

1. Best Trade Marketing
2. Best Pro Bono Campaign
3. Best Use Of A Small Budget (less than R150k)
4. Ignition Award for Students (students only)
5. Best Integrated Campaign: FMCG
6. Best Integrated Campaign: Transport
7. Best Integrated Campaign: B2B
8. Best Integrated Campaign: Financial
9. Best Integrated Campaign: Public Services
10. Best Integrated Campaign: Travel, Entertainment and Leisure
11. Best Integrated Campaign: Retail (includes e-commerce and QSR)
12. Best Integrated Campaign: Media
13. Best Integrated Campaign: Other Consumer Goods (including durables and telco)
14. Best Branded Content Campaign
15. Best Experiential/Event Campaign
16. Best Online Campaign
17. Best Social Media Strategy

18. Best Use of Mobile
19. Best Use of Technology/Data
20. Best Sponsorship
21. Best Contribution by a Media Owner
22. Best Tactical Use of Media (new category in 2017)

How to enter:

1. Please view the call to entry video at www.amasa.org.za/amasa-award/.
2. You can fill in the AMASA Awards entry form at www.amasa.org.za/amasa-award/.
3. Entry forms and supporting material will only be accepted in digital format.
4. For any further information about the AMASA Awards entry process, the ceremony as well as sponsorship opportunities, please email: **Ilsa Grabe** (ilsagrabe1@gmail.com) or **Sean Press** (pressman@contactmedia.co.za).

Please note: we will accept a maximum of five supporting documents per entry, excluding the entry form. These include photographs, video, sound bytes or PDF documents or video to support your entry. (Only up to 2MB, anything larger should be sent via WeTransfer to ilsagrabe1@gmail.com.)

Entrants are welcome to enter the same entry into various categories if they wish. Entrants are also encouraged to submit a supporting video entry to accompany their entry form but this is not a requirement.

Campaigns entered should be authentic, signed off by the respective client and entries should indicate how the campaign delivered on the quantifiable goals set and generated sound commercial results.

Cost to enter is **R1,500** *excluding VAT*. All entries to be accompanied by proof of payment. (Banking details are on the entry form.)

Dates:

Entries are open **3 July** and will close on **31 July**.

After the closing date a judging panel led by industry representatives will shortlist the entries which will be announced in the **week of 18 September 2017**.

Final winners will be announced and celebrated at the **AMASA Awards Gala Evening on 12 October**.

Additional info on each category:

• **Best Integrated Campaign (This will be by client category as per below):**

Entries into this category must show that they utilised multiple types of media (two or more) in the creation of the campaign (e.g. screens, digital, outdoor, etc.). Entries will be judged on how well they have integrated the chosen media types throughout the campaign, and must demonstrate how successfully the different formats complement and build on each other to communicate the brand's overall message. Judges will be looking out for evidence of media neutral planning where the best insights and thinking has resulted in a media mix that demonstrates creativity, consistency of brand message and achievement of the client's objectives. Please ensure to specify any third-party contributions on the entry submissions.

• **Best Integrated Campaign: FMCG**

Beer, wine, spirits, liqueurs, cocktails, tea, coffee, still and carbonated drinks, juices, mineral waters, chocolate, sweets, chewing and bubble gum, potato crisps, nuts, milk, yoghurt, ice cream, cream, butter, cheese, eggs, margarine and

spreads, cakes, biscuits, desserts, sugar, jam, honey, peanut butter, bread, flour, baking ingredients, breakfast cereals, meats, fish, seafood, soups, delicatessen, fruits and vegetables, rice, pasta, sauces, oils, spices, herbs, pre-cooked and prepared meals, baby foods and milk, detergents, cleaning products, air fresheners, insecticides, foil and other food packaging, light bulbs, batteries, paint, varnish and wood protectors adhesives, tools, garden tools, pet food and pet care products, soap, shower and bath products, deodorants and body sprays, skin and nail care products, oral hygiene, toilet paper, tissues, nappies, shaving products, insect repellents, diet products, adhesive plasters, skin remedies, condoms, pregnancy tests, contact lenses, vitamins, alternative therapies and medicines virility drugs.

• **Best Integrated Campaign: Transport**

Cars, jeeps and four-wheel drives, pick-up trucks, vans, lorries, motorbikes, tyres, auto products and services, spare parts, accessories incl. in-car hi-fi, petrol stations, petrol, oil, breakdown and servicing companies, car dealerships, car finance and leasing.

• **Best Integrated Campaign: Other Consumer Goods (including durables and telco)**

House and garden furniture, washing machines, dryers, dishwashers, fridges, freezers, cookers, microwaves, kitchen utensils, appliances and crockery, glassware bed and table linen, baths, showers and toilets, wall and floor coverings, televisions, camera, video cameras, film, hi-fi, personal stereos, CD players and MP3 players, DVD and Blu-ray players, personal phone equipment incl. mobile phones and smartphones, tablet computers, musical instruments, sports equipment, bicycles, boats and caravans, toys, board games, computer games, game consoles, home computers, clothing, footwear and accessories, sportswear, handbags, belts, luggage, jewelry, watches, sunglasses, spectacles.

• **Best Integrated Campaign: Financial**

Banks, building societies, credit cards, current and savings accounts, mortgages and loans, investment companies, health and building insurance, car insurance, pension and retirement plans, real estate investment, building development, road construction.

• **Best Integrated Campaign: Public Services**

Consumer telecommunication services, internet service providers, cable and satellite, TV providers, directories, Yellow Pages, postal services, electricity, gas, power and water companies, private education, private healthcare and clinics, optical, medical and dental services, prescription drugs, hearing aids, hospital aids, hospital and dental equipment, psychiatrists, sex therapists, plastic surgeons, etc.

