



MARKETING
**THE
SPARK
AWARDS**
FOR MEDIA EXCELLENCE
2020

6 AUGUST

**CROWNE PLAZA
HONG KONG
KOWLOON EAST**

ENTRY GUIDELINES

AWARDS CATEGORIES

Marketing magazine is proud to announce The Spark Awards 2020, which celebrate Hong Kong's top media companies and their work across the fields of content, client engagement, new media and programming initiatives.

The Spark Awards recognise the most innovative, creative and effective campaigns and strategies spanning Hong Kong's entire media industry. This includes the critical areas of audience engagement, subscriptions, content, research, events, programming and technology.

Celebrating solutions across all of today's vital media mix, a trophy won at The Spark Awards is a powerful indicator of a trustworthy and effective partner in Hong Kong.

CATEGORIES

MEDIA OWNER CATEGORIES

1. Best Audience Acquisition Strategy
2. Best Audience Retention Strategy
3. Best Corporate Social Responsibility Media
4. Best CX/UX Strategy
5. Best Engagement Strategy
6. Best Influential Media
7. Best Informative Media
8. Best Launch/Rebranding
9. Best Lifestyle & Entertainment Platform
10. Best Original Content
11. Best Outdoor Innovation
12. Best Partnership Strategy
13. Best Promotion Strategy
14. Best Social Media Strategy
15. Best Use of Branded Content
16. Best Use of Data-Driven Strategy
17. Best Use of Mobile/App
18. Best Use of Multi-Channels
19. Best Use of Technology

CLIENT CAMPAIGN CATEGORIES

20. Best Custom Event
21. Best Media Campaign – Creative
22. Best Media Campaign – Digital
23. Best Media Campaign – Experiential
24. Best Media Campaign – Integrated Media
25. Best Media Campaign – KOL
26. Best Media Campaign – Out-of-Home
27. Best Media Campaign – Print
28. Best Media Campaign – Social
29. Best Media Campaign – Video
30. Best Result-Driven Campaign
31. Best Sponsorship Campaign

SUBMISSION OVERVIEW

To ensure a smooth entry submission, please go through these guidelines thoroughly before you proceed.

All entries, supporting documents and required materials are to be submitted online here: <https://awards.marketing-interactive.asia/sparkawardshk2020/entry-submission> by 8 May 2020, 6pm.

Important: To ensure a fair result, Marketing enforces a system where judges will not have access to entries submitted by their own organisation or other organisations from the same industry.

ELIGIBILITY

Work must have been conceptualised, created or carried out in the Hong Kong market or for larger regions that included the Hong Kong market.

Eligibility period: All work, campaigns or initiatives must have been launched or active between the eligibility period of 1 May 2019 - 30 April 2020.

Number of submissions: There is no limit to the number of entries each organisation may submit. However, when submitting multiple entries, you are strongly recommended to tailor them based on the requirements of each category.

KEY DATES

| | |
|---------------------|------------------|
| Entries close | 8 May 2020, 6pm. |
| Finalists announced | 24 June 2020 |
| Gala dinner | 6 August 2020 |

ONLINE ENTRY SUBMISSION

Listed is the information, materials and documents required for the entry submission. You may want to get them prepared in advance. Information (unless specified as confidential and/or for the judging process only) may be used during and after The Spark Awards gala dinner, and on any related materials, including trophies, signage and *Marketing* magazine's print and online editions.

STEP 1 →

START REGISTRATION

Sign up with your email address and set up a password.

STEP 2 →

CONTACT PERSON

This will be the main contact person for any potential follow-ups regarding the registration.

1. Full name:
2. Email:
3. Mobile number:
4. Company name:
5. Job title:
6. Direct line:
7. Mailing address:

STEP 3

ENTRY DETAILS

Listed are the details you will provide about your entry submission.

1. Category:
2. Name of media product
(all Ltd/Limited/Holdings Limited will be omitted):
3. Name of media owner
(all Ltd/Limited/Holdings Limited will be omitted):
4. Name of client organisation
(all Ltd/Limited/Holdings Limited will be omitted):
5. Name of campaign:
6. Industry of client:
7. Campaign period – start date:
8. Campaign period – end date:
9. Campaign venue:
10. Information of client's team contact
 - i. Full name:
 - ii. Job title:
 - iii. Email:
 - iv. Direct line:
11. Upload submission document*:
12. Logo of the media product (min. 300 dpi):
13. Image of campaign (for editorial):

* Please refer to the "judging criteria" section for further details.

