



TANGRAMS

Asia Pacific Marketing Effectiveness & Strategy

ENTRY KIT

ABOUT THE TANGRAMS

The Tangrams (formerly Asian Marketing Effectiveness and Strategy Conference & Awards) are Asia Pacific's foremost awards honouring clients and their agencies for marketing strategies that deliver solid results to transform businesses and brands. The entries are evaluated by a panel of top client and agency professionals who review the submissions against stringent criteria to determine the winners.

At the TANGRAMS Conference, delegates can look forward to a comprehensive full-day programme of content with a series of thought-provoking seminars presented by leading industry figures from across the Asia Pacific region. Workshops, breakouts and drop in sessions encouraged and winners will be revealed and honoured at the end of the day at the prestigious Awards Ceremony.

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GLOSSARY

TANGRAMS

The award itself, e.g *Effectiveness Tangrams*; *Media Strategy Tangrams*

SECTION

Each Tangram is broken into sections, e.g *Product & Service*; *Specialist*; *Analytics & Insight*; *Use of Data Technologies & Tools*

CATEGORY

Each section consists of different individual categories, e.g In the Effectiveness Tangrams, under the section of Product & Service, *EFPO3. Food Products*; or *EFSO2. Branded Content*

ENTRANT

The company to which an entry will be credited and acknowledged in the event of an awarded / shortlisted entry. The Entrant will also be the company responsible for payment of all entries made into the Tangrams.

ADVERTISER / CLIENT

The company who had commissioned and paid for the marketing cost of the campaign / work entered into Tangrams.

KEY DATES

Entry Open	5 December 2016, Monday, SGT 00:00
Entries Submission Deadline	24 February 2017, Friday, SGT 23:59
Shortlists Online	18 April 2017, Tuesday
TANGRAMS Awards Ceremony	30 May 2017, Tuesday

FEES

TANGRAMS ENTRY	PER ENTRY FEE	
Data & Analytics	SGD490.00	* Additional late fee of SGD65.00 is applicable for entries submitted AFTER 24 February 2017, 2359hr
Digital Strategy	SGD490.00	* Fees for all Singapore registered companies / entrants will be subjected the prevailing 7% GST. This is subject to change at the Singapore Government discretion and is subject to change without prior notice.
e-Commerce	SGD490.00	
Effectiveness	SGD780.00	* Payment method available includes:
Media Strategy	SGD490.00	<ul style="list-style-type: none"> • Cheque • By Credit Card • By Telegraphic Bank Transfer

ELIGIBILITY

Campaign / Work must have been aired / active between 1 January 2016 — 31 December 2016

Qualifying Period

In the event that a campaign runs over an extended period of time (with multiple implementation dates), it is the responsibility of the entrant to provide adequate proof of the campaign's evolution from year to year. In light of the information provided by the entrant, the Organisers retains the right to decide if the entry has evolved sufficiently enough that it may be regarded as a new entry and thus be eligible.

Eligible Countries

Implemented in **OR created by agencies / companies in the Asia Pacific region**

For the purpose of TANGRAMS Awards, Asia Pacific countries include:
 Australia, Bangladesh, Bhutan, Brunei, Cambodia, China, Hong Kong, India, Indonesia, Japan, Korea, Laos, Malaysia, Maldives, Mongolia, Myanmar, Nepal, New Zealand, Pakistan, Philippines, Singapore, Sri Lanka, Taiwan, Thailand, Vietnam, Turkmenistan, Uzbekistan, Kyrgyzstan, and Tajikistan

RULES & ENFORCEMENT

MULTIPLE ENTRIES

1. The same campaign / work can be entered into ONE (1) Product & Service Category and multiple Specialist Category for all categories **EXCEPT** Data & Analytics.
2. Each entered category is considered an individual entry, requiring its own set of compulsory & support documentation, materials and entry fee. (i.e same campaign / work entered into 1x Product & Service category and 3x Specialist category is considered 4x entries.)

PAST ENTRIES

1. Past entries in the Asia Marketing Effectiveness & Strategy Awards cannot re-enter the same awards section i.e Entry entered into Media Strategy in Asia Marketing Effectiveness & Strategy Awards 2016 can be re-entered into any other awards section in TANGRAMS 2017 except the Media Strategy.
2. Past entries in Effectiveness in Asia Marketing Effectiveness & Strategy Awards can enter in the Best Sustained Success section on condition that they have not been entered in this section in previous years. The campaign strategies must span at least 3 years.

THE ENTRY

1. Work must have aired, launched or been released to the public for the first time between 1 January 2016 and 31 December 2016. When entering a campaign that may precede or exceed this period, a minimum of two thirds must fall within this window.
2. In the event that work / campaign runs over an extended period of time with multiple implementation dates, it is the responsibility of the entrant to provide proof of the campaign's adequate evolution from year to year. The Awards Organiser has the right to decide if the entry has evolved sufficiently that it may be regarded as a new entry and thus be deemed eligible.
3. Work must be submitted exactly as published, aired or implemented and must not be modified for the awards entry. Speculative and conceptual advertising is not eligible for entry.
4. Work which has been banned or withdrawn from airing must not be entered. If found to be entered it will be cancelled by the Awards Organiser with no refund.
5. Work must have been created within the context of a normal paying contract with a client, except in the case of self-promotion and non-profit organisations. In the case of non-profit organisations, the client must have approved all of the media/production/implementation.
6. Work which is not in English can be translated or subtitled, so that it can be understood in English, exactly as it was published or aired. If translating, please note that dubbing is not allowed. Case films must be in English. Voiceovers can be translated but visible speech must be kept in the original language and subtitled.
7. It is the responsibility of the entrant to inform the Awards Organiser of arise of any infringement of voluntary or regulatory codes of practice in the country of origin prior to the judging and awards ceremony. In the event of such infringement up to and including the final day of judging, the entries in question will be deem ineligible or will be disqualified.
8. An entry is only considered accepted when all Compulsory & Optional Materials are submitted, confirmed and payment terms finalised online.
9. The Awards Organiser may at any time request media scheduling details, client confirmation in writing or any other further information needed verify the authenticity of a piece of work.
10. The Awards Organiser reserves the right to withdraw work which breaches any of the Awards Organiser rules. In the event of a complaint against any winning or shortlisted entry, the Awards Organisers will conduct an investigation into each case and will request detailed documentation from all parties concerned including the complainant, the entrants and the client. If the complaint is upheld, entries and, if applicable, awards, will be withdrawn accordingly.

RULES & ENFORCEMENT

ENTRANT POSITION

1. Entrants must submit their work according to our entry deadlines. This allows sufficient time for entries to be processed and reviewed, and for any issues to be resolved.
2. All entries requires client endorsement from a senior manager authorising the entry and claims. A separate endorsement email will be sent to the client directly by AMES. Entries that have not been client-endorsed may be disqualified by the Awards Organisers.
3. Entrants are not permitted to enter work which is in breach of any conditions stipulated under the Rules of Entry.
4. There can only be one entrant company per entry. A single campaign / work can be entered into different Tangrams categories by different entrant. i.e A Digital agency can enter a work into the Digital Strategy while the same piece of work can be entered into Data & Analytics by a different agency as a separate entry as long as both parties have worked on the campaign. This should be agreed in advance between the parties concerned. In the event that the same entry is submitted by two different entrant companies into the same Tangrams categories, only the first entry submitted and received will be accepted for that category.
5. The entrant company is responsible for payment of entry fees and will be considered the entry's sole contact. Multiple companies can be credited for their contribution to the work entered.
6. Once an entry is submitted & accepted ((Compulsory & Optional Materials are submitted, confirmed and payment terms finalised online) in the system, entry will be processed and from this point forth, no cancellation or withdrawal of entries will be accepted regardless of any reason(s). Entrant will be liable for payment of all entries accepted by the system
7. It is the responsibility of the entrant to inform the Awards Organiser to arise of any infringement of voluntary or regulatory codes of practice in the country of origin prior to the judging and Awards Organiser. In the event of such infringement up to and including the day of the Awards, the entries in question will be deem ineligible or will be disqualified. All entrants will strictly observe the Rules of Entry Rules. Non-compliance with any of the Entry Rules will result in automatic disqualification of the entry.
8. Each entrant agrees to assist the Awards organisers (at the sole cost and expense of the Awards organisers) in every reasonable way in supporting any legal action that may be taken against the Awards in relation to the exercise of the rights set out in the paragraph above and to supply information to the Organisers immediately should they become aware that an unauthorised collection or compilation including their Advertisement is available for sale or distribution.

