



FREQUENTLY ASKED QUESTIONS...

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CATEGORIES

1. Can I submit the same company/agency/people to different categories?

Yes, however it is important to choose the right category wisely depending on the strength. Judges do look for different attributes and successes against the criteria set for each of the specific category. Always customise your written submission based on the category being entered.

2. For People – Team category, do we need to put all the team member names as credits?

No. You will need to put the TEAM name as credit only. More team details should be provided in your written submission as indicated in the template.

3. How do we count the age to be eligible for the Young Achiever category?

If you are still at the age of **28 on 22 September 2020** then you are still eligible to enter. That is if you are born 23 September 1991 then you are still eligible.



CREDITS

1. What does 'Credited Agency Name' refer to?

Credit Agency Name refers the agency name used as per how the agency would be referred to within its city/country (i.e. *Agency Name* Malaysia, or *Agency Name* India).

2. What does Agency ownership mean?

The Agency Network category (Creative/Media/Digital/PR), each of the local agency wins will contribute points according to our point system. If more than one agency to be credited, you are required to indicate the % split clearly under the agency ownership so that the points can be allocated accordingly. This only apply to the agency brand not the Agency Group Company.

3. Can Agency Group contribute points to Network category?

No. You can only credit individual agency brand which can be under holding company or independent.

4. Can I change my credits any time I required to?

No. You can send your request to the organiser to review and if approved to make changes, a fee of USD50 will be charged. However, credits on trophy cannot be changed and can only review after the event closed and order a duplicate trophy which will subject to review and approval and fee applied.

5. What shall I do if I made a mistake to the credits or agency ownership?

You must immediately contact the organiser especially might affect the contribution to points for regional or network awards. Please note inaccurate information might result to disqualification. Credits change request can only apply after review and approved as mentioned above.

6. What will the credits be used for?

All information provided on the online entry form may be used as credits on the trophies, website and all Haymarket channels so please ensure that all information are correct at the time of submission.



ENDORSEMENT

1. Who must the endorser be? Can the endorser be the same person as the entrant?

The endorser must be CEO/CFO or equivalent. Where Agency does not have CEO/CFO, that is the highest ranking person is not holding a CEO and CFO titles, the endorser must be the head of the office from a role similar to the capacity of a CFO and CEO respectively.

For example: Managing Director, Financial Director, etc. Regional CEO or CFO can also endorse local office entry.

2. Do we need to have both CEO & CFO's signatures to endorse the entry? Can we have either one?

Every entry must be accompanied with an Endorsement Letter which needs to be physically signed off by both your agency's Chief Financial Officer (CFO) and Chief Executive Officer (CEO) or equivalent (highest ranking person in that office) to ensure that all the information submitted and provided in your entry submission are accurate and information provided in accordance with guidelines.

3. Can we insert digital signatures for endorsement?

Digital Signature (e-signature) is acceptable on the core written submission on the last page at the bottom where indicated in the entry template.

The entry must then be supported by a Letter of Endorsement which requires the same endorsers to physically sign the letter. Sample of endorsement can be downloaded via the link in the entry kit endorsement page.

4. Can we sign anywhere in the entry as we don't have enough space for our content?

This endorsement must be made on the last page of your entry submission paper. Failure to do so would render the submission invalid and hence not considered by the judges. You can adjust your margin to allow more space.

5. Can the Endorsement signature on the entry submission be on 11th page or cover page?

No. The endorsement signature must be within the 10 pages at the end of the entry paper that is on page 10. Do not have any blank page either.



ENTRY GENERAL QUERIES

1. How can I edit my entry?

When you have saved your entry as draft, you will be able to return to your entry dashboard to make edits to your entry. When you have completed all required in the online form, you can also PREVIEW before you confirm submission. You can still edit your entry. Please note once you CONFIRM ENTRY to submit then no changes will be allowed.

2. How do I cancel an entry?

Deleting or canceling an entry after submitted is not allowed. If you have made an error or duplicate your entry, the entry fee is still liable once confirm to submit. Please contact organiser immediately if this is just an error and we will review and assist to rectify where possible.

3. I have submitted the entry but made a mistake. What can I do?

Please contact organiser immediately. Please do not create another entry. Submitted entry is liable to pay for the entry fee including duplicate entries. Once the entry has been submitted, note that no change can be made.