ONLINE ENTRY SUBMISSION

REQUIRED FORMATS

All entries **must be completed on the templates* issued by the organiser** and submitted in the format mentioned below.

Submission template links:

http://assets.marketing-interactive.com/awards/SparkAwards2020/SubmissionTemplate/Spark2020_Submission_Template.pptx

Document format

| | |
|---|---|
| Core submission document: | .ppt / .pptx / .pdf only |
| Name your submission document as in: | Category name_Client organisation |
| Logo of the client organisation and image(s) of campaign: | .jpg only |
| Font size: | 15 or above Indicate in red text or highlighted in red any specific information or content intended only for judging purposes and not for publication. |
| Video: | YouTube or Vimeo link only. Please read the video requirements below. |
| Max file size (all documents): | 10 MB |

Video requirements

| | |
|------------|---|
| Length: | Three minutes only. Video beyond this time limit will NOT be viewed. |
| Procedure: | <ol style="list-style-type: none"> 1. Upload your video onto YouTube or Vimeo. 2. Set the privacy setting to “unlisted” so the video is accessible to only those with the link. 3. Include the direct link in your core submission document. 4. If you password-protect it, include the access password in your document. |

Important points to note:

- Entries done in any other format will **NOT** be accepted.
- Altering the submission template or deleting any words from the slides may result in a **30%** deduction of total marks.
- The number of slides specified for each template is fixed and can **NOT** be exceeded.
- After the submission deadline, all details on the entry submission form, including company names, credits and so on, are **FINAL** and **CANNOT** be changed and/or transferred to another party. Details will be presented accordingly on the prize announcements as well as on trophies and/or any other awards-related materials. Any changes made after submission will be charged **10%** of the submission fee.
- Also, please ensure that all details are submitted in **English** only.

Please check your submissions thoroughly. Any invalid or incomplete submissions will be subject to a penalty deduction of your total score.

ENTRY FEE AND PAYMENT METHOD

ENTRY FEE AND PAYMENT METHOD

Entry fee: HK\$1,580.

Payment methods: Credit cards, cheques, bank transfers.

- Credit cards accepted: Visa, MasterCard, Amex.
- For payments made by cheque and bank transfer, they are welcome for amounts over HK\$10,000. An invoice will be sent to you upon confirmation of your entry submission.
- Entry fees are non-refundable.
- Trophy is not included in the entry fees.

CONTACT US

For further enquires, please contact

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JUDGING CRITERIA

CHALLENGE – 10% (1 slide)

Describe the market challenges you were operating in, for example, competitive landscape, and how you overcame those challenges. Any key statistics which help illustrate the scale of the challenge.

Mandatory information: Campaign start date and end date, key objectives, target audience and budget.

STRATEGY – 30% (3 slides)

Description of the campaign/work/project. The core insight or idea the work was built on and an outline of your creative and media strategy. How were these developed to be both distinctive and powerful.

Mandatory information: Core strategy and rationale.

EXECUTION – 30% (3 slides)

An overview of how your media thinking was implemented. The different tactics/elements used within the campaign/project and their respective roles.

RESULTS – 30% (2 slides)

What was the outcome? How did it deliver to your challenge? Supply any clear evidence/metrics demonstrating the performance.

CATEGORY DESCRIPTIONS

MEDIA OWNER CATEGORIES

1. Best Audience Acquisition Strategy

This award recognises an acquisition strategy that effectively increased the audience base over the submission period. A single campaign can be submitted as part of an overall strategy and can extend to online, digital and mobile executions.

Supporting details of this category: • Objective and outcome. • Rationale for using the chosen medium.

2. Best Audience Retention Strategy

This award recognises excellence in maintaining readers, subscribers and audiences in a highly competitive media landscape. Judges will be looking for proactive, innovative and ground-breaking approaches to audience retention.

Supporting details of this category: • Objectives and outcome. • Rationale for using the chosen medium.

3. Best Corporate Social Responsibility Media

This award recognises media owners that embrace corporate social responsibility in their business to raise brand reputation.