FEES DUE, CANCELLATIONS, & WITHDRAWALS

1. We advise all entrants to make payment immediately, or within 1 week after submission. All entry fees are due and payable to Asian Advertising Festival (Spikes Asia) Pte Ltd. Please quote your company name and invoice number on the remittance notice. Payment must be NETT of Business Tax & withholding tax where applicable. The Awards Organiser reserve the right to demand any short payment if any.
2. Once an entry is shown on the entry system as 'submitted', this denotes that the entry has been accepted by system and that the entry will be processed. From this point forth, no cancellation or withdrawal of entries will be accepted. Regardless of status (withdrawn, cancelled, disqualified or duplicate entries) AFTER entry is submitted, all unpaid fees will be valid and due to Asian Advertising Festival (Spikes Asia) Pte Ltd.
3. Should entry fee remain unpaid by 24 March 2017, Friday, TANGRAMS / Asian Advertising Festival (Spikes Asia) Pte Ltd reserves the right to disqualified, exclude the unpaid entry (ies) from judging and the right to claim for the unpaid entry fees.
4. Available payment methods include: -
 - * **By Cheque** (available only for local based companies / agencies) made payable to:
ASIAN ADVERTISING FESTIVAL (SPIKES ASIA) PTE LTD
 - * **By Credit Card (AMEX; Mastercard or VISA)**
 - * **By Telegraphic Bank Transfer** in favour of ASIAN ADVERTISING FESTIVAL (SPIKES ASIA) PTE LTD
Bank: Citibank N.A., Singapore Branch / SGD A/C No.: 0-852000-007
Bank Address: 8 Marina View #16-01 Asia Square Tower 1 Singapore 018960
Swift Code: CITISGSG ; ACH Bank and Branch Code: 7214-001 (for local transfer)

JUDGING & AWARDS

JUDGING

- Great care has been taken to select jury members that makes up the right balance of specialist knowledge, experience and objectivity. The TANGRAMS will be judged by 4 jury panels composed of leading senior client marketers, marketing practitioners, agency heads, strategist, and research & analytics experts from across the region.
- The juries will go through three rounds of voting before arriving at the final winner list: *The Preliminary round* - juries will score all entries individually online, and the shortlist will be drawn based on judges' scores; *Reviewing the Shortlisted* - The jury will then review and re-score only the shortlisted entries. And scores in this round will form the foundation for the discussion at the final round; and *Final 'Live' Judging* - the respective jury panel will meet in Singapore to discuss and select winners. (At all stages of judging, jury members are prevented from voting for entries submitted by their own agency in their country.)
- The judging criteria and weighting for each Tangrams differs: -
 - * **EFFECTIVENESS TANGRAMS**
20% Strategy + 20% Creativity & Innovation + 20% Execution + 40% Results
 - * **MEDIA STRATEGY TANGRAMS**
20% Insights + 20% Media Idea + 30% Media Strategy + 10% Media Execution + 20% Results
 - * **DIGITAL STRATEGY TANGRAMS**
20% Insights + 20% Digital Idea + 30% Digital Strategy + 10% Digital Execution + 20% Results
 - * **DATA & ANALYTIC TANGRAMS**
20% Insights + 20% Idea + 30% Strategy + 10% Execution + 20% Results
 - * **e-COMMERCE TANGRAMS**
20% Business Consultancy + 20% Strategy + 10% Implementation + 30% Execution + 20% Results
- The decision of the jury on all matters relating to the awarding prizes will be final and binding.

AWARDS

- Gold, Silver, and Bronze** trophies will be awarded in each category to entries judged to be deserving of the honour. Trophies are awarded in each category at the discretion of the judges. It is possible that a category may present one, two, three or four winners of any level or perhaps no winners at all.
- The ultimate accolades - the **Platinum Tangrams** will be chosen from the entries awarded Gold. Entries in the Public Service & Charities category in each of the Tangrams section are excluded. The Platinum Tangrams is an elevation of the Gold trophy. Once awarded either elevation, the entry will not longer be listed as the Gold winner.
- Agency of the Year** award will be awarded only in the Effectiveness, Media Strategy and Digital Strategy Tangrams. This award is given to only one individual agency office (the Entrant company) that obtains the highest score for its awarded and shortlisted entries in the named Tangrams .
- *NEW! Network of the Year** award is given to the Agency Network that is most successful overall (in accordance with Tangrams points system) for awarded and shortlisted entries in Effectiveness, Media Strategy, Digital Strategy, Date & Analytics and e-Commerce. Network is defined as 51% or more owned by a Network parent company or satisfy network name affiliation.
- Points will only be awarded to the registered Entrant Company. Each entrant company / network score is calculated by adding the total points of the awarded and shortlisted entries in the respective Tangrams. Only the information submitted on the original entry form in the Agency Network fields will be considered in the Agency of the Year calculations. Awarded entry score is based on the following allocated award points: -

Platinum	Gold	Silver	Bronze	Shortlist
10pts	7pts	5pts	3pts	1pts

If an entry is shortlisted and goes on to be awarded, the shortlist point will no longer be valid. The maximum number of shortlist points awarded to an entrant company is 10pts.

In the event of a tie in the total number of points between entrant companies, the rank of the awards will be taken

Entrant A	Points	example	Entrant B	Points
2x Gold	14 pts		1x Gold	7pts
1x Silver	5pts		1x Silver	5pts
1x Shortlist	1pt		8x Shortlist	8pts
TOTAL	20pts		TOTAL	20pts

Although the total points are the same, Entrant A overrule Entrant B based on the number of Gold won in comparison.

ENTRY SUBMISSION REQUIREMENTS

ENTRY SUBMISSION

1. All entry submissions are to be submitted online. Begin your entry submission online at www.judgify.me/TANGRAMS2017. You will find the *SUBMIT AN ENTRY* button on the top right corner. If you do not already have an account, you will need to create and register an account by clicking on the same button.
2. All entry submissions is considered complete and accepted, proceeding for judging only with the presence of the compulsory materials / information.

You will need the following information to complete your submission online: Company information as the Entrant Company; Entrant Contact Details / Entry Contact Details (*Entrant and Entry Contact can be the same person*); Client (who commissioned the work / campaign) Contact Details; and the relevant information to complete payment method chosen.

