

THE GREAT IDEA ESCAPE

This document provides information on each category and what the judges will specifically be looking for, advice on how to win a Best Award as well as tips when writing your entries and submitting supporting materials. When you visit bestawards.co.uk you will be asked to create a Login username with a password and this will allow you to revisit and edit your entries until you choose to submit them.

Please make sure you read the entire document. All entries must be submitted online, with client online authorisation received at MAA by midnight 6th October 2011*.

*Late entries will be accepted until 13 October at an entry surcharge.

Any queries regarding the Best Awards should be referred to Belinda Tournier or Jan Johnston on 020 7535 3550 or via belinda.tournier@marketingagencies.org.uk. Please also see the website frequently asked questions FAQs.

SUMMARY OF AWARD CATEGORIES

BEST CAMPAIGNS

1. Best integrated campaign
2. Best collaborative campaign
3. Best digitally led campaign
4. Best social media led campaign
5. Best digital innovation within a campaign
6. Best direct marketing led campaign
7. Best data led campaign
8. Best sales promotion led campaign
9. Best advertising led campaign
10. Best sponsorship led campaign
11. Best experiential marketing led campaign
12. Best PR led campaign
13. Best shopper marketing led campaign
14. Best small budget campaign
15. Best international campaign
16. Best business to business campaign
17. Best campaign by agency youth

BEST CREATIVE

18. Best innovation
19. Best writing
20. Best art direction
21. Best creative advertising
22. Best creative digital
23. Best creative sales promotion
24. Best creative pos or in-store theatre
25. Best creative ambient media
26. Best creative direct marketing

THE CRÈME OF THE BEST

27. Best consumer campaign
28. Best development of agency talent
29. Best youth initiative
30. Best strategic thinking for a campaign
31. Best and most effective long term campaign
32. Best breakthrough agency of the year
33. Best agency of the year
34. Best overall campaign

Plus there are additional awards to be won at the discretion of the creative judges who will also assess work for:
Best typography, illustration and photography

THE AWARDS – BEST CAMPAIGNS

Awarded to the best campaign idea. These awards recognise one agency, which, through qualified client testimonial, demonstrates that it has generated a massively impactful and intuitive concept that has been rolled out through either one or multiple channels. It is possible that some channel execution will have been via multiple agencies, and their individual contributions must be clearly specified on the entry submission. Joint entries, with the exception of category 2, Best Collaborative Campaign, are not allowed. Judges will be looking for evidence of the best insight and thinking which has evolved an appropriate media mix, demonstrating outstanding creativity, consistency of brand message and achievement of key objectives.

The focus on the individual categories 1-17 celebrates the diversity of disciplines embraced within a broad cross-media landscape. Some entries will reflect that this is the 'home' media of the entering agency, but in all cases, the insights, quality of the idea and client qualification of the results achieved are paramount. All best communication campaign entries must contain measured customer response elements demonstrating behavioural change and must provide client qualified results. Please index results as appropriate where there is particularly sensitive data. Judges will use their discretion according to the market environment specific to each submission. Please also refer to individual category descriptors:

1 BEST INTEGRATED COMMUNICATION CAMPAIGN

This award seeks to reward a killer campaign idea that utilises a variety of at least two marketing disciplines (e.g. direct marketing, advertising, sales promotion). One key agency, through qualified client testimonial must demonstrate that it has acted as the

lead agency in generating a massively impactful and intuitive concept that has been rolled out through various channels. Judges are looking for evidence of media neutral planning, where the best insight and thinking has evolved a media mix demonstrating outstanding creativity, consistency of brand message and achievement of key objectives. Joint entries are not allowed. Please specify any third party contributions on the entry submissions.

2 BEST COLLABORATIVE COMMUNICATION CAMPAIGN

This award seeks to reward a seamless partnership spanning multiple agencies, which has enabled a very impactful concept to be developed and rolled out through an integrated channel mix. At least two marketing disciplines and two marketing agencies will have collaborated and the concept will have been jointly developed. Judges are looking for evidence of media neutral planning, where the best insight and thinking, from more than one agency source, has evolved a media mix demonstrating outstanding creativity, consistency of brand message and significant achievement of key objectives. This is the only Best Award which recognises multiple agencies for a winning campaign. The submission should detail how the collaboration worked successfully for the client in terms of accountability and internal communications with the client. The award should be entered by the lead agency for the overall campaign as defined by the client and will automatically become the principal entry applicant, responsible for all aspects of entry to the Best Awards.

