



31ST AGENCY OF THE YEAR AWARDS

THE PREMIER ADVERTISING
AWARD PROGRAM

PRESENTING PARTNER

MCN

LEADERSHIP. INNOVATION.

2017 ENTRY KIT

Entries close 4pm
Wednesday, 19 January 2017

Submit entries via online portal www.adnews.com.au

THE CATEGORIES



1. NSW Agency of the Year
2. VIC Agency of the Year
3. State Agency of the Year
4. Media Agency of the Year
5. Digital Agency of the Year
6. Specialist Agency of the Year
7. Customer Experience Agency of the Year
8. PR Agency of the Year
9. Production Agency of the Year
10. In-House/Bespoke Agency of the Year
11. Independent Agency of the Year
12. Small Agency of the Year (Independent)
13. Small Agency of the Year (Network)
14. Emerging Agency of the Year
15. Advertising Network of the Year
16. Media Network of the Year
17. Media Campaign of the Year
18. Small Budget Media Campaign of the Year (under \$250,000) **New**
19. Digital Campaign of the Year
20. Ad Campaign of the Year
21. Ad of the Year
22. Best Use of Mobile
23. Best Use of Data
24. Best use of Technology **New**
25. The Branded Content Award
26. The UnLtd Award
27. The Game Changer
28. The AdNews Effectiveness Award **New**
29. Brand of the Year
30. The People & Culture Award

The overall AdNews Agency of the Year will be selected from the winners of categories 1 - 14

ELIGIBILITY



The eligible entry period is between 1 January 2017 and 31 December 2017. Ensure all creative material, reference to account wins and losses, financial performance, campaign results and staff stability are within this time frame.

1. NSW AGENCY OF THE YEAR

Open to creative and full service advertising agencies with offices in New South Wales.

2. VIC AGENCY OF THE YEAR

Open to creative and full service advertising agencies with offices in Victoria.

3. STATE AGENCY OF THE YEAR

Open to Australian creative and full service advertising agencies based outside New South Wales and Victoria.

CATEGORIES 1 - 3

If the agency has offices in other States, all information in the entry must exclude those other offices, i.e. all information supplied must only be for the State in question. If the entry includes information for another State office, it may be disqualified.

4. MEDIA AGENCY OF THE YEAR

Open to individual offices of media buying, media planning or media strategy agencies. A media agency can enter both its Melbourne and Sydney offices, for instance. If the agency has offices in other States, all information in the entry must exclude those other offices, i.e. all information supplied must only be for the State in question. If the entry includes information for another State office, it may be disqualified.

5. DIGITAL AGENCY OF THE YEAR

Open to specialist digital agencies and digital subsidiaries of mainstream agencies for which digital strategy and execution constitutes the majority of their work.

6. SPECIALIST AGENCY OF THE YEAR

Open to any specialist agency that is ineligible for entry into another category, this could be experiential, influencer, direct, promotion, design, healthcare, branding, social media, multicultural, age/gender specific, rural and retail specialists. If an agency has entered a category from 1 - 10 (excluding 6) they are not eligible to enter the specialist agency category.

7. CUSTOMER EXPERIENCE AGENCY OF THE YEAR

For the purpose of these awards, customer experience is defined as agencies that demonstrates a data driven approach to communications that combines creativity, technology and data analysis to deliver excellent customer experience and engagement.

8. PR AGENCY OF THE YEAR

Open to specialist public relations agencies and public relations subsidiaries of mainstream agencies, where PR is the core of their business and makes up the majority of their work and revenue.

9. PRODUCTION AGENCY OF THE YEAR

Open to film production houses with offices in Australia. This category is also open to individual production companies and production departments within agency groups or companies.

10. IN-HOUSE/ BESPOKE AGENCY OF THE YEAR

Open to any in-house agency unit that sits within a client or media organisation; or to a bespoke solution set up by an agency partner(s) to better serve the client with a dedicated unit. Agencies must demonstrate how the structure of the unit serves the client, how it operates, the commercial success of the unit and the work produced, as well as its culture and vision.