• **Best Integrated Campaign: Travel, Entertainment & Leisure**

Transport, travel and tourism, airlines, train and bus companies, cruise lines, travel agencies, tourist boards, hotels, resorts, city and bus company promotion, car hire, travel passes, leisure and theme parks, gyms, health and diet clubs, sporting events, music festivals, orchestras, exhibitions and shows, nightclub, bars, museums, art galleries, cinemas and theatres, golf and country clubs, lotteries and gambling.

• **Best Integrated Campaign: Retail (includes e-commerce & QSR)**

Stores including home shopping, restaurants, fast food, department and specialist stores, supermarkets DIY stores, drugstores, opticians, hairdressers, beauty salons, laundry service, estate agents, photo-processors, TV, video and other rental stores, mail-order companies, online shopping and auctions.

• **Best Integrated Campaign: Media**

Newspapers, magazines and supplements, books, records, CDs and cassettes, DVDs and Blu-ray discs, TV and radio stations, networks and programmes, movies.

- **Best Integrated Campaign: B2B**

Business phone and computer equipment, office furniture and stationery, accountancy, conference and events services, business postal services, courier services, employment agencies, agriculture and manufacturing equipment.

- **Best Branded Content Campaign**

This category is about content creation and it open to all brands, agencies and production organisations that are dealing with brands in order to devise, create and distribute branded content. The work could be executed in the TV sector or within the online video market. It could be via publications or through apps. The work could be 'native' or exist as independent scalable content. Judges will be looking for content that fits with the brand strategy and addresses a clearly defined marketing challenge as well as having a 'fit' with the brand's values. Judges will be looking for innovative creation of intellectual property (IP). How that content is leveraged – whether through licensing and rights selling or through engagement in social media, as evidenced by shares, likes or other engagement metrics will be an important ingredient for making your entry a winner. This is all about 'owned' media.

- **Best Experiential/Event Campaign**

This category recognises brands that deliver an experiential campaign for consumers via events, stunt advertising, guerrilla marketing, projections, and roadshows or through sponsorship of an existing events property. The experiential campaign will be physical in its core, but can have virtual angles around it.

- **Best Online Campaign**

This category is looking for entries that have understood and integrated themselves into the digital landscape. It covers all digital media, from web, mobile/app, blogs, IPTV, gaming and search through to affiliate marketing and is looking for great examples of interaction using digital media's unique properties. Judges are looking for strong campaigns which successfully utilised digital media in a creative and innovative way and executed with high quality to promote the brand and brand message for its target audience.

- **Best Social Media Strategy**

This category rewards innovation in social media strategy. The winning campaign should be able to demonstrate great results in utilising social media. This could either take the form of a social media platform, 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. Entries will be judged on the creative use of social platforms and a sound understanding of online consumer behaviour and all entries should be backed up by substantive metrics that prove campaign success. Judges will be looking for examples of fantastic consumer-driven campaigns, community building, targeting, engagement and conversational marketing strategies.

- **Best Use of Mobile**

Innovative use of the mobile channel to reach and engage consumers is key in this category. Any form of mobile media will be considered, including mobile apps, .mobi sites, mobile content or any form of mobile advertising, provided they show how the advertiser has used mobile in a creative and engaging way to obtain great results on clear objectives.

- **Best Use of Technology**

Awarded to the campaign that is seen to exploit new technology to its full potential in the marketing world. The winning campaign will be able to demonstrate a good brand/technology fit and show innovation in the use of the new technology to reach an audience. This category is open to any existing media channel, and any new one created by the use of the technology. Judges will be focussing on the innovative nature of the technology and how it has been applied to a marketing challenge.

- **Best Sponsorship**

This category includes campaigns which include promotion of a brand's value and position by going beyond traditional advertising channels, and utilising the generation of content, e.g. seamless integration of a product in a television programme, or advertiser-funded programming (AFP). This category is looking for examples that best utilise 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.

- **Best Contribution by a Media Owner**

This category recognises the efforts of media owners in their work with advertiser clients to connect with their audiences. Judges are looking for partner behaviour; creative application of ideas and innovative strategies. Entries will be judged on the level of creative thinking, consumer insight, and success for the client. The winning campaign could be a multi-platform strategy or a single marketing execution. The entering company must be the media owner.

- **Ignition Award**

The Ignition Awards is aimed at current students and rewards the best example of work submitted from media and advertising students.

- **Best use of a Small Budget (less than 150k)**

This category recognises the efforts around the most creative/far-reaching campaigns with shoe-string budgets. The judges are looking for ingenuity when it comes to getting clients the most bang for their buck!

- **Best Pro Bono Campaign**

This category honours outstanding campaigns that were developed on a pro bono basis – from environmental protection to wildlife conservation to child abuse, to road safety. The judges are looking for campaigns that have not only raised money but those which have publicised important issues.

- **Best Trade Marketing Campaign**

Primarily for media owners, Best Trade Marketing Campaign seeks to celebrate the exceptionally creative trade campaigns typically targeting media agencies and clients direct. Submissions will have to be clear on what the objectives of the campaign were and how they managed to achieve what they set out to do. Judges will be looking for originality, innovation and a clear understanding of how the execution linked back to the organisation's media offering.

New!

- **Best Tactical Use of Media**

Entries for this category are for the tactical use of one media channel only. What the judges are looking for is the entrant's capability to use innovative thinking to make one particular media channel stick out and deliver results for the client.

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