3 BEST DIGITALLY LED CAMPAIGN

Awarded to the campaign that most successfully utilises digital media to promote a brand for a target audience. It could include a website, microsite, blog, mobile/app, a viral campaign, digital media campaign, a game, an interactive communication piece or anything that usually relates directly to the brand's owned or paid for communications assets. Judges will be looking for strong innovation and high quality execution, backed up by powerful results.

4 BEST SOCIAL MEDIA LED CAMPAIGN

Awarded to the campaign that most successfully utilises social media. For example, this could either take the form of a social media platform or application, an online initiative using existing or a new social networks, or finally, a campaign where an initial idea or experience and message is actively distributed and/or adapted by a participating key audience to positive brand effect using social channels. Judges will be looking for innovative thinking backed up by substantive metrics that prove success of the campaign.

5 BEST DIGITAL INNOVATION WITHIN A CAMPAIGN

Awarded to the campaign demonstrating that creative use of technology has led to the campaigns overall success. For example, It could be a campaign using cutting edge technology such as HTML 5.0, Augmented Realty, Google +1, or it could be through innovating a piece of technology or a platform: as a result it will have transformed the way a Brand fundamentally now communicates or operates using digital, either within a campaign or in its communication strategy. Judges will be looking for technology driven innovation, creatively exploited with high quality execution, backed up by outstanding potential or results.

6 BEST DIRECT MARKETING LED CAMPAIGN

Awarded to the campaign that best utilises direct marketing as the major communication strategy. Demonstration of successful targeting to achieve set objectives is key.

7 BEST DATA LED CAMPAIGN

Awarded to the best data led campaign where data is at the heart of a longer term, consistent, customer interaction strategy. The processes, software support and on/off-line channels should evidence a consistent client interface and brand experience. Demonstration of customer development and engagement, with deepening brand involvement, must be supported by qualified results from the client.

8 BEST SALES PROMOTION LED CAMPAIGN

Awarded to the campaign that best utilises sales promotion as the major communication strategy. Qualified evidence from the client must be supplied to enable performance evaluation. The judges will also be looking for innovative thinking and high quality execution.

9 BEST ADVERTISING LED CAMPAIGN

Awarded to the campaign that best utilises any paid-for media be it TV, radio or press advertising, as the major communication channel. The judges will be looking for creative use of media and outstanding results. Clarity of message, strong calls to action and high quality execution will also be considered.

10 BEST SPONSORSHIP LED CAMPAIGN

Awarded to the campaign that best utilises sponsorship as the major communication strategy. The judges will be looking for the part of the campaign owned by the agency that contributed most to the success of the sponsorship, whether that was the deal-breaking aspect or the creativity. They will consider the quality and value of the partnership brand fit as well as how the partnership has been activated. At the judges' discretion, it is possible this award may split into two variants. For example, it might be considered whether the sponsorship uses and extends an existing client property or is an original property activated for the client.

11 BEST EXPERIENTIAL MARKETING LED CAMPAIGN

Awarded to the campaign that best utilises experiential marketing activity as the major communication strategy. Demonstration of brand involvement and strong calls to action will be considered. Qualified evidence from the client must be supplied to enable performance evaluation. At the judges' discretion, it is possible this award may split into two variants. For example, it might be considered whether the experiential activity is an inherent part of the sales activity or is seen as brand awareness.

12 BEST PR LED CAMPAIGN

Awarded to the best campaign where PR has driven an innovative idea at the heart of the communication focus and strategy. Demonstration of brand involvement and strong calls to action will be considered alongside qualified evidence from the client. Judges will also consider whether an existing client idea/asset has been amplified through PR activity or the idea has been self-generated by the PR agency. PR specific results should be split out from larger integrated campaigns.