For clarity, examples include;

- A content agency backed by a media owner, but creating advertising and branded content for clients independent of that media owner's channels
- A standalone creative/media unit that sits within a creative/media agency group but is dedicated to one client, and was set up to serve that client specifically
- A team of agency specialists that permanently sit on-site within the client's team
- A defined collaborative arrangement between a number of agency partners to serve a client's need
- An agency owned fully, or in part, by the client

CATEGORIES 4 - 10

If the entrant agency is a subsidiary of a mainstream agency, the entry must focus only on the subsidiary's work, performance and financials in the relevant area. The performance of the parent company is not relevant and should not be included.

11. INDEPENDENT AGENCY OF THE YEAR

Open to any kind of agency eligible for categories 1 - 7 that is 100% independently owned by the partners in the business, i.e. not owned or part-owned by a multinational, holding company or consultancy.

12. SMALL AGENCY OF THE YEAR - INDEPENDENT

Open to any kind of agency eligible for categories 1 - 8 with no more than 15 staff.

13. SMALL AGENCY OF THE YEAR - NETWORK

Small agencies eligible for categories 1 - 8 with no more than 15 staff, that are part of larger network groups are eligible.

14. EMERGING AGENCY OF THE YEAR

Open to agencies that launched after January 1, 2015. Agencies that have relaunched or rebranded under another name are not eligible.

ELIGIBILITY



15. ADVERTISING NETWORK OF THE YEAR

Open to creative agency networks with offices in two or more states in Australia. Independent networks are eligible.

16. MEDIA NETWORK OF THE YEAR

Open to media agency networks with offices in two or more states in Australia. Independent networks are eligible.

17. MEDIA CAMPAIGN OF THE YEAR

The entry must constitute the media components of a campaign using two or more core channels and demonstrate the campaign objectives, and how the media strategy was executed. The entry must demonstrate a media plan that shows an understanding of the application of different media channels, meets the client's objectives and delivers results across relevant media including, TV, digital, video, print, radio, out of home, mobile, social, content, virtual reality, augmented reality and artificial intelligence, other. Judges will be looking for dynamic, creative and effective media strategies that deliver results.

18. SMALL BUDGET MEDIA CAMPAIGN OF THE YEAR - (under \$250,000) *New

This award recognises that a small budget can achieve big results. Criteria is the same as category 17 but entries must demonstrate the results achieved for a media campaign with a total budget of less than \$250,000. The entry must be a complete campaign, not an element of a wider campaign.

19. DIGITAL CAMPAIGN OF THE YEAR

The entry must constitute only the digital components of a marketing campaign and demonstrate that engaging consumers through digital channels was at the core of the digital execution. Digital includes, but is not restricted to, web, mobile, tablet, email, social media, virtual reality, augmented reality and data campaigns.

20. AD CAMPAIGN OF THE YEAR

The entry must constitute a campaign with multiple executions across two or more media channels. This can include experiential activity if it goes beyond a PR stunt. The entry must demonstrate the campaign objectives and how the strategy was executed across multiple channels. Judges will be looking for a cohesive campaign strategy that played out across more than one channel, as well as polished execution.

21. AD OF THE YEAR

The entry must be a single advertisement/execution in any media channel. The entry must demonstrate the campaign objectives and the strength of this specific creative execution.

22. BEST USE OF MOBILE

This category is open to any original campaign or strategy that incorporates mobile as a core element of the media or message.

This may be a campaign played out on mobile, mobile as the method of distribution, adopting innovations in mobile to deliver a marketing objective, or tapping into consumers' mobile behaviours to achieve a marketing objective.

The judges will be looking for an original strategy and verification of how using mobile achieved results.

23. BEST USE OF DATA

The entry must outline an original campaign, strategy or process, incorporating data to achieve a marketing objective. This may involve structural change for a business, a data-led process (including programmatic execution), data-driven creativity or use of data and insights to develop a campaign.

