



Entry Template

This document provides a template for drafting all entry information and also your written entry.

We appreciate how many people will want to read your entry and just how many versions it will go through before you submit it online. This template is designed to ensure you have all the relevant information at your fingertips to just copy and paste online when that time finally comes.

ENTRY DEADLINE IS 13 JUNE 2011

SECTION A: Basic Entry Information

Entering category	
Brand	
Brand owner	
Entering company	
Campaign title	

To be eligible for entry, the majority of a campaign must have run on pan-regional media and/or local media in three or more countries across between **1 June 2010 and 31 May 2011**. There is no limit to the number of categories one campaign can be entered into, but please ensure that your campaign entry write-up is specifically re-written and tailored to the criteria of each category.

Date range of activity (mo/yr to mo/yr)	
Countries in which the entered campaign ran	

List all other parties (e.g. agencies, media owners or technology partners) who should be credited	
Team members working on the campaign (names and job titles)	

SECTION B: DRAFT WRITTEN ENTRY

Please share the details of your campaign activity as indicated below. Please be aware of the maximum word counts indicated. ***Please note: no agency names should be included in the written entry copy.***

Insight (max 300 words)	
Strategy (max 300 words)	
Execution (max 250 words)	
Results (max 150 words)	

ENTERING GUIDELINES

There is no limit to the number of categories a single campaign can enter. To be eligible for entry, the majority part of a campaign must have run on pan-regional media and / or local media in three or more countries between **1 June 2010 and 31 May 2011**.

You will be asked to enter a written entry of a maximum 1000 words plus 2 images **AND** a supporting “video” reel (maximum length three minutes). **It is also compulsory to send a .wmv file of your video reel on a CD/DVD to: Nisha Ashra, Awards Manager, C Squared, 115 Southwark Bridge Road, London SE1 0AX.**

YOUR WRITTEN ENTRY

The 1000 words will include – 300 for insight, 300 for strategy, 250 for execution and 150 for results. Please note: no agency names should be included in the written entry copy.

UPLOADING YOUR SUPPORTING MATERIALS:

Please note: only use alphanumeric characters (A-Z, 0-9) when naming your files, as other characters (\ / : *? “< > | &) may cause problems.

YOUR IMAGES

The images must be unbranded and should not include entering company names or any contributing creative companies.

Images jpeg specifications:

1. Uploaded image must be in **RGB format**.
2. To make the upload process easier on slower connections or if you are having problems uploading, it is advised that a “Save for Web” process is applied using Photoshop or similar. This will minimize the image file size whilst retaining optimal quality.
3. If it takes an unusually long time to upload your images, please check the file size. All images should be under 10MB in size.

YOUR VIDEO REEL

Please note the following technical requirements:

Online reel specifications:

Reel length:	3 minutes max	Reel specifications:	540 (W) x 290 (H) pixels
File type:	.flv	Max file size:	10MB

The video reel will act as a summary of your entry and gives you the opportunity to include clips of any media executions to illustrate the campaign strategy and execution. **The images must be unbranded and should not include entering company names or any contributing creative companies.**

PLEASE ALSO SUPPLY YOUR VIDEO REEL AS A .WMV FILE VERSION ON CD/DVD. PLEASE SEND TO NISHA ASHRA, AWARDS MANAGER, C SQUARED, 115 SOUTHWARK BRIDGE ROAD, LONDON SE1 0AX.

ADDITIONAL ENTRY REQUIREMENTS

For each entry, you will be asked to provide the following information:

- The names of any other agencies who should be credited

It is also compulsory to send your video reel on a CD/DVD as a .wmv file.

ENTRY FEES

The cost per entry is £250. (VAT will be charged on entries entered by UK based companies).

PAYMENT PROCESS

For single entries or multiple entries totalling less than £2,500:

Payment type: Online credit card payment. Please have this information ready when you submit your entry.

Submissions will not be considered until full payment is made.

For multiple entries totalling more than £2,500:

Payments can be made by credit card or invoice (please have a PO number ready if required).