13 BEST SHOPPER MARKETING LED CAMPAIGN

Awarded to the campaign which most innovatively targets the 'gatekeeper to purchase' in order to drive sales. Evidence of shopper insights combined with a demonstration of a thorough knowledge of the relevant trading environment(s) should be backed up with compelling results. Qualified client results from the campaign should focus on the sales transaction.

14 BEST SMALL BUDGET CAMPAIGN

In partnership with



Awarded to the best campaign that has generated a huge result from a relatively modest investment. The judges will also be looking for innovative thinking and high quality execution. Proportional budgets relative to each kind of channel activity spend will be considered and also the market relative to each entry. As a guideline, budgets of around £50,000 are suggested for entry. NB. isolated small-run activities trading off an established big brand with high levels of marketing spend elsewhere are not appropriate for this category.

15 BEST INTERNATIONAL CAMPAIGN

In partnership with



Awarded to the best campaign in any marketing discipline that has demonstrated a significant qualified brand impact on an overseas audience. This is aimed exclusively at UK owned agencies that have developed successful overseas activities. Campaigns could include international adaptations of UK campaigns or unique initiatives for a local overseas audience. The judges will be looking for great insight and thinking that has evolved an appropriate media channel response. Demonstration of high quality execution, outstanding creativity, clarity of brand message and achievement of key objectives will also be considered. UK translations of any pertinent radio scripts or key messages etc. should be included as extra material if appropriate, to facilitate judging.

16 BEST BUSINESS TO BUSINESS CAMPAIGN

Awarded to the campaign that has best focussed on developing business customers and/or developed trade channels in activities which have elicited the most effective response. Qualified evidence from the client must be supplied.

17 BEST CAMPAIGN BY AGENCY YOUTH

Awarded to the campaign where a significant aspect of the work has been delivered by a young agency team. They will be recent graduates or people aged under 25 years. The judges will be looking for innovative thinking and high quality execution, backed up by excellent results with qualified evidence from the client supplied.

THE AWARDS – BEST CREATIVE

18 BEST INNOVATION

Awarded to the campaign which best demonstrates creatively led innovation in any media. This should be a core point of difference either as an entirely break-through concept or as an evolution of an existing idea. As far as possible the specific thinking or insight that led to the innovation or the 'aha' moment should be included as well as any pertinent development considerations: third party contributions should be referenced where applicable and also what it achieved for the brand.

19 BEST WRITING

Awarded to excellence in writing. This award will at the discretion of the judges be split into different specialist writing categories according to the variety of media and quality of entries submitted; for instance writing for direct marketing, advertising, sales promotion or digital/interactive activities. These awards will honour only the very best writing that conveys the communication message(s) in an impactful, relevant and innovative way. The judges may also choose to make a distinction between a cutting-edge headline or series of headlines and the art of long copy which is equally compelling in delivering communication results.

20 BEST ART DIRECTION

Awarded to excellence in art direction. This award will at the discretion of the judges be split into different specialist art direction categories according to the variety of media and quality of entries submitted; for instance art direction for digital/interactive, direct marketing, or advertising. These awards will honour only the very best art direction that conveys the communication message(s) in an impactful, relevant and innovative way.

21 BEST CREATIVE ADVERTISING

Awarded to the best creative concept in any consumer or trade advertising campaign be it in print, press or TV.

22 BEST CREATIVE DIGITAL

Awarded to the best creative concept in any consumer or trade campaign in digital/interactive communications. At the judges discretion, this category may be split into 2 or more specific technology Best Awards from these category entrants only.

23 BEST CREATIVE SALES PROMOTION

Awarded to the best creative concept in any consumer or trade campaign using sales promotion.

24 BEST CREATIVE POS OR IN-STORE THEATRE

Awarded to the best creative concept in any consumer or trade campaign using POS to create brand theatre in a retail environment.

25 BEST CREATIVE AMBIENT MEDIA

Awarded to the best creative concept used for ambient or guerilla marketing.

