

BEST MEDIA CAMPAIGN 2023

DEFINITION

Creative use of paid media, and how media ideas demonstrate understanding of the target market, innovatively implement strategy across channels and maximize business results for a successful outcome. Judges will be looking not just for brilliant ideas, but moreover, ideas that work.

Awarded to entries that demonstrate a thorough understanding of the target audience and their relationship with the brand, innovative implementation of the strategy across the selected channel(s), and how the media solution maximized business results for a successful outcome.

JUDGING CRITERIA

- 1) Insight, Strategy, and Originality of Idea (35%)
- 2) Quality of Execution (30%)
- 3) Documented Results and/or the Judges' Evaluation of Likely Effectiveness (35%)

ELIGIBILITY

Open to all independent agencies (as defined in the Rules & Terms) involved in the use of planning and/or buying Media for communications purposes around the world: agencies of any specialism, including but not limited to, media consultancies, digital and social media agencies.

Work in any sector (FMCG, B2B, etc), and utilizing any medium (TV, radio, cinema, digital, etc) is eligible for submission.

ENTRY MATERIALS

Please submit either a case study OR a case film:

- Case study: Max 950 words; PDF, DOC(X), PPT(X)
- Case films: Video up to 3-minutes long; MOV/MP4/WMF/WMV/MPG/MPEG(2); Max 250MB

You may also submit additional relevant supporting materials. This could include a video or case history if you've not included it above

- Must be digital - NO hardcopies will be accepted
- Most file types are accepted
- Max 250MB

IMPORTANT: DO NOT ENTER WORK FOR A CHARITY, NOT-FOR-PROFIT ORGANISATION OR NGO IN THIS CATEGORY. SUCH WORK SHOULD BE ENTERED ONLY IN THE "PUBLIC GOOD" CATEGORY.