



THE BRAVES BEST BRANDED ENTERTAINMENT

THE BRAVES has been introduced as a new category at The Festival of Media Global Awards, 30 April 2013, Montreux. **The BRAVES - Best Branded Entertainment** is about rewarding branded entertainment methods to engage consumers. The award will recognise the best entertainment or factual branded video content produced for a brand. This can include online as well as other relevant content platforms. Judges will be looking for excellence in every aspect of content (the idea, production, brand fit and results), but paying particular attention to the delivery of information at its heart and its resonance with the brand.

ENTRY TEMPLATE AND GUIDELINES

Overview

This template is designed to ensure you have all the relevant information to prepare your entry at your fingertips, in order to help you complete your entry form online.

Final entry deadline is **1 March 2013** - The entry fee is £349 GBP.

(VAT will be added for all UK participants only)

Please ensure your submissions have been properly spellchecked before submitting online.

Once you have completed your entry form, go to enter.thebraveawards.com and fill in the entry form online.

What sections do I fill out?

Fill out Section A and Section B for every entry to the BRAVES.

What other information can I find in this pack?

- How to upload supporting images and reels
- Payment Process
- Category definition
- Contact information



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AWARDS

SECTION A

Basic entry information for all entering categories

Entering Company:

(Please note: there can only be one entering company)

Type of company:

(e.g. media agency, creative agency, digital agency, production company etc)

Entry title:

Advertiser/Brand:

(e.g. cif)

Advertiser/Brand Owner:

(e.g. Unilever)

Date Aired:

Eligibility dates 1 January 2012 to 31 December 2012
(mm/yy)

Markets Covered:

(list all countries covered by campaign/content)

List all other companies (e.g. agencies, media owners or technology partners) who should be credited:



The Festival
of Media
Global 2013

AWARDS

SECTION B

Please share the details of your campaign/content as indicated below. Please be aware of the word count as submissions that exceed it will not be considered.

- **Idea: Describe the marketing challenge and brand insight behind the campaign or the concept and brand need behind the content (250 words):**

- **Production: Describe the production techniques and standards employed in the creation of the campaign/content (300 words):**

- **Brand Fit: Describe the brand fit between the client's brand and the campaign/content and why this was unique. (250 words):**

- **Distribution / Results: Show how the campaign/content met its goals by providing all relevant metrics, matched against original objectives, including wherever possible the following (total views/plays; time spent/average dwell time; interaction rate; CTR; Shares; Likes; Tweets; Relevant sales figures). (250 words):**

- **URLs to additional videos (up to 5 links)**
Please let us know if you have additional videos to share – please note: only URLs are accepted in these boxes



The Festival
of Media
Global 2013

AWARDS

How to Upload Supporting Images and Reels

You **must** upload the following to support your written entry:

- **Two images of the campaign/content**
SPECIFICATION: jpeg 300 dpi, RGB; each image must not exceed file size 10MB. Please ensure high quality images are submitted
- **The original video/content**
SPECIFICATION: 16:9, file type .flv, max file size 10MB
- **3 minute showreel (optional)**
SPECIFICATION: 16:9, file type .flv, maximum length 3 minutes, maximum file size 10MB
Please note: If you are shortlisted, this will be mandatory to provide for final judging, by 19 April 2013. You will be contacted with more details of how to supply this.

Submissions must be unbranded and should not include entering company names, marks or logos or any contributing creative company's names, marks or logos. Client logos or company names are of course fine.

All video campaign creative and content must be sent in a digital format and uploaded onto the entry website.

Winners

Information in the entry form will remain confidential until the end of the first judging round. C Squared Holdings Ltd. reserves the right to reproduce submitted material and summaries of entries for its other events and publications.

Payment Process

Entries cost £349 GBP. The final deadline for entries is 1st March 2012. For UK participants only, VAT will be applied.

For entry payments under £2,500 GBP

Payment must be made online by credit card (Visa, Mastercard, JCB, Solo, Maestro and AMEX). Cheques are not accepted.

Payments over £2,500 GBP

Payments can be invoiced. However, all entries must be paid for by 1 March 2013 unless otherwise agreed in writing between the Award entrant and C Squared Holdings Ltd.

Entry material cannot be cancelled or removed from the BRAVES after 1 March 2013.

All BRAVES entries are non-refundable.

All submissions can be altered at any time up until the deadline of 1st March 2013.



Please note: The entry deadline for all other award categories at The Festival of Media Global Awards is 15 February 2013.

Contacts

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