26 BEST CREATIVE DIRECT MARKETING

Awarded to the best creative concept in any consumer or trade campaign using direct marketing

BEST TYPOGRAPHY, PHOTOGRAPHY AND ILLUSTRATION

In partnership with

CP/MS
CREATIVE PRINT &
MAILING SOLUTIONS

Creative judges will also have discretion to recognise beautifully crafted work via three further awards chosen from all entries in categories 18-26: Best Typography, Best Photography and Best Illustration. These Best Awards may be awarded to winning campaigns that demonstrate excellence in any specific craft skills where the use of typography, photography or illustration forms a central contribution and enhancement to the campaign message.

THE AWARDS – CRÈME OF THE BEST

27 BEST CONSUMER CAMPAIGN

In partnership with

theguardian

Awarded to the consumer campaign which in the opinion of Guardian readers has innovated in its market and truly engaged the British population with the brand. Agencies should write for a broad public audience and demonstrate clear results. Final votes will be submitted by readers via online polling. You will be required to supply an edited documentary video for the Guardian website (120 secs max).

28 BEST DEVELOPMENT OF AGENCY TALENT

In partnership with



This award is for an agency to demonstrate innovation and success in terms of developing its people. It could be a single event, a series of activities or an overall talent development strategy.

29 BEST YOUTH INITIATIVE

In partnership with



This award will demonstrate how an agency is committed to bringing fresh young talent into the industry. It could be evidenced through college/undergraduate initiatives or placements and/or how widely an agency scouts for unusual and innovative young talent. Success needs to be evidenced through time.

30 BEST STRATEGIC THINKING FOR A CAMPAIGN

Awarded by a dedicated account planning team, this award will reflect where the key insights for the campaign activity have been highlighted through excellence in planning. Essentially this is defining the strategic insight that helped unlock the platform for the creative work. It could be from a planner or indeed any other member of the strategy team. An insight is generally when different pieces of information are combined to create an original perspective. This is often based on a deep understanding of a target consumer's attitudes and beliefs, which connect at an emotional level with the consumer, provoking a clear response which has the power to change their behaviour. It is the 'aha' moment in the strategy/brief/research process; ultimately that moment which gives the team a new angle. On the brief it could come from anywhere; an insightful description of the business problem, or the target audience, or an original proposition. Judges will be looking for the story of how this insight was discovered, how it unlocked the brief and inspired the creative work. Key performance indicators and results should demonstrate effectiveness.

31 BEST AND MOST EFFECTIVE LONG TERM CAMPAIGN

Awarded to the best long term campaign, which through qualified evidence from the client has demonstrated a long term impact on the strategic development and growth of a brand. This should be measured against a long term set of objectives. It should be a series of two or more campaigns within a three year operating period that can demonstrate strategic evolution to build consistent momentum for a brand in its market place.

32 BEST BREAKTHROUGH AGENCY (UNDER 36 MONTHS OLD)

Best newcomer applications will be new start-ups less than 36 months old and not newly merged organisations with prior trading history. Judges will be looking for future thinking and innovation in the way a new agency is modelled and evidenced through

early significant client wins relative to staff numbers and qualified testimonials. Final judging decisions are made by a dedicated MAA Best Awards panel.

33 BEST AGENCY OF THE YEAR

Judges are looking for the top consultancy that represents the best industry exemplar to both clients and other agencies, reflecting MAA's position of championing future thinking integrated agencies. Agency submission papers should include commitment to professional agency development, particularly including wider areas such as employee cultivation and environmental/social responsibility. Also included should be league table recognition, evidence of significant client wins, internal growth/reconfiguring investment and performance information, expertise in multi-discipline experience evidenced by award wins (in various national schemes of status). Final judging decisions are made by a dedicated MAA Best Awards panel.

34 BEST OVERALL CAMPAIGN

Client judges may also choose one of the most outstanding pieces of work as the best overall campaign. Any work in categories 1-17 and 30 which is genuinely innovative or demonstrates original thinking, while being supported by high quality execution and results, will be considered.

ENTRY FORMS

Refer to the rules of entry and observe all guidelines given at bestawards.co.uk and within this document. All applications must be entered online. When you have submitted your entries you will also need to send electronic payment to the MAA for the correct fee, which should reach us within 7 working days from your submission date. (See ENTRY FEES & TIMINGS in this document).