24. BEST USE OF TECHNOLOGY *New

This award looks to celebrate the use of technology within an organisation, campaign or brand execution. It is open to any initiative, original campaign or strategy that has technology at the core of the idea, execution or message. The entry must demonstrate how the technology used delivered on objectives and delivered results. It can include, but is not limited to, a proprietary technology developed by the entrant and partners, use of an existing technology to drive results, an innovative application of an existing technology or a campaign that encouraged use of a specific technology for the benefit of the entrant's objectives.

25. THE BRANDED CONTENT AWARD

This category is open to any piece of branded content with a marketing objective. It may be sponsored editorial content or programming, product integration, a native advertising campaign or a piece of entertainment or experiential activity that goes beyond a traditional media inventory buy. The judges will be looking for original strategy and a verification of results.

26. THE UNLTD AWARD

The entry must be a single marketing campaign created for a charity or on a pro bono basis by any agency eligible for categories 1-14. 50% of the entry fees in this category will be donated to UnLtd, Australia's not-for-profit representative body for the media, marketing and advertising industry. UnLtd's aim is to significantly enhance the lives of disadvantaged and underprivileged young people and to eliminate the consequences of youth disadvantage in Australia.

27. THE GAME CHANGER

This category recognises innovations and ideas that change the game. Game Changers are not always big ideas or technology. It could include technology and campaigns that reinterpret or rewrite the rules of business. A Game Changer could be a piece of disruptive technology, a new advertising format, creative storytelling, an inspirational idea or product launch which has reinvented a client's business, or an innovative communications

ELIGIBILITY



EARN POINTS

Don't forget, if you're a winner or finalist in the AdNews Agency of the Year Awards you earn crucial points for the AdNews Agency Rankings.

strategy that redefined and solved a tricky business challenge. Sometimes small, subtle changes in the way agencies approach their own business and those of their clients produces impressive results. With this category AdNews salutes game-changing thinking, insights and ideas that demonstrate brands and agency pushing the boundaries of the industry.

28. THE ADNEWS EFFECTIVENESS AWARD *New

This category specifically recognises effectiveness. Any kind of marketing activity is eligible, including advertising, content, or media and activations across any channels will be considered. The entry period for this award extends beyond the 12-month period for other categories to allow for the inclusion of longer-term campaigns that have delivered effectiveness over a number of years. Work must have launched since 1 January 2015. The launch date and time period being discussed should be clearly stated. Judges will be looking for real measures of effectiveness and how this campaign, or activation, delivered a material business impact. Entries should outline investment in the campaign, the business objectives, and how they were delivered with a focus on effectiveness, proven results and ROI. Entries that do not prove results will not be considered. Judges will be looking for work that has delivered commercial growth, sales and hard business outcomes in line with the stated objectives and timeframes.

29. BRAND OF THE YEAR

Open to any consumer-facing brand with marketing and/or brand operations based in Australia. It recognises the output, performance and commercial outcomes of the brand, as well as the structure, leadership and performance of the team. Entries can be self-nominated - or nominated by agency partners to recognise the mutual success of the agency/client partnership. Judges will be looking for evidence that speaks to the success of the brand and how marketing activities delivered business impact. They will also take into account; culture, values, innovative processes, challenges and outcomes, staff turnover and relationships with internal stakeholders and external partners.

30. THE PEOPLE AND CULTURE AWARD

Open to any agency, marketing team, media or ad tech company operating in the Australian marketing communications industry. This award recognises the importance of people in the media, marketing and advertising industry and seeks to award those workplaces that promote a positive, stable culture and are making progress. Judges will be looking for evidence that shows an investment in people and culture and the impact on business outcomes through; staff development, strong values, cultural initiatives, motivated staff, positive retention and low staff turnover. Judges will also be looking for a positive demonstration of an organisation's commitment to diversity of all kinds.