Submission Materials required include:

- A. * Completed Written Submission (for the respective categories)
- B. * Three (3) hi-res representative images of the entry
- C. Up to six (6) additional materials / documents deemed necessary to support the entry claims

* denotes Compulsory

3. Entry media, including primary uploads and all supporting media must be final at the point of entry completion. No replacement or additional media will be accepted after an entry has been finalised and received by the Awards Organiser.
4. Digital and physical materials must be submitted without any reference to your agency or any contributing companies or persons as judging is anonymous.
5. It is the entrant's responsibility to ensure the entry / campaign / project / solution is appropriate to the categories it is entered for and it meets the respective criteria of each category. The Awards Organiser reserves the right to re-assign the entry to a more relevant category should an entry found to be in the wrong category.
6. You may save your entries at any point and return to complete the submission at later time / date before the submission deadline.
7. Please carefully check and re-check the entry details (including credits) you have entered. The credited companies and personnel will be able to obtain letter of verification for the contribution to any winning / shortlisted entries, and purchase trophies where desired. Any amendments or additions to credits made after 18 April 2017 will incur costs at the Awards Organiser's discretion. No changes will be allowed after judging commences on 5 May 2017.
8. Once your entries are submitted into the system, you will not be allowed to make any changes. Requests to changes are subject to approval at the discretion of the Tangrams Team and may incur additional administrative cost.
9. Upon confirming of your entry submission, you will have to PROCEED TO PAYMENT, where you will have to read and agree to the payment terms & conditions, and select payment method. Please refer to the Sample Online Entry Form for a step-by-step instructions to completing your entry.
10. You will receive an acknowledgement email once you have successfully submitted your entry through the online system. A separate confirmation email will be sent once receipt of your payment for your entry have been received by our Finance Department.
11. All entries require client endorsement. The client contact provided by you will also receive a Client Endorsement Request via email separately. Client will have to endorse the entry via the links provided in the email to finalise the entry. Entries not endorsed by client may result in disqualification.
12. Refer to [SAMPLE ONLINE ENTRY SUBMISSION FORM](#) for reference on the step-by-step entry submission process.

ENTRY MATERIALS SPECIFICATIONS

WRITTEN SUBMISSION (COMPULSORY)

Written submission form must be completed as per the provided template. You may download the respective written submission form at <http://www.tangrams.asia/general/written-submission-form>

- * All written submissions should comply with the following word count limit: -

	EFFECTIVENESS	MEDIA STRATEGY	DIGITAL STRATEGY	DATA & ANALYTICS	E-COMMERCE
WORD LIMIT	2000	1500	1500	1500	1500

- * Format: .doc; .docx / Size: not more than 5MB
- * Do not delete any parts / questions of the written submission form
- * All written submission must prepared in **English, Black ARIAL font**
- * Written submission must be written **without any reference to the name of your agency or any contributing companies or persons** (unless entry is a self-promoting campaign / work). Presence of any agency names / logos will result in disqualification.
- * Charts and graphics can be inserted in the written submission provided that they are not used excessively. Text in graphics and charts are not included in the word count limit.
- * Any mention of data must be accompanied by source of reference. If your agency is the source, please reference "Agency Research"
- * Please indicate "NOT FOR PUBLICATION" on any sensitive parts of your submission. Information marked as such will be treated with confidentiality and will not be published.

THREE (3) HI-RESOLUTION IMAGES (COMPULSORY)

These images will be reflected on the Winners Page and at the awards ceremony for shortlisted and winning entries

- * Images are to be representative of / related to the entry submitted.
- * Format: .jpg; .png
- * Size: not more than 5MB

SUPPORTING MATERIALS (OPTIONAL)

All materials must be prepared / written **without any reference to the name of your agency or any contributing companies or persons** (unless entry is a self-promoting campaign / work). Presence of any agency names / logos will result in disqualification.

- * Supporting materials should be provided to show evidence of the success of the entry ranging from case film, demo film, media coverage, images; research reports, sales / profit figure, media evaluation, tracking studies, market share report, customers feedback etc.
- * You are allowed up to SIX (6) support materials.
- * Support materials not originally in English have to be translated exactly as the original version. Any specific word play or local / social / cultural or political references and nuances should be translated in the best interest and for understanding by the jury members.
- * **We encourage submission of a case film to support your entry**—in which you should summarize the brief, execution and outcome of your entry. All materials (compulsory or supporting) will be viewed by the jury at all judging stages. Should your entry be awarded, we will extract a representative 30—45 seconds of the case film to be used as the awards show film to be shown at the awards ceremony. Alternatively, you may wish submit to us your version of the awards show film for the event that your entry is awarded.
- * All Supporting materials must be uploaded as a standalone file (apart from URL), and should be of the respective specifications:
 - Case film / Video specifications: .mov / .mp4; 350MB; not more than 3 mins in duration
 - URLs: URL must start with "http://" and must be accessible without a login or password and available online until 31 May 2017. No file sharing sites will be accepted and be viewed by jury.
 - Audio: .mp3; not less than 128kbps. Upload of script of audio in English should be provided and must replicate the original aired version
 - Supporting Content: any supporting documents relevant to your entry
Specifications: .jpg / .mp4 / .mp3 / .mov / .doc / .docx / .pdf / .pdf / .xls / .xlsx / .ppt / .pptx

TREATMENT & PUBLICATIONS OF ENTRIES

For the purpose of this paragraph, ‘entry/campaign’ means the work you enter into the Tangrams Awards and ‘Organiser’ means Ascential Events (Europe) Limited. With effect from your submission of an entry, the following terms apply:

1. By submitting any campaign in the course of entering the Awards, the entrant acknowledges that such material will be used for the Awards (as defined below), on the terms set out herein.
2. In order to promote the Awards, the organisers may, but shall not be obliged to, do all or any of the following: -
 - * Screen or publish all materials submitted to the awards organisers for purposes of conducting and promoting the Awards, including all entry/campaign, with or without charge at public or private presentations, in such manner and form as the awards organiser reasonably think fit;
 - * Reproduce all materials submitted to the awards organiser - including all entry/campaign in the Tangrams web-site and offline for the purpose of conducting and promoting the Awards;
 - * Permit the material to be used directly or indirectly for the purpose of promoting the Awards;
 - * Reproduce any entry/campaign into a collection of advertisements which may be offered for sale anywhere in the world. Such a collection may not, nor may any extracts of it, be copied, marketed or sold by any organisation other than the awards organisation or any organisation authorised to do so by the Awards. This may include adaptation/translation by a third party; provided, however, that awards purpose shall exclude any action that may violate (a) any applicable law, or (b) any restriction placed on the use of that material by its legal owner, permitted licensee or third party whose property is included within such material as disclosed to the awards organiser by the entrant.
 - * To the extent that the entrant is not the owner of the material comprising the campaign, the Organiser’s exercise of the Awards Purposes shall be subject to any Restrictions. The entrant shall use commercially reasonable endeavours to ensure that the organiser may exercise the Awards Purposes, but shall not, in any event, be required to spend any money in order to permit the Organiser to do so, and entrant’s failure to obtain sufficient rights in order to enable the Organiser to do so shall not give rise to any liability on entrant’s part; and the entrant shall notify the Organiser in writing (including by e-mail) of any Restriction as soon as reasonably practical on becoming aware of the same. For the avoidance of doubt, “commercially reasonable endeavours” shall include the entrant using its commercially reasonable efforts to attempt to cause the applicable third parties to agree to permit the Organiser to exercise the Awards Purposes, but shall not require the entrant to retrospectively amend or agree new terms of engagement for any Campaign already commissioned.
 - * Each entrant agrees to assist the awards organiser (at the sole cost and expense of the awards organiser) in every reasonable way in supporting any legal action that may be taken against the Awards in relation to the exercise of the rights set out in the paragraph above and to supply information to the Awards Organisers immediately should they become aware that an unauthorised collection or compilation including their Advertisement is available for sale or distribution.
 - * Each entrant confirms to the Awards Organisers that they have the legal right to enter the campaign into the Awards on the terms of these entry rules, subject to any Restrictions, the exercise by the Organiser or its authorised agent of the Awards Purposes shall not infringe the rights of any third party, nor breach any applicable laws. If the Organiser receives any claim from a third party in relation to your entry, then without prejudice to any other rights or remedies available to the Organiser, you shall promptly assist the Organiser to deal with the claim, including but not limited to the provision of all documentation establishing ownership of rights in the entry.
 - * All entries and their subsequent feature, display, exhibition or presentation should be considered for the purpose of criticism and review only and does not constitute any recommendation, endorsement or promotion of the products or services featured therein by Ascential, any of its affiliates, or otherwise. Subsequent features, displays, exhibitions or presentations do not represent the views or opinions of Ascential Events (Europe) Limited or its affiliates and no reliance should be placed on any part of the feature other than for the purpose of evaluation as an entry to the Awards. Ascential Events (Europe) Limited and its affiliates do not accept any liability of any kind in respect of any feature, display, exhibition or presentation or any product or service referred to in any future feature, display, exhibition or presentation.