ENTRY FORMS general completion notes

You will need to complete an online entry form for every campaign you submit and for every category entered. We expect that if you are entering the same campaign into different categories you should write specifically for each category and please note that a client authorisation will also be needed for every entry. To maintain judging integrity please do not mention your agency name in the general campaign text which judges will see. Please see the additional specific category notes below:

BEST CAMPAIGN and BEST STRATEGIC THINKING entry forms

Judges will be looking for the best work according to the category descriptor. The entry form is the same for categories 1, 3-17 and 30 but you should reflect the category for which you are entering when placing emphasis within the form.

For each award, the form requires you to provide a key statement detailing the insights and key concept(s) followed by strategy and objectives, details of implementation and execution (also by any third parties) and of course, detailed, qualified results that relate back to the client's objectives. Weighting given to judging scores will reflect the descriptor for that award. For example, for "BEST DIRECT MARKETING LED CAMPAIGN", more emphasis should be given to appropriate targeting and the intelligent use of customer database information than on other media elements, so an excellent campaign but with weak direct marketing elements would not reach the shortlist for this award.

To encourage better written papers overall, we would like to see evidence of strategic thinking and planning included wherever possible within all entries 1-17 and it is mandatory for category 30. Essentially this is defining the strategic insight that helped unlock the platform for the creative work. It could be from a planner or indeed any other member of the team. An insight is

generally when different pieces of information are combined to create an original perspective. This is often based on a deep understanding of a target consumer's attitudes and beliefs, which connect at an emotional level with the consumer, provoking a clear response which has the power to change their behaviour. It is the 'aha' moment in the strategy/brief/research process; ultimately that moment which gives the team a new angle. On the brief it could come from anywhere; an insightful description of the business problem, or the target audience, or an original proposition. We are looking for the story of how this insight was discovered and how it unlocked the brief and inspired the creative work. Key performance indicators and results should demonstrate effectiveness.

BEST COLLABORATION entry form

Judges will require the same information as for other BEST CAMPAIGN entries (see above). Also required will be evidence to support how the partnership of agencies, led by an overall lead agency, worked successfully to the clients benefit. This will include where the insight originated from, how media neutral planning was facilitated, how the budget responsibility and accountability/reporting was handled, and how the collaboration was politically managed so that partners were able to contribute effectively and cohesively to the clients objectives.

BEST CREATIVE entry forms

Judges will be looking for the best creative work according to the category descriptor. Please provide the background and objectives, creative concept and rationale. The entry form is the same for categories 18-26. Please note that although the form for these creative awards does not specifically require detailed results information, the qualifying statement of 'why the work should win' should reference performance data. Beautiful creative work that never ran or only ran as a limited one-off will not be commercially competitive within The Best Awards.

BEST CONSUMER CAMPAIGN entry form

Judges will be a broad public audience from The Guardian's readership. They will be guided to look for innovation, brand engagement and results: covering these areas, please write a proposing 500 word statement in plain English, free of marketing jargon. NB. The final awards outcome will be made on the strength of public opinion. Guardian readers will vote for your entry rather than an 'expert' judging panel. Do not disclose highly sensitive client information that you do not want seen on the Guardian website.

BEST DEVELOPMENT OF AGENCY TALENT and BEST YOUTH INITIATIVE entry form

Judges will be looking for innovations which have either led to professional development through people development or attracting fresh young talent into the agency sector. Results should be measured against a clear set of objectives for the agency. The entry form is open format and should seek to cover elements such as:

- 1 A professional development/youth recruitment vision statement and how it is communicated.
- 2 How the above statement or vision is planned for within the agency ie. professional development/youth attraction goals.
- 3 Statement of average expenditure by the agency on people development/recruitment.
- 4 Description of initiative or special activities which support the vision and goals.
- 5 Auditing/monitoring/management processes established for measuring professional development/youth recruitment.

BEST AND MOST EFFECTIVE LONG TERM CAMPAIGN entry form

Please provide evidence for a series of two or more campaigns within a three year operating period that can demonstrate strategic evolution and consistent momentum for a brand in its market place. This should include:

- 1 Creation of a strategy which is clearly developed from an understanding of the client's product and sector.
- 2 Demonstration of strategic evolution to build momentum of the brand in its market place.
- 3 Creation of a series of TWO or more campaigns which are complementary to a brand's strategy that have taken place between 1/1/2008 and 30/6/2011.
- 4 Developing campaigns which show consistent success in terms of quantifiable objectives versus objectives set.
- 5 Demonstration of consistent innovation: technically, creatively or strategically.