TO ENTER



Visit: adnews.com.au/events/agency-of-the-year-awards

Entries close 4pm Wednesday 18 January 2017

YOUR SUBMISSIONS

All entries are to be submitted via the online entry portal which can be accessed via <http://www.adnews.com.au/events/agency-of-the-year-awards>

Written Submission

Copy is to be entered directly into the text box provided on the entry portal. Please be mindful of formatting.

Supporting Materials

Entries should be accompanied by supporting materials that showcase a range of your agency's work such as examples of published creative, television, online and radio if relevant. They may be supplied in a showreel/sizzle reel, case study or PowerPoint presentation format. The estimated viewing time of supporting materials must not exceed five minutes in length. Files must be playable on a standard PC and Mac operating system. Production values will not be considered when scoring entries.

Entries in categories 1 - 14 are also required to include a hi-res photo of the agency staff.

Those entrants are also encouraged to provide a filmed piece to camera from the agency principal outlining what the agency has achieved in the last 12 months and why the entrant should be considered for the 'AdNews Agency of the Year' title. Footage should be no longer than 1 minute and is in addition to the 5 minute allocation for supporting materials.

Lastly, each entry must provide five examples of agency/campaign work as high res images. Files should be 300dpi, RGB Colour, PDF or TIFF. These images may be used in the awards presentation and the AdNews Agency of the Year winners supplement. Any information provided may be reproduced by AdNews in print, or online. Any information that is not for publication should be clearly marked 'For Judges Eyes Only'.

An agency can enter more than one category but only if the entries are deemed by the organisers as significantly different and tailored to the specific category. If duplicate entries are submitted without addressing the specific category criteria they will be disqualified from all but one. Entry fees will not be returned.

NATURE OF WORK

The nature of work an agency does for a client must be made clear, whether an agency holds the entire account for a client, or works on a piece of the business. When listing clients on their books, agencies must outline what portion of the clients' core account they hold and the value of that client in billings. If it is for a subsidiary business, or a division within a larger parent company, that must be specified, and the value of that client in billings must also be specified. It should also be made clear whether an agency works with clients on a project, or retained basis. Services including, but not limited to, search marketing, media planning & buying, full service, programmatic services, must be specified. For example, if a media agency holds the full media planning & buying account for a client, they must outline the value of that account in billings. If an agency works on a client for search marketing, that should be made clear. AdNews welcomes work that showcases innovation and creativity that goes beyond the traditional scope of the industry but intentional scam work will not be tolerated. All entries must show that ideas were viable, had set objectives and were developed in good faith.

ENTRY REQUIREMENTS



FOR CATEGORIES 1 - 16

Submit copy, no more than 1500 words structured under the following three headings. Make it easy for the judges to understand and score accordingly.

For Agency categories 4 - 9 entries must outline the % of their business that comes from the category discipline. For example, PR Agency of the Year entry must outline what % of their business sits within PR.

1. THE WORK (50% OF SCORE)

Provide a summary of the agency's output in 2017, including a variety of significant campaigns, big ideas and awards that demonstrate creativity and innovation. Highlight their originality, use of media, results as relating to the original objectives and effectiveness. Scam ads not allowed.

2. COMMERCIAL GROWTH (30% OF SCORE)

Provide a current client list and details of the longevity of each client as well as details of account wins, losses and retentions during 2017. Global alignments vs local wins are taken into account, and losses are viewed in light of reasons provided. Also include a statement from your agency's CEO or finance director about financial performance in 2017. This should cover income, income growth (whether organic, by acquisition or new business) and profit. Where actual figures cannot be supplied, provide percentages. Judges will be looking for clearly presented and easily comparable data.

3. COMPANY CULTURE AND VISION (20% OF SCORE)

How does your agency look after and retain its staff? What training and personnel development programs do you have in place? What is the agency's strategic vision for the future? How do you plan to differentiate from the competition and adapt to the changing market conditions? How has the agency demonstrated a commitment to improving diversity.

