



MARKETING MAGAZINE'S
AGENCY OF THE YEAR AWARDS

2020

★ **ENTRY GUIDELINE**

★ 12 JUNE | INTERCONTINENTAL HONG KONG



MARKETING MAGAZINE'S AGENCY OF THE YEAR AWARDS 2020

ABOUT AGENCY OF THE YEAR

Marketing magazine's Agency of the Year is recognised as Hong Kong's premier awards show to measure, reward and recognise the industry's top-performing agencies.

Judged by a panel of senior marketers from influential brands, agencies will be evaluated with their outstanding products and services, business performance, people and perspectives.

Following the great success of 2019, this year's awards promises even fiercer competition. Don't miss out on this year's celebrations and start preparing your entries now!

AOTY CATEGORIES

1. Analytics Agency of the Year
2. B2B Agency of the Year
3. B2C Agency of the Year
4. Best Acquisition/Retention Agency of the Year
5. Best Agency Culture
6. Best Client-Agency Collaboration
7. Best Performance-Based Agency of the Year
8. Best Start-Up Agency of the Year
9. Boutique Agency of the Year
10. Brand Consultancy of the Year
11. Content Marketing Agency of the Year
12. Creative Agency of the Year
13. CRM & Loyalty Agency of the Year
14. Design Agency of the Year
15. Digital Agency of the Year
16. E-Commerce Agency of the Year
17. Event Agency of the Year
18. Independent Agency of the Year
19. Industry Specialist Agency of the Year
20. Innovative Agency of the Year
21. Integrated Marketing Agency of the Year
22. Lead Generation Agency of the Year
23. Media Agency of the Year
24. Production Agency of the Year
25. Programmatic Agency of the Year
26. Public Relations Agency of the Year
27. Search Agency of the Year
28. Social Media Agency of the Year



MARKETING MAGAZINE'S AGENCY OF THE YEAR AWARDS 2020

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 at <http://www.cvent.com/d/dnqly6/4W> on or before **20 March 2020**.

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

ELIGIBILITY

All categories are only open to any agencies based in Hong Kong or the Hong Kong office of a global corporation.

A local agency that has been established in Hong Kong and continues to operate in Hong Kong will automatically be entered for the “Local Hero” in each category.

Eligibility period: 1 January 2019 to 31 December 2019.

For Brand Consultancy of the Year, initiatives or strategies developed prior to this period are also eligible provided the impact/results was measured within the eligibility period.

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

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

KEY DATES

Entries close	Friday, 20 March, 23:59
Finalists announced	Monday, 4 May
Gala dinner	Friday, 12 June



MARKETING MAGAZINE'S AGENCY OF THE YEAR AWARDS 2020

ONLINE ENTRY SUBMISSION

This is the information and documents required for the entry submission. You may want to get them prepared in advance.

Any or all information (unless specified as confidential and for use only for the judging process) may be used during and after the AOTY gala dinner, and on any related materials, including trophies, signage and *Marketing* magazine's print and online editions.

STEP 1 →

START REGISTRATION

Email address (you'll have to sign up with your email address and create a password before proceeding with the online submission process).

STEP 2 →

CONTACT PERSON

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

STEP 3 →

ENTRY DETAILS

1. Name of agency:
2. Name of company group:
3. Name of agency head:
4. Title of agency head:
5. Logo of agency:
6. Agency team photo:
7. Image for editorial coverage:

STEP 4

ENTRY SUBMISSION DOCUMENT

1. Cover page:
2. Performance:
3. Product:
4. People:
5. Perspective:

* Please create your core submission document with the template provided, marks will be deducted otherwise.