6 Demonstration that an agency has had a consistent impact upon a brand's strategy and development.

BEST BREATHROUGH AGENCY and AGENCY OF THE YEAR entry forms

Categories 32-33 are both open format with 500 word proposal statements. Please refer to the descriptions under each award category to explain why the proposed agency should win.

ENTRY VISUALS to be uploaded online

Visuals must not be branded or marked in any way that could identify your agency. This is to protect the integrity of judging campaign work. Self-promotion entries are the only exception (eg. for best talent, youth initiative, agency/breakthrough agency of the year).

The naming convention for your uploaded files should be **CAMPAIGN NAME_CLIENT BRAND** for categories 1-27, plus 30-31 (please shorten lengthy names as appropriate).

Each and every entry for all categories 1-33 MUST be supported by the following mandatory visual elements listed

(a) – (c):

a) A single high resolution print optimized PDF, of landscape orientation and in A1 proportion, capable of being printed at this size [840 x 594mm]. Whilst there is no set maximum file size limit, please make every effort to ensure each uploaded PDF is no more than 20mb in size. If you are shortlisted, you will also be required to physically print this at full size onto 250-300gsm card and supply to MAA by 9 January 2012 for final judging and awards dinner presentation. (The Guardian will additionally need to print a pristine copy from this file in due course). Do not supply a portrait visual nor anything which cannot scale up to 100% A1 size in high resolution print quality.

b) A single low resolution PDF of the above file (a) optimised for online viewing, again as an A1 proportioned landscape PDF. This file will be used by the judges for online viewing at the shortlist stage. The file conveys the creative campaign elements and together with your written submission is a pitch on why your work should win: it is a means for judges to immediately understand the work. Please ensure that it has been optimised for online viewing - the longer judges wait for a file to open, the less time they will spend looking at it.

c) A print-quality jpeg or PDF of suitable resolution to print at 100% within a maximum size dimension of 80mm x 80mm. This should be a small visual reference which can convey something of the brand within the winners booklet. It could be cropped from the main PDF (a) above but it needs to be readable at this small scale.

Every entry in the digital categories 3-5 and 22 MUST additionally be supported by a live URL which can demonstrate the user experience (d). Entries in any other categories that have a digital component as a central part of the campaign, can additionally supply a URL.

d) The URL needs to be live until February 2012. If the site or webpages are no longer live or will become obsolete by February or if you need to demonstrate the user experience please supply a self-running application within a URL where these elements can be temporarily hosted, so judges can experience the environment and/or interactive elements. Please avoid agency identification as part of the URL and avoid (if possible) login/passwords. If you need to supply a login name/password please provide it in the box provided on the form.

Every entry for the Best Consumer Campaign category 27 MUST additionally be supported by a documentary video (e). Documentary videos are also invited for any entries where it is vital to show experiential activity or where you feel this would help judges understand the work.

e) The video must be no longer than 120 secs max duration. Our upload facility utilises the FFmpeg tool to automatically convert your video to the most suitable format for online viewing. We recommend uploading your video entries in WMV format (min 640 x 480) although all other common video codecs are also supported. Whilst there is no set maximum file size limit, please make every effort to ensure each uploaded video entry is no more than 60mb in size. Please note that this video will appear on the Guardian website for public voting so it should be a standalone piece, edited with the Guardian's public audience in mind. Do not include sensitive client/results information that might be sensitive to broad publicity. NB. Documentary videos supplied for all categories other than the Best Consumer Campaign category will not be used in public voting on the Guardian site.

TV/Radio executions (f) should be supplied additionally if they are a fundamental part of the media execution for any category:

f) Our upload facility utilises the FFmpeg tool to automatically convert your video to the most suitable format for online viewing. We recommend uploading your video entries in WMV format (min 640 x 480) although all other common video codecs are also supported. Whilst there is no set maximum file size limit, please make every effort to ensure each uploaded video entry is no more than 60mb in size. If you are submitting audio-only material please can this be uploaded in mp3 format only. If you are submitting multiple executions for the same campaign entry you can either edit these together into one video file (which we would prefer) or upload them separately. If you are supplying separate files please observe the file naming convention CAMPAIGN_NAME_CLIENT BRAND followed by a sequential letter A,B,C etc.