Supporting details for this category: • Objectives and outcome. • Rationale for using the chosen medium.

4. Best CX/UX Strategy

This award recognises the best CX/UX strategy where the media-owner offers a seamless and intuitive experience to satisfy an audience's growing expectation, with a customer-centric approach. Entries should demonstrate how the strategy was developed with the customer in mind while making sure it was easy for the target audience to interact with the media, or increase customer engagement.

Supporting details for this category: • Research objectives and outcome. • Methodology used.

5. Best Engagement Strategy

Entries should illustrate how the customer engagement strategy helped to entertain and engage targeted audiences across all platforms – from offline to online.

Supporting details of this category: • Objectives and outcome. • Rationale for using the chosen medium.

6. Best Influential Media

This category recognises the media on their overall performance in terms of subscriber numbers, engagement rates, and as the most influential media in the market.

Supporting details for this category: • Objectives and outcome. • Subscriber size. • Engagement ratio. • Circulation.

7. Best Informative Media

This award recognises the best media owner that provides the most updated and practical information to the public. Entries should demonstrate how frequently the platform was being updated and how easy it was for users to search for the information they needed on the platform.

Supporting details for this category: • Objectives and outcome. • Frequency of views. • Engagement ratios. • Duration of views.

8. Best Launch/Rebranding

Entries should demonstrate an excellent strategic launch or rebrand of a product, brand or platform by a media owner.

Supporting details for this category: • Launch/relaunch objectives and outcome. • Channel(s) used for the launch/rebrand.

9. Best Lifestyle & Entertainment Platform

Entries should demonstrate an outstanding use of traditional and emerging platforms to engage consumers through entertaining and lifestyle aspects.

Supporting details of this category: • Objectives and outcome. • Rationale for using the chosen medium.

10. Best Original Content

This award recognises the best original content created specifically for the media owner to drive audience engagement.

Supporting details of this category: • Research objectives and outcome. • Rationale for using the chosen medium.

11. Best Outdoor Innovation

Entries should demonstrate an innovative use of outdoor media which increased audience engagement and success for media owners across all outdoor channels.

Supporting details for this category: • Objectives and outcome. • Rationale for using the outdoor innovation.

CATEGORY DESCRIPTIONS

MEDIA OWNER CATEGORIES

12. Best Partnership Strategy

This award celebrates partnerships between a media platform and a client service, channel or product which leveraged the strength of all parties. Judges will look for natural synergies which resulted in outstanding results.

Supporting details of this category: • Objectives and outcome. • Channel(s) used for the partnership.

13. Best Promotion Strategy

This category recognises the media owners that utilised their existing channels to best promote themselves. Judges will be looking at the outstanding outcome.

Supporting details of this category: • Objectives and outcome. • Rationale for using the chosen medium.

14. Best Social Media Strategy

This category recognises the social media strategy that best promotes a media owner across social platforms.

Supporting details for this category: • Objectives and outcome. • Rationale for using the chosen medium.

15. Best Use of Branded Content

This category recognises media owners who have demonstrated an innovative use of their own content platforms. Submissions are open to all media platforms and can include ad-funded TV deals, branded music projects and native advertising campaigns.

Supporting details for this category: • Objectives and outcome. • Rationale for using the chosen medium.

16. Best Use of Data-Driven Strategy

This award recognises the most outstanding media owners that demonstrate their use of data in driving audience engagement.

Supporting details of this category: • Research objectives and outcome. • Methodology used.

17. Best Use of Mobile/App

This award recognises the media-owner app/mobile platform that provides convenience, entertainment or education to the end user while increasing a brand proposition and subscription.

Supporting details for this category: • Number of downloads. • Frequency of the usage of the app or mobile platform. • Frequency of time spent on the app or mobile platform.

18. Best Use of Multi-Channels

This award recognises the media owners who best reach and engage their audience through their own multiple channels (at least three channels).

Supporting details for this category: • Objectives and outcome. • Rationale for using the chosen platforms.

19. Best Use of Technology

Entries should demonstrate a strategic use of technology to extend the media owner's reach and revenue opportunities across their own platforms.

Supporting details for this category: • Objectives and outcome. • Rationale for using the chosen technology.