**For items 2-5, please refer to next section for further details.



MARKETING MAGAZINE'S AGENCY OF THE YEAR AWARDS 2020

ONLINE ENTRY SUBMISSION

REQUIRED FORMATS

Core submission document:	.pdf, .ppt, .pptx
Supporting documents:	.pdf, .xls, .ppt, .doc
Images:	.jpg
Max file size (all documents):	10MB
Min resolution for images:	300dpi

For videos, you may upload them onto any video-sharing websites, for example, YouTube. Set the privacy setting to “unlisted” so the video is accessible to only those with the link. Include the direct link in your core submission document. If you password-protect it, include the access password in your document.

FEES

Entry fee: USD203 per entry (equivalent to HKD1,580, at an exchange rate as USD1 : HKD7.8).

Payment methods: Credit cards, cheques, bank transfers.

- Credit cards accepted: Visa, Mastercard, Amex.
- For payments made by cheque and bank transfer, an invoice will be sent to you upon confirmation of your entry submission.
- All entry fees are non-refundable. Trophy is not included in the entry fees.

CONTACT US

For further enquires, please contact

Gloria Yam

Senior Project Executive

+852 2695 6614

gloriay@marketing-interactive.com

Gigi Ip

Senior Project Executive

+852 2695 6616

gigii@lighthouse-media.com



MARKETING MAGAZINE'S AGENCY OF THE YEAR AWARDS 2020

JUDGING CRITERIA

Entries will be subjected to disqualification. In your core submission document, address the following criteria and tailor your answers based on the category you are entering (see category guidelines).

Keep your answers concise and do not exceed the respective word limit. Marks will be deducted otherwise.

The judges' decisions are final.

BEFORE YOU PROCEED

- Confidential information intended for judging purposes only should be clearly indicated in **red text** or **highlighted in red.**
- Judges have the right to deduct marks or disqualify entries if specified formats and/or word limits are not followed.
- Please be reminded that any sensitive or confidential information from your clients' side must be approved by the clients for judging.
- 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.

The "Local Hero" will be awarded to the highest performing local agency in each category. A local agency should have been established in Hong Kong, and continue to operate in Hong Kong.



MARKETING MAGAZINE'S AGENCY OF THE YEAR AWARDS 2020

JUDGING CRITERIA

JUDGING CRITERIA FOR BEST AGENCY CULTURE

OFFICE CULTURE AND WORKPLACE DESIGN - 25% (MAX 500 WORDS)

Describe how your company integrates workplace design and office culture together to maintain a positive and healthy work environment which supports, rewards and helps retain talent.

INTERNAL COMMUNICATIONS - 25% (MAX 500 WORDS)

Elaborate on the effective internal communications (for example, staff EDMS/ town halls/workshops) that your company uses and how this facilitates connections and conversations in the office. Agencies should prove how the communications help in improving collaboration, productivity and staff/business performance, as well as boosting morale.

INCENTIVES, TRAINING AND DEVELOPMENT INITIATIVES - 25% (MAX 500 WORDS)

Describe the strategic execution of incentives, training and development initiatives of your company. What makes them significant and unique? Agencies must demonstrate their success through the effective incentives, training and development in boosting workers' motivation, performance and satisfaction.

VISION - 25% (MAX 500 WORDS)

Describe the strength of your agency culture and illustrate how a winning workplace culture becomes the key to attracting talent and clients, maximising productivity, and thus, becoming a high-performing agency.



MARKETING MAGAZINE'S AGENCY OF THE YEAR AWARDS 2020

JUDGING CRITERIA

JUDGING CRITERIA FOR OTHER AOTY CATEGORIES

Agencies will be scored against the following criteria. You should tailor your answers based on the category you are entering. Keep your answers as concise as possible and do not exceed the respective criteria word limit.

PERFORMANCE - 25% (MAX 500 WORDS)

Tell us how well your organisation has performed over the awards period. Consider the measurable metrics/statistics on the success of your business strategies in relation to the initial business objectives which are relevant to the category you are entering.

Some measures judges will be looking for:

- Commercial (annual turnover, net profit and growth).
- Key clients, length of relationship and client satisfaction scores.
- Key client retention and growth.
- New business (wins and success ratios).