TANGRAMS ENTRY TIPS

CHOOSE THE RIGHT CATEGORY

Choose your category wisely depending on the strength of the campaign. It sounds simple, but the sheer breadth, depth and versatility of the marketing industry mean that there is potential overlap between some of the categories in the TANGRAMS (Asian Marketing Effectiveness & Strategy) Awards. For instance, it is clear that, say, a campaign based around mobile marketing creative and execution fits into Mobile category in Digital Strategy; it can also form an element of a project entered into a bigger category, such as Integrated category in Digital. You may in the meantime enter the same campaign into a Media Strategy category with a focus on the media planning execution of the campaign.

CUSTOMISE YOUR ENTRY

Where projects/campaigns/solutions can be appropriately entered into many different categories, judges do look for different attributes and successes against the criteria set for the specific category. Always customise your written submission based on the category being entered for and showcase results and elements relevant to the category.

USE VERIFIED RESULTS

In all categories, judges look for evidence of commercial success. It is not enough to make assertions, the jury want proof! It always helps to explain the basis of a successful return on investment for a campaign, project or business success story. Always avoid vague statements such as ‘substantial improvement reported by client’ as your measure of success.

Claims & Evidence : Justified facts and figures always helps to explain the basis of a successful return on investment for a campaign, project or business success story. Results must be quantifiable and any claims must be supported by evidence and source data. If your campaign runs over a very short period, beware of attributing the results across an entire year (you can quantify them). Use a chart, graph, diagram, etc. within the body of your submission. You must reference the name of the source.

Source Data : The judges look for figures that have been verified, measured or audited by a third party such as a research company, media owner, and industry measurement tool or industry body.

Always name your source and be clear on the link between the campaign/projects/solution and the results. Embed any supporting evidence such as charts, graphs, tables etc. within the main entry document, next to your claim. Charts, graphs, diagrams or tables will not be included in the word count.

Include footnotes at the bottom of the page linking to the source data.

If you cannot include the source data please state the reason why.

LESS IS BEST

Get to the point! Be concise and explicit. Ensure that the submission is easy to read – you have only a few minutes to grab the judges’ attention. Also, please ensure file sizes are manageable for the judges’ downloads – long loading periods should be avoided at all costs.

CONTEXT

The judges are experts in their field, but may not have intimate knowledge of the particular project or business that has been entered. It always helps to put an entry in the context of the wider business, marketing campaign or, even, specialist marketplace. Clearly state the purpose of your entry – what is the overriding goal of this submission? It helps to think of each entry as a submission to a member of the board in a major Blue Chip company: they will have a grasp of what makes a successful business case, but not necessarily of the absolute minutiae of the international market for purple widget manufacture.

EFFECTIVENESS TANGRAMS

This category awards outstanding examples of strategic and imaginative solutions that have delivered a measurable and proven impact on businesses. Detailed quantitative methods have been developed for the jury to fairly and accurately benchmark and analyse each entry on its merits.

The voting will be based on FOUR (4) criteria:

Strategy 20% + Creativity & Innovation 20% + Execution 20% + Results 40%.

You may enter your campaigns / work into ONE (1) category in the Products & Services section, but multiple categories in the Specialist Section.

NOTE: past entries in this category can enter in the Best Sustained Success section on condition that they have not been entered in this section in previous years. The campaign strategies must span at least 3 years.

PRODUCTS & SERVICES CATEGORIES

EFPO1. Non-Alcoholic Beverages

Coffee, tea, still & carbonated drinks, juices, mineral waters

EFPO2. Alcoholic Beverages & Tobacco

Beer, wine, spirits, liqueurs, cocktails, tobacco & associated products

EFPO3. Food Products

Meats, fish, seafood, soups, delicatessen, fruits & vegetables, rice, pasta, pizza, sauces, mayonnaise, vinegar, oils, spices, herbs, pre-cooked & prepared meals, frozen, canned, dried foods, babyfoods & baby milk, cream, butter, cheese, eggs, milk, margarine & spreads, diet & health foods, chocolate, candy, chewing gum, potato crisps, snacks, nuts & dried fruit, sweet & savoury bars, cakes, biscuits, desserts, sugar, jam, honey, peanut butter, syrup, bread, crispbread, flour, baking ingredients, breakfast cereals, yoghurt & yoghurt drinks, milk desserts, ice cream, flavoured milk

EFPO4. Home Furnishing, Appliances, Maintenance & Household Products

House & garden furniture, washing machines, dryers, dishwashers, fridges, freezers, cookers, microwaves, kitchen utensils, appliances & crockery, glassware, bed & table linen, baths, showers & toilets, home decorating & building products, wall & floor coverings, heaters, air conditioners, lamps, clocks, home security products, smoke detectors, tools, garden tools, machinery & products. Detergents, cleaning products, shoe polish, air fresheners, insecticides, foil, cling film & food packaging, light bulbs, batteries (not car batteries), paint, varnish & wood protectors, adhesives

EFPO5. Pharmaceuticals, Beauty Products, Cosmetics & Toiletries

Make-up, skin & nail care products, perfumes, eau de toilette & aftershaves, deodorants & body sprays, shampoos & conditioners, hair dye, hairspray, gel, mousse, dyes, soap, shower & bath products, sun block & tanning products, hair dryers, hair straighteners, hair curlers, OTC medicines & tablets, vitamins & herbal remedies, diet supplements & products, insect repellents, adhesive plasters, skin remedies, anti-hair loss lotions, condoms, pregnancy tests, other pharmaceutical products, hairbrushes, combs, wigs, toothpastes, toothbrushes, mouthwashes, oral hygiene, toilet paper, tampons & sanitary towels, tissues, diapers, razors & shaving products, hair removal products, contact lenses, hearing aids, prescription drugs, contact lenses, alternative therapies & medicines, virility drugs

EFPO6. Other Consumer Products

Televisions, video players, blank audio & video tapes, cameras, video cameras, film, hi-fi, personal stereos, CD players, minidisks & MP3 players, DVD players, personal phone equipment inc. mobile phones & pagers, musical instruments, sports equipment, bicycles, boats & caravans, toys, games consoles, clothing, footwear and accessories, sportswear, luggage, jewellery, watches, sunglasses, computer hardware and software, computer peripherals, gifts & greetings cards, pens and personal stationery. Including durable products.