CLIENT CAMPAIGN CATEGORIES

20. Best Custom Event

This category is open to outstanding events organised by a media owner for its clients. Events can span multiple platforms and judges will be looking at strategy, execution and strength of the idea.

Supporting details for this category: • Event objectives and outcome. • Attendee size. • Attendee feedback.

21. Best Media Campaign – Creative

This award recognises the most creative and innovative idea from a media owner for its clients to engage their audience and drive commercial value.

Supporting details for this category: • Objectives and outcome. • Rationale for using the chosen medium.

22. Best Media Campaign – Digital

This award recognises the most creative, innovative and/or effective digital campaigns/solutions from a media owner for its clients to engage their audience and drive commercial value.

Supporting details for this category: • Objectives and outcome. • Rationale for using the chosen online medium.

CATEGORY DESCRIPTIONS

CLIENT CAMPAIGN CATEGORIES

23. Best Media Campaign – Experiential

This award recognises brands that have delivered an experiential campaign for clients via an event, roadshow or sponsorship activity. Entries can be anything from a mass-market launch to a smaller more exclusive experience for clients.

Supporting details for this category: • Objectives and outcome. • Rationale for using the chosen medium.

24. Best Media Campaign – Integrated Media

This award recognises the most creative, innovative and effective cross-media campaign from a media owner for its clients to engage audiences and drive commercial value. At least three different channels must have been used.

Supporting details for this category: • Objectives and outcome. • Rationale for using the chosen medium.

25. Best Media Campaign – KOL

This award recognises the best campaign that involves a KOL's participation and has successfully attracted the target audience to engage and drive commercial value. This category is only eligible to media owners.

Supporting details for this category: • Objectives and outcome. • Rationale for involving the specific KOL.

26. Best Media Campaign – Out-of-Home

This award recognises the most creative, innovative and/or effective out-of-home campaigns/ solutions from a media owner for its clients to engage their audience and drive commercial value.

Supporting details for this category: • Objectives and outcome. • Rationale for using the outdoor medium.

27. Best Media Campaign – Print

This award recognises the most creative, innovative and/or effective print campaigns/solutions from a media owner for its clients to engage their audience and drive commercial value.

Supporting details for this category: • Objectives and outcome. • Rationale for using the print medium.

28. Best Media Campaign – Social

This award recognises the most creative, innovative and/or effective social media campaigns/ solutions from a media owner for its clients to engage their audience and drive commercial value.

Supporting details for this category: • Objectives and outcome. • Rationale for using social media.

29. Best Media Campaign – Video

This award recognises the best use of video for audience engagement and to drive maximum commercial value for the client. This can include a single campaign or a longer term programme to engage viewers on media channels, mobile platforms and social media sites.

Supporting details for this category: • Objectives and outcome. • Rationale for using the online medium.

30. Best Result-Driven Campaign

This category recognises the most outstanding event produced by the media owner that demonstrated the effectiveness of the event for achieving the business goal.

Supporting details for this category: • Event objectives and outcome. • Attendee size. • Attendee feedback.

31. Best Sponsorship Campaign

This award recognises the most effective sponsorship campaigns/solutions initiated by a media owner for its clients to raise brand awareness and drive commercial value.

Supporting details for this category: • Objectives and outcome. • Rationale for using the chosen medium.

TERMS AND CONDITIONS

Entry fees are non-refundable.

Entries will not be considered for judging if payment is not received within five working days upon being invoiced, if invoice is required before payment.

By submitting the entry, the entrants guarantee that all the works/information submitted are TRUE and ACCURATE. *Marketing* magazine reserves the right to verify any information submitted in the entry.

Upon submission deadline, all details on the entry submission form, including company names, credits and so on, are FINAL and CANNOT be changed and/or transferred to another party. Details will be presented accordingly on the prize announcements as well as on trophies and/or any other awards-related materials.

Any changes made after submission will be charged 10% of the submission fee.

Also, please ensure that all details are submitted in English only.

The judges' decisions are final.

Without prior notice, *Marketing* magazine reserves 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.

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

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

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.

The entrant grants *Marketing* magazine permission to show material from the entries at the awards presentation, in the magazine and at any time as deemed appropriate.

The decisions of *Marketing* magazine in all matters relating to **The Spark Awards** shall be final and binding.

For further enquiries, please contact
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