Each agency which reaches the shortlist will be required to print and send their A1 size landscape entry visuals (printed onto 250-300gsm card) to MAA for the final judging in January. Any time-based media will also need to be sent to MAA on DVD (formatted as high quality quicktime movies, ideally HD, as these will be used for the winners films). We will announce the shortlist in January. Please be ready to send these additional hard copies to us by 9th January 2012.

Please contact our MAA content partner USP Content on 020 7927 6600 if you would like support in producing an entry video.

DO'S AND DON'TS

DO – edit your entries and respect the fact that judges will be very senior client marketers and creatives, so write in a clean style highlighting tangible results. Ensure a good writer in your senior team vets the entry information offline before you upload it. First impressions count and judges will not be able to spend more time on poorly written submissions where the information is not clear. Keep it as simple as possible. NB. The online word counts are mandatory and you will not be able to use any formatting other than plain text.

DO – make sure you demonstrate qualified results against set criteria where requested, with comparative statistical supporting data, showing for example, sales uplift. Qualitative information should be provided as appropriate. Judges will consider brand performance and consider peculiarities of specific markets as part of the overall judging criteria but try to facilitate judging by

clearly identifying the key elements which are most impressive. If there are other influential factors which have had a significant impact then these should be isolated and identified.

DO - please strictly adhere to all the visual mandatory requirements as provided. All entries need to have a PDF landscape orientation visual at A1 size (100%) supplied in two file sizes: low resolution optimized for online viewing and high resolution for print optimization to full size A1. All entries need to have a print-quality jpeg or PDF of suitable resolution as a creative reference within the winners booklet. We need 3 visuals therefore for every single entry. NB. The A1 scale landscape visual is a sales pitch on why the work should win - judges remember good clear visuals from among several entries alongside a well written submission. Please note the additional URL/Video requirements for Digital/TV/Radio executions. Finally, the Consumer category, must have a documentary video suitable for a public-viewing audience.

DO – read the online FAQs which will help you if you get into difficulties with client sign-offs, or you need more help understanding the payment process across the early/late deadlines or member/non-member rates. Call or email us at MAA if you are having problems, but do not leave it to the last minute before the deadline. We will endeavour to answer your queries as speedily as possible.

DON'T – try to pass off other agency work as yours. Your client must sign off each entry submission and if any entry is not authorised online by your client contact, it cannot be included into the awards competition. You will be liable to pay for all entries submitted online, even if this is ahead of client authorisation being received by MAA.

DON'T – send in work that breaches the codes of advertising practice or laws. Every shortlisted entry is screened by the ASA and K&L Gates solicitors who read the entry submissions and view the visual materials. Each year we normally disqualify approximately three entries which would have otherwise been shortlisted, usually because of code breaches. The Best Awards always have to comply. There are no exceptions, however the creative 'cut-through' was achieved.

JUDGING & KEY DATES

All awards will be shortlisted via multiple panels (senior principals recruited from agencies) including specialist creative, digital and strategy planning panels. The finalist judging panels who will decide the winners in January 2012 will be announced soon at guardian.co.uk/bestawards. Please note the general timings below:

22 August 2011 - Call for Entries open

06 October 2011 – Early closing date for entries

13 October 2011 – Late closing date for entries (with increased fee)

November 2011 – Shortlist judging and legal vetting of entries

January 2012 – Shortlist announcement, awards dinner ticket bookings open. Final judging.

February 2012 – Awards dinner bookings

01 March 2012 – Final results will be announced at The Best Awards Dinner on Thursday 1 March 2012 at the Brewery, Chiswell Street, London EC1. Every Best winner across all award categories will also feature in a special exhibition held at the Guardian offices in March 2012.

ENTRY FEES & TIMINGS

The closing date for entries is midnight on Thursday 06/10/2011.