EFPO7. Cars & Automotive Services

Cars, jeeps and 4-wheel drives, pick-up trucks, vans, lorries, motorbikes, tyres, auto products and services, spare parts, accessories incl. in-car hi-fi, petrol stations, petrol, oil, breakdown & servicing companies, car dealerships, car finance & leasing

EFPO8. Lifestyle

Transport, travel and tourism, airlines, train & bus companies, ferry & cruise lines, travel agencies, tourist boards, hotels, resorts, city & country promotion, car hire, travel passes, leisure & theme parks, gyms, health & diet clubs, sporting events, music festivals, orchestras, exhibitions & shows, nightclubs, bars, etc. museums, art galleries, cinemas & theatres, golf & country clubs, lotteries, gambling, sex toys, dating sites, social networking sites; Stores, including home shopping, restaurants, fast food, department & specialist stores, supermarkets, DIY stores, drugstores, opticians, hairdressers, beauty salons, laundry service, estate agents, photo processors, TV, video & other rental stores, mail-order companies, online shopping & auctions, pet food & pet care products

EFPO9. Financial Services, Commercial Public Services, Business Products & Services

Banks, building societies, credit cards, current & savings accounts, mortgages & loans, investment companies, personal, health insurance, building insurance, car insurance, pension & retirement plans, real estate investment; apartments and housing; Consumer telecommunications services, internet service providers, directories, yellow pages, postal services, electricity, gas, power & water companies, schools and colleges. Business phone & computer equipment, office furniture & stationery, telecommunication services, accountancy, conference & events services, business postal services, courier services, employment agencies, website development & agricultural & manufacturing equipment; hospitals, private healthcare & clinics, medical & dental services, psychiatrists, sex therapists, plastic surgeons, prescription drugs

EFPO10. Publications & Media

Online newspapers, magazines, TV & radio stations, networks, books, records, CDs, DVDs, TV & radio stations, networks & programmes, encyclopaedias & correspondence courses

EFPI1. Corporate Image & Information

Non-product-based company image, competition & event sponsorship, Christmas messages, company mergers, flotations & relocation, TV programme sponsorship, press releases, press conferences, announcements, PR, employee schemes, internal communication & statements, marketing, website design, advertising agencies & production companies, award competitions & Image libraries.

EFPI2. Charities, Public Health & Safety & Public Awareness Messages

Anti-smoking, anti-drugs, anti-drink-driving, road safety, health, hygiene, Aids awareness, political & religious messages, unions, associations, environmental awareness, government & forces recruitment, state education, racial, ethnic & disability awareness, sex equality, charities, funds, volunteers, Red Cross, blood & organ donation

SPECIALIST CATEGORIES

EFS01. Innovative Use of Media

Awarded to the marketing campaign that demonstrates the most innovative and effective use of media to achieve consumer engagement, deliver marketing objectives and generate business growth. The marketing strategy could be executed through new media or traditional forms of advertising & communications. Media types include Press, Outdoor, Radio, Screens, and Digital Media etc.

EFS02. Branded Content

Awarded to the most innovative and effective branded media programme featuring content creation, product placement or product association. Entries should illustrate the costs from all aspects of the marketing activity, as well as the results and return on investment. For the purposes of Asian Marketing Effectiveness & Strategy, Branded Content is the creation of, or natural integration into original content by a brand. The purpose of branded content is to deliver marketing messages by engaging consumers via relevant content platforms rather than traditional advertising methods.

EFS03. Sponsorship and Event Marketing

Awarded to the campaign that most effectively uses sponsorship and/or event marketing to provide an engaging brand experience to the target audience. Entries must demonstrate how the campaign connected with the target consumer and met the business objectives of the brand. Entries can include organisation of or sponsorship of one-off promotions, product launches, exhibitions, shows, brand experiences, music concerts, sports events, charity walks, fashion shows, tie-ins with television programmes etc.

EFS04. Insights / Strategic Thinking

Awarded to the campaign that most effectively used insights/ strategic thinking which led to the communication idea and achieved the set marketing objectives. Entries must be supported by business results.

EFS05. Small Budget Marketing Campaign

Awarded to the campaign that achieved its marketing and business objectives while adhering to a limited production and media budget of under US\$100,000. This category can include retail, sales promotion and point of purchase.

EFS06. Marketing Campaign for Regional Brand Development

Awarded to the campaign that most effectively builds a brand presence across at least 3 countries in Asia Pacific. This category is open to all brands whether Asian, or global, that are establishing themselves in the Asia Pacific marketplace.

EFS07. Marketing Campaign for National Brand Development

Awarded to the campaign that most effectively builds a brand presence in a single country within Asia Pacific. This category is open to all brands whether Asian, or global, that are establishing themselves in the Asia Pacific marketplace.

EFS08. Sustained Success

Awarded to the campaign that demonstrates how a single vision and strategic platform have had the most effective long-term impact on the development and growth of a brand. The campaign strategies must span at least 3 years.

EFS09. Integrated Marketing Campaign

Awarded to a campaign that most effectively integrates a range of marketing disciplines to meet set objectives. Campaigns must exhibit a minimum use of 3 marketing disciplines such as direct marketing, event marketing and advertising.

MEDIA STRATEGY TANGRAMS

The Media Strategy Tangrams seeks to award companies and agencies that utilise the creative use of media and ideas to demonstrate an understanding of the target market innovatively implement strategy across channels and maximise business results.

Judging will be based on FIVE (5) criteria: **20% Insights + 20% Media Idea + 30% Media Strategy + 10% Media Execution + 20% Results.**

Campaigns / work can be entered into One (1) Product & Service category only; and/or multiple Specialist categories.

PRODUCTS & SERVICES CATEGORIES

MSP01. Non-Alcoholic Beverages

Coffee, tea, still & carbonated drinks, juices, mineral waters

MSP02. Alcoholic Beverages & Tobacco

Beer, wine, spirits, liqueurs, cocktails, tobacco & associated products

MSP03. Food Products

Meats, fish, seafood, soups, delicatessen, fruits & vegetables, rice, pasta, pizza, sauces, mayonnaise, vinegar, oils, spices, herbs, pre-cooked & prepared meals, frozen, canned, dried foods, babyfoods & baby milk, cream, butter, cheese, eggs, milk, margarine & spreads, diet & health foods, chocolate, candy, chewing gum, potato crisps, snacks, nuts & dried fruit, sweet & savoury bars, cakes, biscuits, desserts, sugar, jam, honey, peanut butter, syrup, bread, crispbread, flour, baking ingredients, breakfast cereals, yoghurt & yoghurt drinks, milk desserts, ice cream, flavoured milk

MSP04. Home Furnishing, Appliances, Maintenance & Household Products

House & garden furniture, washing machines, dryers, dishwashers, fridges, freezers, cookers, microwaves, kitchen utensils, appliances & crockery, glassware, bed & table linen, baths, showers & toilets, home decorating & building products, wall & floor coverings, heaters, air conditioners, lamps, clocks, home security products, smoke detectors, tools, garden tools, machinery & products. Detergents, cleaning products, shoe polish, air fresheners, insecticides, foil, cling film & food packaging, light bulbs, batteries (not car batteries), paint, varnish & wood protectors, adhesives

MSP05. Pharmaceuticals, Beauty Products, Cosmetics & Toiletries

Make-up, skin & nail care products, perfumes, eau de toilette & aftershaves, deodorants & body sprays, shampoos & conditioners, hair dye, hairspray, gel, mousse, dyes, soap, shower & bath products, sun block & tanning products, hair dryers, hair straighteners, hair curlers, OTC medicines & tablets, vitamins & herbal remedies, diet supplements & products, insect repellents, adhesive plasters, skin remedies, anti-hair loss lotions, condoms, pregnancy tests, other pharmaceutical products, hairbrushes, combs, wigs, toothpastes, toothbrushes, mouthwashes, oral hygiene, toilet paper, tampons & sanitary towels, tissues, diapers, razors & shaving products, hair removal products, contact lenses, hearing aids, prescription drugs, contact lenses, alternative therapies & medicines, virility drugs

MSP06. Other Consumer Products

Televisions, video players, blank audio & video tapes, cameras, video cameras, film, hi-fi, personal stereos, CD players, minidisks & MP3 players, DVD players, personal phone equipment inc. mobile phones & pagers, musical instruments, sports equipment, bicycles, boats & caravans, toys, games consoles, clothing, footwear and accessories, sportswear, luggage, jewellery, watches, sunglasses, computer hardware and software, computer peripherals, gifts & greetings cards, pens and personal stationery. Including durable products.