Submissions will not be considered until the invoice initiation process has been started on the submission site. All entries must be paid for by **13 June 2011** or they will be disqualified.

ALL SUBMISSIONS CAN BE ALTERED AT ANY TIME UP UNTIL THE DEADLINE OF 13 JUNE 2011.

ANY QUESTIONS?

For enquiries on the entry, judging process and Awards Gala Dinner:

nisha@csquared.cc

+44 (0)20 7367 6986

For sponsorship enquiries at the M&M Global Awards, advertising opportunities in M&M magazine or on mandmglobal.com:

daniela.badcock@csquared.cc

+44 (0)20 7367 6981

General telephone:

+44 (0) 207 367 6993

M&M GLOBAL AWARDS CATEGORIES

ENTERING CATEGORIES

To be eligible for entry in the following entering categories, the campaign must have run on pan-regional media and/or local media in three or more countries. The majority of the campaign must have run between 1 June 2010 and 31 May 2011.

M&M Award: Nation & Destination Marketing

This category recognises the increasing importance of international marketing campaigns created by national governments to drive tourism, inward investment and international commerce or to promote a nation or place around cultural and sporting events. As the global perception of nations and places is increasingly seen to impact upon the wealth and welfare of the people who live there and as international perceptions are changed or affected more dramatically by the speed of international news and communications, nation and destination marketing campaigns are competing for global attention. This Award will reward the most innovative and effective media strategies for nation or destination marketing campaigns – strategies that have delivered a clearly targeted campaign, created cut through in a crowded market and succeeded in influencing or changing public perception of a nation or place.

M&M Award: Luxury Marketing

The winner in this category will demonstrate the innovation and creativity that is currently at the heart of luxury goods marketing. Recent years have seen luxury brand marketers recognise the huge potential of emerging media channels and create more integrated, multi platform engagement with their consumers. The winning campaign will therefore demonstrate that innovative thinking has been applied to the media strategy to create standout and better business results for the client.

M&M Award: CSR

The winner in this category will be the campaign that has created standout through a clearly targeted, brilliantly conceived and superbly executed media strategy to support a corporate responsibility initiative. The winning campaign will be able to demonstrate that the thinking applied to the media strategy, coupled with a well coordinated and expertly handled execution, has led to real business results for the client. CSR entries can include, but are not limited to, campaigns that affect change within a client advertiser, media owner or agency organisation; campaigns that influence consumer or corporate behaviour towards CSR issues; or campaigns that promote a CSR related organisation or cause.

M&M Award: Business

This category is open to campaigns seeking to influence the opinion or purchasing behaviour of business decision makers. The winner will demonstrate an intelligent choice and use of media channels to efficiently target the communication, as well as a creative approach or central idea that has grabbed the attention of the business audience in a crowded sector.

M&M Award: Digital

The winner in this category will be the campaign that demonstrates a clear understanding of how to leverage digital channels to target and communicate with an audience across international markets. The core objective of the campaign must have been to target consumers from at least three geographical markets, across two or more regions – campaigns that were developed for a single market but appreciated by a global audience will not be considered. The winning campaign will be able to demonstrate intelligent use of digital channels – online and/or mobile – in order to meet specific objectives. This category will reward the best use of digital, and is open to entries that have used any form of digital media including social networks and mobile applications, gaming, websites, online advertising, affiliates, search or P2P networks.

M&M Award: Content

The winner in this category will demonstrate how an advertiser has successfully partnered with a media owner, content producer or the consumer to co-create content, or harness consumer generated content. The winner will be able to demonstrate how content creation sat at the heart of the strategy and how the partnership between the advertiser / content creator / media owner / consumer delivered a media property more powerful than via a straightforward advertising strategy. This category celebrates the very best in content and can include entries from both traditional disciplines such as branded content and advertiser-funded content, including newer techniques such as consumer-led content initiatives.

