is decided based the following weightage. The entrant who scores the highest points will be crowned overall winners.

Gold – 4 points
Silver – 2 points
Bronze – 1 point

Without prior notice, Advertising + Marketing magazine reserves the right to add, merge 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. In cases whereby the number of participating entries is less than five (5) in a single category, Advertising + Marketing magazine reserves the right to cancel the category.

The entrant agrees that Advertising + Marketing magazine or Lighthouse Independent Media Pte Ltd will not accept responsibility for errors or omissions reproduced in the presentation of Advertising + Marketing magazine or for work lost or corrupted under any circumstances.

Finalists may be covered in Advertising + Marketing magazine and/or e-newsletter, using information from the entries. If there is any specific information or content not intended for publication, please clearly indicate in red text or highlight in red in your Core Submission Document.

The entrant, otherwise, grants Advertising + Marketing magazine permission to show material from the entries at the awards presentation, in the magazine and at such times as deemed appropriate.

Important
Please note that after the submission deadline, all information on the Entry Details and Core Submission Document, including company names, credits and so on, are FINAL and can NOT be changed and/or transferred to another party. Entrants who make any changes made after the submission period will be charged an additional 10% of the entry fee per change.

Finalists need to be present, or appoint a representative to be present, at the awards gala dinner in order to receive their trophy(ies) should they win.

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