MSP07. Cars & Automotive Services

Cars, jeeps and 4-wheel drives, pick-up trucks, vans, lorries, motorbikes, tyres, auto products and services, spare parts, accessories incl. in-car hi-fi, petrol stations, petrol, oil, breakdown & servicing companies, car dealerships, car finance & leasing

MSP08. Lifestyle

Transport, travel and tourism, airlines, train & bus companies, ferry & cruise lines, travel agencies, tourist boards, hotels, resorts, city & country promotion, car hire, travel passes, leisure & theme parks, gyms, health & diet clubs, sporting events, music festivals, orchestras, exhibitions & shows, nightclubs, bars, etc. museums, art galleries, cinemas & theatres, golf & country clubs, lotteries, gambling, sex toys, dating sites, social networking sites; Stores, including home shopping, restaurants, fast food, department & specialist stores, supermarkets, DIY stores, drugstores, opticians, hairdressers, beauty salons, laundry service, estate agents, photo processors, TV, video & other rental stores, mail-order companies, online shopping & auctions, pet food & pet care products

MSP09. Financial Services, Commercial Public Services, Business Products & Services

Banks, building societies, credit cards, current & savings accounts, mortgages & loans, investment companies, personal, health insurance, building insurance, car insurance, pension & retirement plans, real estate investment; apartments and housing; Consumer telecommunications services, internet service providers, directories, yellow pages, postal services, electricity, gas, power & water companies, schools and colleges. Business phone & computer equipment, office furniture & stationery, telecommunication services, accountancy, conference & events services, business postal services, courier services, employment agencies, website development & agricultural & manufacturing equipment; hospitals, private healthcare & clinics, medical & dental services, psychiatrists, sex therapists, plastic surgeons, prescription drugs

MSP10. Publications & Media

Online newspapers, magazines, TV & radio stations, networks, books, records, CDs, DVDs, TV & radio stations, networks & programmes, encyclopaedias & correspondence courses

MSP11. Corporate Image & Information

Non-product-based company image, competition & event sponsorship, Christmas messages, company mergers, flotations & relocation, TV programme sponsorship, press releases, press conferences, announcements, PR, employee schemes, internal communication & statements, marketing, website design, advertising agencies & production companies, award competitions & image libraries.

MSP12. Charities, Public Health & Safety & Public Awareness Messages

Anti-smoking, anti-drugs, anti-drink-driving, road safety, health, hygiene, Aids awareness, political & religious messages, unions, associations, environmental awareness, government & forces recruitment, state education, racial, ethnic & disability awareness, sex equality, charities, funds, volunteers, Red Cross, blood & organ donation

SPECIALIST CATEGORIES

MSS01. Branded Content

Awarded to the most innovative and successful branded media programme featuring content creation, product placement or product association.

For the purposes of the Asian Marketing Effectiveness & Strategy awards, Branded Content is the creation of, or natural integration into original content by a brand. The purpose of branded content is to deliver marketing messages by engaging consumers via relevant content platforms rather than traditional advertising methods.

MSS02. Sponsorship & Event Marketing

Awarded to the campaign that most strategically and successfully uses sponsorship and/or event marketing to provide an engaging brand experience to the target audience. Entries must demonstrate how the campaign connected with the target consumers and met the marketing and business objectives of the brand. Entries can include organisation of or sponsorship of one-off promotions, product launches, exhibitions, shows, brand experiences, music concerts, sports events, charity walks, fashion shows, tie-ins with television programmes, etc.

MSS03. Digital Media

Awarded to the campaign that most strategically and successfully uses digital media to reach and engage target audience and achieve set objectives. Digital media include websites, microsites, search engines, banner ads, instant messaging, email marketing, digital POS, new technology, games, virtual worlds, downloadable applications including screensavers, widgets etc.

MSS04. Mobile

Awarded to the campaign that most strategically and successfully uses the mobile channel(s) to reach and engage consumers and achieve set objectives. Mobile channels include smartphones, tablet computers, Bluetooth, SMS, MMS, WAP, mobile applications, etc.

MSS05. Social

Awarded to the most creative and strategic use of social platforms backed by a sound understanding of online consumer behaviour to effectively reach and engage target audience and achieve set objectives. Entries can include consumer driven campaigns, community building, targeting, engagement and conversational marketing strategies.

MSS06. Media Innovation

Awarded to the campaign that demonstrates the most innovative and strategic use of media to obtain consumer insights, reach target audience, influence consumer behaviour, and deliver results against the set marketing and business objectives. Innovative media strategy could be executed through new media or traditional forms of advertising & communications. Media types include Press, Outdoor, Radio, Screens, and Digital Media etc.

MSS07. Integrated Use of Media

Awarded to the campaign that most strategically and effectively integrates a range of media to meet set objectives. Entries must exhibit a minimum use of 3 media channels such as digital, event marketing and screens.

MSS08. Small Budget Campaign

Awarded to the campaign that achieved its marketing and business objectives while adhering to a limited media budget of under US\$100,000. This category can include retail, sales promotion and point of purchase.

MSS09. Media Strategy for Regional Brand Development

Awarded to the most strategic and effective use of media in building a brand presence across at least 3 countries in Asia Pacific. This category is open to all brands whether Asian, or global, that are establishing themselves in this part of the world.

**This category and Media Strategy for National Brand Development category are mutually exclusive. Entries cannot be duplicated between these 2 categories unless the work stands strong in both scenarios, in which case the case study has to focus only on the regional strategy.*

MSS10. Media Strategy for National Brand Development

Awarded to the most strategic and effective use of media in building a brand presence in a single country within Asia Pacific. This category is open to all brands whether Asian, or global, that are establishing themselves in the Asia Pacific marketplace.

** This category and Media Strategy for Regional Brand Development category are mutually exclusive. Entries cannot be duplicated between these 2 categories unless the work stands strong in both scenarios, in which case the case study has to focus only on the strategy for the specific market.*

DIGITAL STRATEGY TANGRAMS

This category awards Entrants must clearly demonstrate how business goals were achieved through innovative digital strategies.

Judging will be based on FIVE (5) criteria: **20% Insights + 20% Digital Idea + 30% Digital Strategy + 10% Digital Execution + 20% Results.**

You may enter your campaigns / work into ONE (1) category in the Products & Services section, but multiple categories in the Specialist Section.

NOTE: Campaign / Work entered in any of the Specialist categories from DSS01 through till DSS07 CANNOT be entered into DSS08. *Other Digital Solution* and vice versa as DSS08.

PRODUCTS & SERVICES CATEGORIES

DSP01. Non-Alcoholic Beverages

Coffee, tea, still & carbonated drinks, juices, mineral waters

DSP02. Alcoholic Beverages & Tobacco

Beer, wine, spirits, liqueurs, cocktails, tobacco & associated products

DSP03. Food Products

Meats, fish, seafood, soups, delicatessen, fruits & vegetables, rice, pasta, pizza, sauces, mayonnaise, vinegar, oils, spices, herbs, pre-cooked & prepared meals, frozen, canned, dried foods, babyfoods & baby milk, cream, butter, cheese, eggs, milk, margarine & spreads, diet & health foods, chocolate, candy, chewing gum, potato crisps, snacks, nuts & dried fruit, sweet & savoury bars, cakes, biscuits, desserts, sugar, jam, honey, peanut butter, syrup, bread, crispbread, flour, baking ingredients, breakfast cereals, yoghurt & yoghurt drinks, milk desserts, ice cream, flavoured milk

DSP04. Home Furnishing, Appliances, Maintenance & Household Products

House & garden furniture, washing machines, dryers, dishwashers, fridges, freezers, cookers, microwaves, kitchen utensils, appliances & crockery, glassware, bed & table linen, baths, showers & toilets, home decorating & building products, wall & floor coverings, heaters, air conditioners, lamps, clocks, home security products, smoke detectors, tools, garden tools, machinery & products. Detergents, cleaning products, shoe polish, air fresheners, insecticides, foil, cling film & food packaging, light bulbs, batteries (not car batteries), paint, varnish & wood protectors, adhesives