FOR CATEGORIES 17 - 28

Submit copy no more than 1000 words, outlining the following:

- The campaign objectives;
- The campaign strategy;
- Media used;
- Results and effectiveness of the campaign.

Judges will be looking for demonstration of creativity, originality and insight.

CATEGORY 29

Submit copy no more than 1000 words, outlining the following:

- Significant projects undertaken by the team and the outcomes
- The brand's performance over the period including brand performance metrics, NPS scores and commercial success

- Key achievements of the team as a whole and individual members' contribution
- Demonstrate the culture and how that has contributed to success and outcomes

Also provide a short statement from two identified stakeholders (200 words maximum per statement) - one internal from the nominated organisation and one external - that demonstrate the strengths and achievements of the team.

CATEGORY 30

Submit copy no more than 1000 words, outlining the following:

- Initiatives to encourage and promote good culture
- Initiatives that recognise staff and individual contribution to the business and culture
- Motivation and loyalty from staff
- Recruitment strategies & staff retention rate across the eligible period
- Diversity initiatives and staff breakdown including women in senior leadership roles

Also provide a short statement from two identified stakeholders (200 words maximum per statement) - one internal from the nominated organisation (in a non-management role) and one external - that demonstrate the strengths of the organisation's culture and the impact on outcomes.

HANDY HINTS

- Make it easy for the judges
- Be succinct
- Presentation - be aware of how your entry appears on screen
- Follow the criteria
- Be aware of the score weightings
- Include clear results where asked
- List any collaborating partners (campaign categories)

ENTRY FEES

Entry fees will be charged at \$350 excl GST per entry. A receipt will be sent to the entrant at the time of submission. Entries will not be considered for judging unless payment has been received. Entry fees are non-refundable

Two de Force (ABN 18 069 149 131) is collecting payments on behalf of AdNews and are working as the AdNews Agency of the Year awards secretariat.

FOR QUERIES CONTACT

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TERMS & CONDITIONS

The Awards are open to entries from Australian-based companies only. All entries must be submitted via the online entry portal. An entry fee of \$350 plus GST (\$385 incl GST) is required for each entry. Entry fees are non-refundable and must be paid at the time of entering. Entries will not be considered for judging if payment is not received at the time of entry. Note the entry deadline - this date is final and there will be no extensions provided. The relevant eligibility period is between 1 January 2017 and 31 December 2017. Ensure all creative material, reference to accounts wins and losses, financial performance, campaign results and staff stability are within this time frame. An agency can enter more than one category but only if the entries are deemed by the organisers as significantly different and tailored to the specific category. If duplicate entries are submitted they will be disqualified from all but one. Entry fees will not be returned. You may edit your entry after submitting, up until the entry deadline. Please make sure all entry details are entered accurately, including grammar. Details collected through the online entry portal will be used in the Awards presentation and in print if selected as a finalist. Entries must not exceed 1000 words unless otherwise stated. Entries that exceed the word count will not be accepted. The decision of the judges will be final and no correspondence will be entered into. All entries are treated as confidential. Judges reserve the right to move an entry to another category if deemed more suitable. Judges reserve the right to disqualify entries that do not follow the entry requirements. The entrant grants AdNews permission to show the entries at the AdNews Agency of the Year Awards Presentation and in the magazine in print and online at such times as deemed appropriate. Finalists and winners will be covered in the AdNews winners supplement using information from the entry. If there is specific information in your entry that is commercially sensitive and should not be published please make this clear at the time you submit your entry. The entrant agrees that AdNews and Two de Force will not accept responsibility for errors or omissions reproduced in the Presentation or the winners supplement or for work lost or damaged under any circumstances. The entry is a submission from the company. Should the individual designated to collect the award leave the company, another member of that company, not the individual, will collect the award. Finalists will be notified in mid February 2018 prior to the Awards presentation on Thursday 15th March 2018.