M&M Award: Targeted

The winner in this category will be the campaign that demonstrates excellence in targeting and reaching a specific demographic or niche audience with a message via any media. Campaigns targeting any specific audience will be relevant to this category (e.g. youth, over 55s, influencers, Chelsea football fans, silver surfers, ex-pats, etc). The winning campaign will be able to demonstrate a clear understanding of the target demographic or niche audience, the best channels to reach them, their motivations and the messages that appeal to them, and will display exemplary execution of a media strategy with real cut-through.

M&M Award: Launch

The winner in this category will be the campaign that can demonstrate the most successful strategy for the launch of a new product, service, company or brand, or the re-launch of an existing product, service, company or brand. The winning campaign will be able to demonstrate a deep understanding of the target audience and marketplace. It will also demonstrate the use of a cutting edge media strategy that created standout in the market in order to generate the buzz required to successfully launch or re-launch a product, service, company or brand.

M&M Award: Effectiveness

The winner in this category will be the campaign that demonstrates the highest level of effectiveness matched against its objectives. The winning campaign will be able to demonstrate that the objectives of the campaign were not only met, but exceeded and that a measurable benefit was achieved for the client. It will be required to demonstrate the media strategy and execution achieved cut through, that it out-performed within its market sector and that results clearly outstripped expectations. Evidence of a successful result for brand awareness and/or sales are required for entries in this category. The Effectiveness Award is open to all campaigns, whether consumer or corporate, and judges will consider the size and difficulty of the aims of the campaign or the changing nature of the challenge when making their decision.

M&M Award: Communications Strategy

This category celebrates the big idea that has enabled a brand strategy to perform across international markets. Our judges will be looking for campaigns that demonstrate clear consumer insight and through the development of a brilliant strategy and precise execution, engage the target audience.

M&M Award: Media Owner

The winner in this category will demonstrate the essential role a media owner plays in shaping international advertising strategy – a creative idea devised by a media owner that becomes an essential part of a client's communication strategy. The winning media owner will be able to demonstrate how they have worked closely with a client in order to integrate the media owner's creative idea into the overall strategy, and then demonstrate the success of the partnering approach through the campaign results. This category is open to all media owners that consider themselves to be innovative and dynamic in their approach to international advertising strategy.

To be eligible for entry in the following entering categories, the campaign must have run on pan-regional media and/or local media in three or more countries within the region, with the exception being North America. The majority of the campaign must have run between 1 June 2010 and 31 May 2011.

M&M Award: EMEA

M&M Award: LATAM

M&M Award: ASIA

M&M Award: North America

NON ENTERING CATEGORIES

Campaign of the Year

The winner of the 'Campaign of the Year' Award will be drawn from the winners of the Campaign categories. The judge's selection will take into consideration the scoring of the campaign based on the judging criteria, but will not be solely based on these. Judges will select the campaign they feel has excelled above all others in demonstrating innovation and creativity in planning, execution and results.

International Marketer of the Year

The M&M editorial team will identify up to 5 clients who have demonstrated that they have challenged the accepted strategies in their product sector across international markets. The shortlisted client marketers will all have demonstrated that they have exploited the full range of media opportunities; delivered growth and competitive advantage for their brands and broken the mould in their respective sectors. The winner of the 'International Marketer of the Year' award will be chosen through a public online vote hosted on mandmglobal.com during July 2010.

The Media Excellence Award

This special award has been created by M&M to recognise the advertiser brand that has shown excellence in media in 2010, raising the bar in both media innovation and creativity and setting itself as an example of best practice in the use of International media. The M&M editorial team will identify a shortlist of up to 5 advertiser brands. The winner of the 'International Marketer of the Year' award will be chosen through a public online vote hosted on mandmglobal.com during July 2010.

Agency Network of the Year

The Agency Network of the Year will have demonstrated consistent success in many categories of the M&M 2010 Awards. The winning network will be announced based upon its performance in the final list of highly commended and winning entries.

Best Regional Campaign

This award will be presented to the best campaign from the 4 regional entering categories.