DSP05. Pharmaceuticals, Beauty Products, Cosmetics & Toiletries

Make-up, skin & nail care products, perfumes, eau de toilette & aftershave, deodorants & body sprays, shampoos & conditioners, hair dye, hairspray, gel, mousse, dyes, soap, shower & bath products, sun block & tanning products, hair dryers, hair straighteners, hair curlers, OTC medicines & tablets, vitamins & herbal remedies, diet supplements & products, insect repellents, adhesive plasters, skin remedies, anti-hair loss lotions, condoms, pregnancy tests, other pharmaceutical products, hairbrushes, combs, wigs, toothpastes, toothbrushes, mouthwashes, oral hygiene, toilet paper, tampons & sanitary towels, tissues, diapers, razors & shaving products, hair removal products, contact lenses, hearing aids, prescription drugs, contact lenses, alternative therapies & medicines, virility drugs

DSP06. Other Consumer Products

Televisions, video players, blank audio & video tapes, cameras, video cameras, film, hi-fi, personal stereos, CD players, minidisks & MP3 players, DVD players, personal phone equipment inc. mobile phones & pagers, musical instruments, sports equipment, bicycles, boats & caravans, toys, games consoles, clothing, footwear and accessories, sportswear, luggage, jewellery, watches, sunglasses, computer hardware and software, computer peripherals, gifts & greetings cards, pens and personal stationery. Including durable products.

DSP07. Cars & Automotive Services

Cars, jeeps and 4-wheel drives, pick-up trucks, vans, lorries, motorbikes, tyres, auto products and services, spare parts, accessories incl. in-car hi-fi, petrol stations, petrol, oil, breakdown & servicing companies, car dealerships, car finance & leasing

DSP08. Lifestyle

Transport, travel and tourism, airlines, train & bus companies, ferry & cruise lines, travel agencies, tourist boards, hotels, resorts, city & country promotion, car hire, travel passes, leisure & theme parks, gyms, health & diet clubs, sporting events, music festivals, orchestras, exhibitions & shows, nightclubs, bars, etc. museums, art galleries, cinemas & theatres, golf & country clubs, lotteries, gambling, sex toys, dating sites, social networking sites; Stores, including home shopping, restaurants, fast food, department & specialist stores, supermarkets, DIY stores, drugstores, opticians, hairdressers, beauty salons, laundry service, estate agents, photo processors, TV, video & other rental stores, mail-order companies, online shopping & auctions, pet food & pet care products

DSP09. Financial Services, Commercial Public Services, Business Products & Services

Banks, building societies, credit cards, current & savings accounts, mortgages & loans, investment companies, personal, health insurance, building insurance, car insurance, pension & retirement plans, real estate investment; apartments and housing; Consumer telecommunications services, internet service providers, directories, yellow pages, postal services, electricity, gas, power & water companies, schools and colleges. Business phone & computer equipment, office furniture & stationery, telecommunication services, accountancy, conference & events services, business postal services, courier services, employment agencies, website development & agricultural & manufacturing equipment; hospitals, private healthcare & clinics, medical & dental services, psychiatrists, sex therapists, plastic surgeons, prescription drugs

DSP10. Publications & Media

Online newspapers, magazines, TV & radio stations, networks, books, records, CDs, DVDs, TV & radio stations, networks & programmes, encyclopaedias & correspondence courses

DSP11. Corporate Image & Information

Non-product-based company image, competition & event sponsorship, Christmas messages, company mergers, flotations & relocation, TV programme sponsorship, press releases, press conferences, announcements, PR, employee schemes, internal communication & statements, marketing, website design, advertising agencies & production companies, award competitions & Image libraries.

DSP12. Charities, Public Health & Safety & Public Awareness Messages

Anti-smoking, anti-drugs, anti-drink-driving, road safety, health, hygiene, Aids awareness, political & religious messages, unions, associations, environmental awareness, government & forces recruitment, state education, racial, ethnic & disability awareness, sex equality, charities, funds, volunteers, Red Cross, blood & organ donation

SPECIALIST CATEGORIES

DSS01. Search

Awarded to the best use of search marketing to create a measurable impact. Tactics could include search engine optimisation and/or paid search.

DSS02. Website & Microsites

Awarded to the campaign that best uses a destination site built as a storefront for a company's long-term business to create a measurable impact as part of an overall marketing communications strategy. You may enter a website and a microsite that is part of the same website as long as that microsite has a separate URL that is accessible independently of the main website URL.

DSS03. Mobile (including Apps)

Awarded to the best use of the mobile platform, which includes advertising campaigns and applications, to create a measurable impact. Mobile use could refer to all types of advertising that can be accessed on mobile phones, tablets, PDAs, Blackberries, etc., including SMS, MMS, and in-app campaigns.

DSS04. Gaming

Awarded to the strategic development of a game that effectively and creatively reached target customers to build or maintain their brand and market share while attaining marketing objectives.

DSS05. Video

Awarded to the video campaign, online or on mobile, that combines creativity and engaging & targeted content or leverages consumer created content to build viral buzz and achieve proven results in relation to the objectives set. Entries can include interactive videos.

DSS06. Social

Awarded to the campaign that uses social networking and community sites most effectively and creatively to reach target customers to build or maintain their brand and market share while attaining marketing objectives set during the review period. Entries should truly make use of social media platforms beyond simply the viral reach of a campaign.

DSS07. Online Content (excluding Video Content)

Awarded to the strategic creation, curation, and distribution of engaging, relevant and consistent online content to attract the target audience, and eventually drive profitable customer action.

DSS08. Other Digital Solutions

Other digital advertising that doesn't fit in any of the categories above, e.g. digital OOH campaigns, display, banners, and loyalty campaigns, etc.

DSS09. Digital Innovation

Awarded to the campaign that uses newly created digital media or existing digital media in fresh and innovative ways to explore new channels of communication and achieve marketing success.

DSS09. Digital integrated Campaign

To be considered for this award, entries must show how they used a range of digital solutions in the best possible way to promote a product or service. Entries must have run across a minimum of 3 digital channels (for example banners, viral videos, landing sites, etc.), and must build a complete picture by showing how the campaign played across these digital elements/channels. This means that the elements of the campaign were designed to ensure that the combination of different channels produced an effect greater than the sum of its parts.

DATA & ANALYTICS TANGRAMS

The Data & Analytics Tangrams looks to award the most compelling, relevant strategy led by insights founded in and driven by the strategic application of data/analytics and associated targeting methods. Jury will look out for great strategy founded on insights gained through the acquisition, analysis and interpretation of data in order to target, drive engagement, or develop a meaningful relationship with a specific consumer audience.

Judging will be based on FIVE (5) criteria: **20% Insights + 20% Idea + 30% Strategy + 10% Execution + 20% Results.**

Campaigns / work can be entered into multiple categories as long as it is in the relevant categories. It is essential that the entry/campaign/project/solution is appropriate to the categories it enters for and that it meets the respective criteria of each category.

ANALYTICS & INSIGHT CATEGORIES

DAA01. Web Analytics

Strategic analysis of online consumer activity and web traffic. Entries in this category should demonstrate how the measurement, collection and analysis of web data have provided, contributed to, or enhanced an insight or understanding of the audience

DAA02. Social Analytics

Strategic analysis of online social platforms, activity and behaviours. Entries in this category should demonstrate how the measurement, collection and analysis of social platform or social user data have provided, contributed to, or enhanced an insight or understanding of the audience

DAA03. Data Mining – Audience Association and Clustering Analysis

Strategic analysis of audiences. Insight may be gained through the collective and shared decisions and preferences of several different categories of consumer. Entries in this category should demonstrate how the measurement, collection and analysis of audience clustering data have contributed to, or enhanced the understanding of the audience and related insights

MSP11. Corporate Image & Information

Non-product-based company image, competition & event sponsorship, Christmas messages, company mergers, flotations & relocation, TV programme sponsorship, press releases, press conferences, announcements, PR, employee schemes, internal communication & statements, marketing, website design, advertising agencies & production companies, award competitions & Image libraries.