Late entries may be submitted up until midnight on 13/10/2011 provided that they are paid for at the late entry rate.

Entry rates are calculated from the date we receive each entry electronically, provided the entry is received properly completed: an entry will be received electronically by us after your client has authorised it online (or by faxed completion). You will both receive confirmation by email to confirm receipt immediately after online authorisation has occurred.

CATEGORIES 1-33

For EARLY entries received no later than 12.00 midnight 06/10/2011

MAA members £255 (£299.62 inc. VAT) per entry

Non members £357 (£419.47 inc. VAT) per entry

For LATE entries received no later than 12.00 midnight 13/10/2011

MAA members £295 (£346.62 inc. VAT) per entry

Non members £397 (£466.47 inc. VAT) per entry

Your online entry submission should include a purchase order reference number (provided by your agency). This same PO number should be referenced in an electronic BACS payment to MAA, which should be made within 7 working days of submitting your entries online. For BACS transfer, the Account Name is Marketing Agencies Association Ltd; Sort Code is 30-93-68; and Account Number is 01232935. The correct fee should be calculated as per the above rates and if you have any query about whether you are a member or non-member or whether the late payment fee applies, please contact the MAA directly on 020 7535 3550. Invoiced receipts will be issued retrospectively once we have received your entry and BACS transfer.

NB. For the Creative entries 18-26, all submissions will automatically be considered for Best typography, Best photography and Best illustration at no extra fee. Likewise, Best overall campaign is judged at no extra fee across all entries submitted in categories 1-17 and 30.

We will publish rates to winners for purchasing duplicate winner trophies and certificates after the winners announcement.

Any queries regarding the awards should be referred to Belinda Tournier or Jan Johnston on 020 7535 3550 or via belinda.tournier@marketingagencies.org.uk

TERMS & CONDITIONS

1. Entry is open to bona fide agency practitioners in marketing and agency consultancy, being companies, individuals or other entities which are either existing agency members of the Marketing Agencies Association Ltd ("MAA") or can fulfil the MAA qualification

criteria. The MAA reserves the right to decide on the eligibility of any entrant against the above criteria with its decision being final and binding.

2. Entries which are incomplete or incorrectly completed or provided without the correct fee will be disqualified. Any entries received that are subsequently amended will be charged at the late entry rate.
3. The judges reserve the right to disqualify any entry which they consider, in their sole discretion to be in breach of any UK law, the rules laid down by the British Codes of Sales Promotion and Advertising Practice and all other relevant codes of practice.
4. Only campaigns which commence or finish in the period from 1/7/10 to 30/9/11 (except for the category 31, The Best and most effective long term campaign, where submitted example activities must have taken place between 1/1/08 to 30/6/11), and for which results are available at the date of entry are eligible.
5. Entries must be submitted in the form stated in the entry instructions.
6. Entries must be signed by both client and agency.
7. All campaign entries must contain some form of customer response element, which demonstrates behavioural change. Judges will use their discretion according to the market environment specific to each submission. Please refer to individual category descriptors.
8. The client and agency concerned, as appropriate, grant to the MAA the right to publish the submission and/or its contents. The MAA may publish the submission itself or commission a third party to publish it, in both cases without making payment to the client or agency and without further permission being received.
9. No submissions will be returned. All entry materials become the physical property of the MAA immediately upon submission. No liability is accepted for loss of or damage to submissions.
10. Judges' decisions are final on all matters and no correspondence will be entered into.
11. No refunds shall be made under any circumstances.
12. Judges will not be entitled to vote on their own submissions or on any campaign in which they have any vested interest.
13. All entries must be received by 12.00 midnight on 06/10/2011. (Late entries will be accepted until 12.00 midnight on 13/10/2011 latest at a cost surcharge).
14. The MAA reserves the right, in extenuating circumstances, to cancel the awards programme at any time and shall not have any liability of whatsoever nature to entrants in such circumstances or otherwise.

The lightbulb logo, the MAA logo and best awards are registered trademarks of the Marketing Agencies Association. The Marketing Agencies Association is registered in England & Wales No. 03779878. www.guardian.co.uk/bestawards. MAA, 4 New Quebec Street. London W1H 7RF.