4. How do I know if I have completed my entry submission?

Entries must be submitted through our online entry system. Upon entry submission, the entrant will receive an auto-generated email confirmation from the online entry system. All entries are only considered as submitted after the completion of the online payment process as well as successful payment received by the organiser.

5. I have a lot of confidential information not for publication. How can I ensure that the information are kept confidential?

You can highlight the sensitive information in yellow in your written submission. You are also required to check the 'confidential request box' on the online form. Please note that you are not allowed to highlight your entire entry submission.

6. Can I include logos or any images or client products image as mandatory images?

No. You should submit team photo for agency categories and the nominee or nominated team photos under people categories. Brand of the Year can include images or work refer to the brand. No logo or product placement type to be submitted.



ENTRY TEMPLATE

1. Can I create my own template?

You must use the correct entry template provided by the organiser as your written entry submission. You may however design your own provided you have covered all required sections and criteria listed on the template.

2. Can I include additional pages for graphics or images to the entry template?

No. Any additional pages are not allowed. Your entry submission must strictly follow a maximum of 10 single sided A4 page with font size not less than Arial 11 point.

3. Can the endorsement boxes in as page 11?

No. You must also include the endorsement signatures at the bottom of the last page where the boxes indicated in the template. Any graphics or images must be confined within the page limits.

4. Can I include a cover page?

No. You should follow a maximum 10 pages inclusive and any cover page or blank page appeared at the end would count as 1 page. Please ensure you checked after you convert your file to PDF before upload to submit.

5. What is the purpose of SAVE AS DRAFT or PREVIEW?

To save as draft entry will allow you to revisit the entry again which also allow you plan ahead and prepare as much info as possible.

Preview will allow you to check all details before you hit confirm entry to submit. You will need to fill in all details if you wish to have a preview. If a draft kept on the system for over 3 days, this might be removed so please contact the organiser should you wish to keep it longer.



MARKET AWARDS & AGENCY NETWORK

1. Do I need to submit an entry to compete in the “Agency Network” category since no entry fee is required before the shortlist announced?

No, you do not need to submit an entry for “Agency Network” – Creative, Digital, Media and PR Network categories to be eligible.

Only the winner of the Creative Network will require to submit an entry paper to compete in the AOY Global Awards. More details please contact organiser.

2. Which categories in the Market Awards will contribute points to our Agency Network?

All Market awards in the category of Creative, Digital, Media and PR agency category only will contribute the points as per our points system in the Network categories.

3. How do I enter Agency Network of the Year awards?

The Network categories (Creative, Media, Digital and PR) are not for submission and will only be determined based on the wins in the Market awards from local markets. The calculation is based on the points system as per agency ownership for the specific agency brand and NOT for group agency brand.

4. How can we contribute the points to our network?

A win in each of the local markets (Market awards) will contribute points towards the respective overall Network of the Year category type. Points received from the Regional Agency Awards for Greater China, South Asia and Southeast Asia for Creative/Media/Digital/PR Agency of the Year will not contribute towards the respective overall Network of the Year.

5. Do we need to submit an entry if it is calculated by points?

As of 2020, you do not need to submit an entry for Creative, Digital, Media and PR Network of the Year. However, to compete for Global Awards for Creative Network, the winner is required to submit an entry paper. More details can be found in the entry kit or contact the organiser for more details.



PAYMENT MATTERS

1. Are there any terms that applies for early bird fee? Can I pay early bird before the stipulated deadline?

Yes. You can submit your entry and pay the early bird fee by 20 August at 6pm HK time to enjoy a discounted rate. No changes will be allowed for all early bird entries after you have submitted even though we are still open for late entries.

All entries submitted after 20 August (6PM Hong Kong Time), the system will automatically change to Standard Entry Fee.

1. My payment has been rejected and would like to change the method of payment.

In the instance that you have chosen Credit Card payment method, and the payment has been rejected and require to change to another credit card or change to Bank Transfer, please inform the organiser immediately for assistance. For delay in payment, the entry may not proceed to judging.

2. When must we pay for our entry?

Entry fees are due upon submission of your entry.