Based on the category, you might also want to include:

- Any game-changing strategies/innovations.
- For category 6, present the results of the collaboration with measurable metrics/statistics.
- For category 8, was there any exceptional growth in terms of company size, profit and recognition?

PEOPLE - 25% (MAX 500 WORDS)

Tell us about how you successfully managed your key talent which led to the exceptional business performance.

Some measures judges will be looking for:

- Key hires/promotions.
- Staff turnover, retention and satisfaction.
- Training and development initiatives.

Based on the category, you might also want to include:

- Company staff/team structure.
- For category 6, how did you best utilise talent from both sides? How did the teams from both sides collaborate and communicate effectively?

PRODUCT - 25% (MAX 500 WORDS)

Elaborate more about your products and services which are relevant to the category that you are entering. Tell us how they stand out from others in the industry and what makes them significant and unique. You are strongly recommended to include case study.

Some measures judges will be looking for:

- Key market-leading campaigns/projects.
- Key products/services delivered.
- Selected case study.
- Innovation and discipline developed.

Based on the category, you might also want to include:

- Any game-changing strategies and innovations.
- Key recognition and client testimonials.
- For category 6, how did the collaboration contribute to the overall success?

PERSPECTIVE - 25% (MAX 500 WORDS)

Tell us about the vision behind your strategies and how your organisation is an industry leader.

Some measures judges will be looking for:

- Industry contribution and thought leadership.
- Any articles and research published in the media in the eligible period.
- Any presentations by senior representatives from your organisation in the eligible period.
- Awards won and/or client testimonials in the eligible period.

CATEGORY GUIDELINES

1 ANALYTICS AGENCY OF THE YEAR

Recognises agencies that have shown exceptional skills in web analytics and data science. Awards will go to those who successfully help clients manage and leverage data, and transform them into real-time information for better decision making.

2 B2B AGENCY OF THE YEAR

Recognises agencies that provide the best business-to-business marketing solutions which successfully helped clients to achieve their business goals.

3 B2C AGENCY OF THE YEAR

Recognises agencies that provide the best business-to-consumer marketing solutions which successfully helped clients to achieve their business goals.

4 BEST ACQUISITION/RETENTION AGENCY OF THE YEAR

Recognises agencies that deliver outstanding strategies to retain a long-term relationship with existing clients, and acquire new clients. Awards will go to those who clearly demonstrate the growth of the client base and returning clients.

5 BEST AGENCY CULTURE

Recognises agencies for the creation of a positive and engaging work environment which supports, rewards and successfully helps to retain talent. Judges will look at office culture, workplace and workflow design. Some examples are means of internal communications, team-building activities, training and development programmes, incentive programmes and vision.

6 BEST CLIENT-AGENCY COLLABORATION

Recognises successful collaborations between brands and agencies. Judges will look at how the collaboration contributed to the outcome of a single campaign or a series of campaigns.

7 BEST PERFORMANCE-BASED AGENCY OF THE YEAR

Recognises the best performance-based agency that delivers and optimises its performance for achieving the client-desired business results.

8 BEST START-UP AGENCY OF THE YEAR

Recognises the outstanding start-up agencies in the industry that have shown considerable success. The award will go to the best all-rounder which has been in business for not more than three years in Hong Kong, but has managed to deliver exemplary value and quantifiable results comparable to those of well-established agencies.

9 BOUTIQUE AGENCY OF THE YEAR

Recognises outstanding small-scale agencies with no more than 20 staff within the whole company/group. Awards of this category will go to those who managed to deliver exemplary value and quantifiable results comparable to those of sizeable agencies.

10 BRAND CONSULTANCY OF THE YEAR

Recognises brand consultancy agencies that have been able to provide 360-degree insights from brand design to marketing strategies which boosts brand image and recognition.

11 CONTENT MARKETING AGENCY OF THE YEAR

Recognises agencies that have successfully developed strategies for content across all platforms from online to offline, including websites, social media, e-newsletters, white papers and more.

