



THE FESTIVAL OF MEDIA GLOBAL AWARDS 2014

ENTRY TEMPLATE AND GUIDELINES

Overview

This template is designed to ensure you have all the relevant information to prepare your entry to share with your colleagues, at your fingertips, to complete your entry form.

Early bird entry deadline* is **9 December 2013, 23.59 GMT**

Final entry deadline** is **3 January 2014, 23.59 GMT**

Please contact events@csquared.cc for any assistance or questions regarding the entry deadline.

- Ensure your submissions have been properly spellchecked before submitting online.
- This entry template is designed to help you prepare your entries. Once you have completed this, you must go to www.festivalofmedia.com/global/awards and fill in the entry form online.

*For submissions made on or before 9 December 2013, 23.59 GMT, the entry fee is £349 GBP.

**For submissions made after 9 December 2013, the entry fee is £365 GBP.

(All UK participants, VAT will be added)

What sections do I fill out?

Please fill out all sections of the form for all categories.

What other information can I find in this pack?

- How to upload supporting images and in what format?
- Payment process
- Contact information
- Uploading reels – if shortlisted
- Category list (last two pages)

SECTION A

Basic entry information for all entering categories

Entering Company:

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

Agency Network:

Type of company:

(e.g. advertiser, media agency, advertising agency, etc)

Entry title:

Award Category:

Advertiser/Brand:

(e.g. cif)

Advertiser/Brand Owner:

(e.g. Unilever)

Date range of activity:

(mo/yr to mo/yr)

(Eligible campaigns must have run between 1 January 2013 and 31 December 2013)

Markets activity covered - see definitions below. List the relevant countries/regions:

Global

Regional – please list the 3 or more countries

Local – please list the 1 or 2 countries

Definitions of market activity:

MARKET ACTIVITY

Global

Regional

Local

WHAT TO LIST

Relevant for activity within 2+ regions. List the regions in which you operated. If whole region, indicate: North America, Lat Am, EMEA and/or APAC.

Relevant for activity within 3+ countries within a single region. List the countries or if a whole region, indicate North America, Lat Am, EMEA or APAC.

List the one or two countries that the activity covered.

Client contact name:

Client contact job title:

Client contact email:

Client phone number: Please include the full country code

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

SECTION B

Please share the details of your campaign activity as indicated below. Please be aware of the word count as the submissions site will not allow you to exceed this.

- Insight: The marketing challenge and brand insight (250 words):
- Strategy: The consumer insight and communications strategy (300 words):
- Execution: The creativity of the communication and activation and/or delivery (250 words):
- The results (200 words for all categories, except for The Effectiveness Award where this section calls for 350 words to reflect the greater emphasis on results):

GENERAL INFORMATION

Uploading Supporting Images

- You must upload **two images** of the campaign in action to support your entry. For example, a screen shot from a video or web activity, copy of a press/outdoor advertisement, image of an event in progress, image of an ambient advertisement, etc.
- Image specifications: format jpg 300 dpi, RGB, each image must not exceed file size 10MB.
- Images should not include any names or logos of entering and contributing agencies.
- Please name and upload files by entering the entry title. E.g. COCA COLA GOES TO THE MOVIES.jpeg. Please do not use any symbols or special characters when naming files.
- Campaigns can be entered if they have been implemented locally, regionally or globally and between 1 January 2013 and 31 December 2013.
- The images provided will be used alongside campaign write-ups of the work on other C Squared Holdings Ltd. properties after the first round of judging has been completed.

Shortlisted entries

Shortlisted campaigns will be required to submit TWO VIDEO REELS – a long version (up to 3 minutes) AND a short version (30-45 seconds). Both versions are compulsory.

More details on how to submit your video reels will be provided after the shortlist has been announced.

Please ensure high quality files are submitted or entrants will be asked to re-submit material.

Winners

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

Payment Process

Entries submitted on or before the early bird deadline of 9 December 2013, 23.59 GMT will cost £349 GBP. For UK participants only, VAT will be applied.

Any entries submitted after 9 December 2013 will cost £365 GBP. The final deadline for entries is 3 January 2014. 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 3 January 2014 unless otherwise agreed in writing between the Award entrant and C Squared Holdings.

All completed entries registered on the Awards submissions site when the site is closed on 3 January 2014 will be judged and must be paid for. Entry material cannot be cancelled or removed from the Festival of Media Awards after 3 January 2014.

All Festival of Media Awards entries are non-refundable.

Any questions?

Awards queries: events@csquared.cc

General Festival queries: festival@csquared.cc

General Telephone: +44 (0) 207 367 6990