For payment via bank transfer, a confirmed transaction bank proof to be provided latest one day after the respective deadlines (***Early Bird Deadline by 20 August 2020, Entry Deadline by 17 September 2020 and Late Entry Deadline by 22 September 2020***).

Unpaid entries might be disqualified and Haymarket Media Limited will retain the right to claim for unpaid entry fees. Entry not completed with successful payment will not be proceeded to judging.

3. Can I change the payment method?

Yes, please contact the organiser for assistance. All payment must be arranged and paid by the respective deadline.

4. Can we have extended payment deadline?

All fees must be paid by the respective entry deadline including if you pay via bank transfer, payment or bank transaction proof must be received no latest than one day after the respective deadlines. If you are having any problem, please check with organiser. Your entry is not considered to be successful completed otherwise.



5. How do I proceed to payment to confirm my submission?

Upon confirming your entries, you will land on the Payment Page with all entries listed or you can also return to your dashboard to proceed.

Click on the "Proceed to pay for your selected entries" or you can also select to pay for all entries to process your payment. This will bring you to the page to select which payment method. Select the appropriate payment mode and follow through all the steps.

6. Are there any other online payment method other than online credit card?

For Greater China region, you can opt for Alipay as an alternative online payment method.

7. I have trouble paying via credit card online, shall I repeat the steps again?

No. Please contact the organiser immediately at AOY@haymarket.asia to seek assistance to avoid duplicate transactions.

No payment can be refunded if payment is accepted by the bank of the credit card.

PAYMENT ABOUT INVOICE/RECEIPT

1. How can I arrange an official invoice before I submit my entry?

Official invoice can only be provided upon completion of your submission. You can however request invoice before you submit your entry to help to speed up the payment process. Please create your entry and save as draft which an ENTRY ID will be available. Provide the Entry ID to organiser to request.

2. Do I receive any receipt after the payment?

Once your payment process is completed, you will receive an automated 'Payment Received' email confirmation. If you wish to request for an official invoice or receipt, please kindly forward your email confirmation to either finance_events@haymarket.asia or AOY@haymarket.asia to request for it providing the **ORDER ID** as confirmation.



REGISTRATION RELATED

1. Do I need to register if I have registered last year?

Yes, all entrants are required to register before creating an entry. For each event, you will be required to complete registration.

2. I have registered but did not receive any email verification email.

Please check your spam or junk mailbox.

Should you still not have received an 'Verification Link Email' within half an hour of registering, please contact the organiser for further assistance.

SUPPORTING MATERIALS

1. Is it compulsory to submit video(s) file with our entry?

No, video submissions can be submitted via a hyperlink. Do not send any file to the organiser or provide transfer link to download. Please refer to the entry kit for guidelines.

Please note that videos submitted at the point of entry may be used to showcase your entry at the gala presentation should your entry win.

2. How do I submit the video to the organiser and do we require to send USB or Disc?

To submit video as part of your written entry, please insert 'Hyperlink' to your entry submission or alternatively add this to your 'Supporting Material'. We do not accept any other form of submission. The video length we would recommend it to be no longer than 3 minutes.

3. What kind of documents should I provide as supporting material?

You can provide any information that can support your entry. You should be precise and limit to a maximum of 15 pages only.



JUDGING

1. Who are the judges?

The judging panel for the Agency of the Year awards will comprise a minimum of five client marketers across various industries. We will select from local markets or regional disciplines of experience.

2. What are the scoring criteria?

Please refer to the individual entry templates for information on the scoring criteria. The entry templates can be downloaded from each of the region's webpage. This will also be what the judges based on to score your entry.

3. How do we know if we are shortlisted for the Regional Agency of the Year awards?

The final shortlist will be released on 12 November 2020 at www.aoyawards.com and Campaign online. All shortlisted entrants will be informed 1-2 days after the announcement. (Date subjected to change)

4. What is the points system?

Please refer to the entry kit on the page of the Point System with all details and examples or contact the organiser.

5. When will the final results be released?

The winners of the Agency of the Year awards will be honored at the gala presentations held in the local markets, including Japan/Korea, China, India and Singapore.

The prize presentation for all Agency Network of the Year categories will also be made at the event in Singapore.

All event dates and details to be announced. The tentative dates are expected to be in late November and early December in Tokyo, Mumbai, Shanghai and Singapore.