12 CREATIVE AGENCY OF THE YEAR

Recognises the creative agencies that provide the most creative and innovative ideas for advertising work across all media platforms from online to offline. Judges will be looking at any state-of-the-art ideas which stand out from others.

13 CRM & LOYALTY AGENCY OF THE YEAR

Recognises the agencies that provide the best ideas and expert insights into customer relationship management and loyalty that helps marketers to strengthen the relationship between brand and customers. Judges will consider both quantitative and qualitative results.

CATEGORY GUIDELINES

14 DESIGN AGENCY OF THE YEAR

Open to agencies specialising in branding and design which helps marketers in enhancing the overall product experience. Judges will look at design works, including graphics, digital, packaging, product design, visual merchandising and more.

15 DIGITAL AGENCY OF THE YEAR

Recognises agencies that provide the best market-leading digital solutions to address the disruptions in the digital age. Judges will be looking at branding, online advertising, social media and mobile marketing, mobile app development, UI/UX design and more.

16 E-COMMERCE AGENCY OF THE YEAR

Recognises agencies that provide exceptional e-commerce marketing solutions to drive a client's business performance. Judges will look at the effectiveness and performance on various platforms, apps and/or social media channels.

17 EVENT AGENCY OF THE YEAR

Recognises agencies that create impressive events which successfully engage the target audience and delivery of the brand message in a dynamic manner. Events can range from small to large, from online to offline, and from B2B events to customer events.

18 INDEPENDENT AGENCY OF THE YEAR

Recognises independent agencies that have thrived in the competitive marketing landscape. Independent agencies are locally owned companies which are not under any multinational giants.

19 INDUSTRY SPECIALIST AGENCY OF THE YEAR

Open to agencies that specialise in business verticals or particular industries, including healthcare, sports, talent management, finance, lifestyle/entertainment, tourism, and more.

20 INNOVATIVE AGENCY OF THE YEAR

Recognises agencies that can demonstrate an innovative approach to client needs, for example, the use of new technology, media, marketing, creative, social, communities and consumer intelligence.

21 INTEGRATED MARKETING AGENCY OF THE YEAR

Recognises agencies which successfully use integrated marketing solutions on three or more marketing platforms.

22 LEAD GENERATION AGENCY OF THE YEAR

Recognises best lead generation agencies that have firmly met client objectives by generating qualified leads through a smart and cost-effective strategy.

23 MEDIA AGENCY OF THE YEAR

Recognises outstanding agencies in the areas of media planning, buying and strategy. This can also include the new areas of programmatic and real-time bidding.

24 PRODUCTION AGENCY OF THE YEAR

Recognises agencies that provide excellent pre or post-production work for marketing campaigns which includes event, audio, video productions, and more.

25 PROGRAMMATIC AGENCY OF THE YEAR

Recognises agencies that make the most effective use of omni-channel buying capabilities. They should demonstrate successful delivery and performance of programmatic strategies.

26 PUBLIC RELATIONS AGENCY OF THE YEAR

Recognises agencies that provide strategy and execution for clients in the areas of corporate communications, public affairs, B2B, investor relations or crisis management.

27 SEARCH AGENCY OF THE YEAR

Recognises agencies that offer search marketing solutions as part of their core offering to brands.

28 SOCIAL MEDIA AGENCY OF THE YEAR

Recognises agencies that offer social media solutions as part of their core offering to marketers. Judges will be looking for an innovative use of social platforms and strategies for engaging consumers in the social space.



MARKETING MAGAZINE'S AGENCY OF THE YEAR AWARDS 2020

TERMS & CONDITIONS

All entry fees are non-refundable. Trophy is not included in the entry fees.

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.

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

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.

Note: The Overall Agency of the Year will be awarded to one agency from among the category winners. As such, no entry is open for the category.

The decisions of *Marketing* in all matters relating to the Agency of the Year shall be final and binding.