STRATEGY & TECHNIQUE CATEGORIES

DAS01. Audience Segmentation

Strategic use of data concerned with identifying and appropriately dividing the audience into specific consumer groups in order to better understand who makes up the market. Entries must illustrate how testing and targeting phases were implemented in order to fulfil the strategy

DAS02. Response / Real-Time Data

Strategy that drives consumer engagement by utilising real-time data in order to effectively respond to world shifts, news, crises and other significant events.

DAS03. Data Storytelling

Strategy that harnesses consumer data in order to build a comprehensive view of customer preferences. Entries should illustrate how the strategy drove the delivery of appropriate brand stories

DAS04. Personalisation

Strategic use of data concerned with individual consumers' behaviour (e.g. transactions, websites visited, content viewed) resulting in direct sales and acquisitions.

DAS05. Single Customer View at Scale

Entries in this category should demonstrate how appropriate techniques were used in order to gain a single customer view founded in the analysis of data.

DAS06. Multi-Data Sourcing / Merging

Entries in this category should demonstrate how the strategic use of multiple data sourcing or the merging of data was carried out in order to produce original consumer insight or to better engage with the market.

USE OF DATA TECHNOLOGIES CATEGORIES

DAU01. Analytics Innovation

Strategic utilisation of appropriate, analytics technologies. Entries in this category should demonstrate how progressive or original analytical technologies were employed in order to better understand the consumer or produce compelling insight.

DAU02. Database Application

Strategic use of database technologies. Entries in this category should demonstrate how technology was harnessed in order to appropriately build a customer database or target an existing consumer set .

DAU03. Customer Intelligence

Strategic use of technologies that aid the interpretation of raw, consumer related data into meaningful information. Entries in this category should be able to demonstrate how the creative use of technology had a direct impact on the overall engagement strategy.

DAU04. Business Intelligence

Strategic use of data concerned with individual consumers' behaviour (e.g. transactions, websites visited, content viewed) resulting in direct sales and acquisitions.

DAU05. Data Visualisation

Strategic use of schematic data technologies in order to physically and/or graphically interpret or represent data.

DAU06. Innovative Use of Data Technology

Entries in this category must demonstrate how progressive methods or data technologies were harnessed for the purposes of gathering and/or interpreting data. Strategic collaborations with technology providers will be considered.

e-COMMERCE TANGRAMS

The e-Commerce Tangrams recognises innovative e-commerce solutions that have created a demonstrable positive business impact. Entrants must clearly demonstrate how business goals were achieved by taking an analogue process and making it digital / mobile.

Judging will be based on FIVE (5) criteria: **20% Business Consultancy + 20% Strategy + 10% Implementation + 10% Execution + 20% Results.**

You may enter your campaigns / work into ONE (1) category in the Products & Services section, but multiple categories in the Specialist Section.

PRODUCTS & SERVICES CATEGORIES

ECP01. Retail (Including Fashion, Food and Beverage, Consumable Products and Durable Goods)

Meats, fish, seafood, soups, delicatessen, fruits & vegetables, rice, pasta, pizza, sauces, mayonnaise, vinegar, oils, spices, herbs, pre-cooked & prepared meals, frozen, canned, dried foods, babyfoods & baby milk, cream, butter, cheese, eggs, milk, margarine & spreads, diet & health foods, chocolate, candy, chewing gum, potato crisps, snacks, nuts & dried fruit, sweet & savoury bars, cakes, biscuits, desserts, sugar, jam, honey, peanut butter, syrup, bread, crispbread, flour, baking ingredients, breakfast cereals, yoghurt & yoghurt drinks, milk desserts, ice cream, flavoured milk, Beer, wine, spirits, liqueurs, cocktails, tobacco & associated products, Coffee, tea, still & carbonated drinks, juices, mineral waters, clothing, footwear and accessories, sportswear, luggage, jewellery, watches, sunglasses, gifts & greetings cards, pens and personal stationery. Including durable products.

ECP02. Finance (Including Financial Services, Commercial Public Services Business Products and Services)

Banks, building societies, credit cards, current & savings accounts, mortgages & loans, investment companies, personal, health insurance, building insurance, car insurance, pension & retirement plans, real estate investment; apartments and housing; Consumer telecommunications services, internet service providers, directories, yellow pages, postal services, electricity, gas, power & water companies, schools and colleges. Business phone & computer equipment, office furniture & stationery, accountancy, conference & events services, business postal services, courier services, employment agencies, website development & agricultural & manufacturing equipment; hospitals, private healthcare & clinics, medical & dental services, psychiatrists, sex therapists, plastic surgeons, prescription drugs

ECP03. Electronics (Including Games / Music / Computing)

Televisions, video players, blank audio & video tapes, cameras, video cameras, film, hi-fi, personal stereos, CD players, minidisks & MP3 players, DVD players, personal phone equipment inc. mobile phones & pagers, musical instruments, games consoles, computer hardware and software, computer peripherals,

ECP04. Pharmaceutical, Health & Beauty (Including Cosmetics & Toiletries)

Make-up, skin & nail care products, perfumes, eau de toilette & aftershaves, deodorants & body sprays, shampoos & conditioners, hair dye, hairspray, gel, mousse, dyes, soap, shower & bath products, sun block & tanning products, hair dryers, hair straighteners, hair curlers, OTC medicines & tablets, vitamins & herbal remedies, diet supplements & products, insect repellents, adhesive plasters, skin remedies, anti-hair loss lotions, condoms, pregnancy tests, other pharmaceutical products, hairbrushes, combs, wigs, toothpastes, toothbrushes, mouthwashes, oral hygiene, toilet paper, tampons & sanitary towels, tissues, diapers, razors & shaving products, hair removal products, contact lenses, hearing aids, prescription drugs, contact lenses, alternative therapies & medicines, virility drugs

ECP05. Travel, Entertainment & Leisure

Transport, travel and tourism, airlines, train & bus companies, ferry & cruise lines, travel agencies, tourist boards, hotels, resorts, city & country promotion, car hire, travel passes, leisure & theme parks, gyms, health & diet clubs, sporting events, music festivals, orchestras, exhibitions & shows, nightclubs, bars, etc. museums, art galleries, cinemas & theatres, golf & country clubs, lotteries, gambling, sex toys, dating sites, social networking sites; Stores, including home shopping, restaurants, fast food, department & specialist stores, supermarkets, DIY stores, drugstores, opticians, hairdressers, beauty salons, laundry service, estate agents, photo-processors, TV, video & other rental stores, mail-order companies, online shopping & auctions, pet food & pet care products

ECP06. Telecommunications

ECP07. Other e-Commerce

Mining, Forestry, Agriculture, Building Supplies, Hardware, Government, Infrastructure, Utilities, Manufacturing, Warehousing and Supply Chain

SPECIALIST CATEGORIES

ECS01. User Experience

Awarded to the e-commerce solution that demonstrates a clear customer-centric approach and understanding of that user's journey that delivers superior business results through the online user experience and/or interface

ECS02. Innovation

Awarded to a newly created e-commerce solution or existing solution repurposed in a fresh and innovative way that demonstrates enhanced engagement and delivers business objectives together with business growth .

ECS03. Payment System

Awarded to the e-commerce solution that has created an as frictionless-as-possible payment process for customers, including mobile payments, payment platform integration and order online/pay offline methods

ECS04. Mobile & Apps

Awarded to the e-commerce solution specifically developed for handheld devices that achieves business objectives and results or the integration of ecommerce functionality in existing or new native apps .

ECS05. Data

Awarded to the e-commerce solution that collects and leverages customer data to bring the right offer to the right customer at the right time, and to connect it as seamlessly as possible to the brand's other channels, potentially including offline .