

campaign
amp
agency • marketer • partnership

Powered by:  Observatory
International

2018 ENTRY KIT

Early Bird Entry Deadline:
Thursday, 21 June, 2018
(6pm HK Time)

Entry Deadline:
Monday, 6 August, 2018
(6pm HK Time)

For enquiries, please contact the event teams at AMP@haymarket.asia

INTRODUCTION

One of the most valuable ingredients for brand success is a solid client-agency relationship. Trust, shared knowledge, goals and transparency, strengthen relationships between brands and agencies and, as we have seen time and again, result in the most creative and effective campaigns that deliver better marketing ROI and business results.

Recognising that marketer and agency relationships are more important than ever, Campaign, in association with The Observatory, is delighted to announce the 2018 call for entries for the 5th Agency | Marketer Partnership Awards to celebrate Asia-Pacific's most successful and effective client-agency relationships.

This year, the Agency | Marketer Partnership Awards will accept entries in two categories: Single Agency / Discipline, and Multiple Agencies / Disciplines - with Multiple now including Publishers/Platforms. These awards aim to showcase the global, regional and local partnerships that have delivered outstanding work and sustainable ROI over time, and ultimately to bring the importance of the client-agency relationship to the forefront. Please read the entry kit carefully and contact the Campaign awards team if you have any questions regarding the submission process.

We look forward to celebrating the success of your client-agency partnerships!



Atifa Hargrave-Silk
Brand Director
Campaign Asia-Pacific



GENERAL ENTRY GUIDELINES AND INFORMATION

WHO CAN ENTER?

The award is to recognise the best client-agency/platform partnerships in Asia-Pacific.

Entrants must have had an established relationship of at least 18 months or longer between an individual brand and an individual agency/platform, and it must be in existence for at least part of the stated entry eligibility period.

Agencies and marketers must complete the entry together and construct a clear and relevant case which demonstrates that their partnership has driven marketing excellence. This case can be supported with third-party endorsements from the likes of media and other marketing services partners.

ELIGIBILITY PERIOD

All entries and nominations in English will be accepted.

All entries should relate to the achievements of the eligibility partnership period minimum of 18 months.

Written entries which do not focus on the eligibility period but include achievements outside the review period will be disqualified. Campaign reserves the right to reject work it feels does not comply with the spirit of the awards.

DATES & DEADLINES

Early Bird Entry Deadline:

Thursday, 21 June, 2018 (6pm HK time)

Entry Deadline:

Monday, 6 August, 2018 (6pm HK time)

Shortlists Announcement:

Monday, 20 August, 2018

Awards Presentation:

Thursday, 6 September, 2018 (Singapore)

Entry Fees:

Early Bird Entry Fee (before 21 June):	US\$260
Entry Fee:	US\$285

Upon submission of the online entry form, entry fees are chargeable, and you will be liable to pay for the entries, even in the case of disqualification, withdrawal of entries, duplicate submission or non-endorsement by clients.

Early bird entry fee is due on Thursday, 21 June 2018 and thereafter all entries unpaid by Monday, 6 August, 2018 may be disqualified and Haymarket Media Limited will retain the right to claim for unpaid entry fees.

Once entry is shown as **"COMPLETED"** on the Agency | Marketer Partnership Awards entry system, this denotes that the entry has been accepted and processed. Entry fee is non-refundable.

PAYMENT METHODS

Entry fees are payable in USD. Upon completion and submission of your entries on the submission system, you are liable to pay the entry fee. There are two payment methods to select from:

Credit Card Online/Alipay

You will be redirected to our secure payment gateway where you are able to select from VISA/MASTER/AMEX and Ali Pay. For this payment option, a 3.5% bank surcharge is applicable.

If you are having trouble with the credit card online system or via Ali Pay, please contact the organiser at AMP@haymarket.asia.

Bank Transfer

For this option, you will have to bear ALL bank charges related to this transaction. Please do indicate that to the bank clearly when making the transfer.

Beneficiary Name:

Haymarket Media Ltd

Beneficiary address:

10/F, Zung Fu Industrial Building, 1067 King's Road, Quarry Bay, Hong Kong

Bank Name:

CitiBank N.A., Hong Kong

Bank Address:

40/F, Champion Tower, 3 Garden Road, Central, Hong Kong

Bank code:

006 (For local transfer only)

Branch code :

391

USD Account No.:

61553174

Swift Code:

CITIHKHX

Upon successful bank transfer payment, please email Lemon Tam lemon.tam@haymarket.asia (cc: AMP@haymarket.asia) a scanned copy of the bank transfer slip, clearly stating the entry or invoice numbers that the payment is for.

All bank transfer payment must be completed by Monday, 6 August, 2018 with payment proof. Payment not received by this date will be disqualified.

TERMS & CONDITIONS

Please ensure that each entry complies with the following guidelines. Failure to follow the guidelines may result in your entry being disqualified at an early stage in the judging process.

1. Upon submission of the online entry form and once it is shown on the Agency | Marketer Partnership Awards entry system as **COMPLETED**, this denotes that the entry has been accepted and the entry will be processed, and you will be liable to pay for the entries.
2. Client endorsements must be completed by the nominated clients upon submission completed by responding to the automated email sent out to them before **Monday, 6 August 2018**.
3. You may enter the same campaign in more than one category. However, for each entry you must provide separate documentation, support materials and entry fee.
4. All sites must be live **until 30 September, 2018**. Please supply passwords, if needed, for access to the URL. Only http sites are accepted, no ftp sites are allowed. No agency name or logo to appear anywhere. Failing to provide such before 6 August 2018 will not be accepted.
5. All entries must be submitted for judging exactly as published, aired or implemented and may not be modified for awards entry.
6. The organiser reserves the right to request a full media schedule from each entrant company to verify the authenticity of the ad(s) if entry is shortlisted or a winner.
7. The judges' decisions are final and neither the organizers nor the judging panel will enter any correspondence about them.
8. The organiser reserves the right to publish all entries wholly or in part, as case studies or for publicity purposes.
9. In the event of a complaint against any winning or shortlisted entry, the organiser will conduct a full investigation into each case and will request detailed documentation from all parties concerned including the complainant, the entrants and the client. The organiser will have no hesitation in withdrawing an award in cases where the complaint is upheld.

10. Once you confirm your entry is shown on the Agency | Marketer Partnership Awards entry system as **COMPLETED**, you will be liable to pay for the entries, even in the case of disqualification, withdrawal of entries, duplicate submissions or non-endorsement by clients.
11. Any entries withdrawn by the Agency | Marketer Partnership Awards, for example duplicates and disqualified entries are still due and payable to Haymarket Media Ltd.
12. Any entries unpaid by 6 August 2018 may be disqualified and the organiser will retain the right to claim for unpaid entry fees.
13. Entrants or companies who are proved to have deliberately and knowingly contravened any guidelines relating to eligibility may be barred from entering the Agency | Marketer Partnership Awards for a period following the Awards as specified by the organizers.
14. All entries and supporting material will NOT be returned.
15. Once entry has been submitted, the category cannot be changed.

JUDGING

A detailed quantitative methodology has been developed to fairly and accurately benchmark and analyses each entry on its merits. Judges will score the submission against the following criteria:

Marketing Challenge & Objectives (10%)

In what context was the partnership started, what were the significant challenges and what goals were set for the partnership to achieve?

Partnership Strategy & Innovation (30%)

Fresh and unique thinking on the Agency | Marketer Partnership, which enabled better working processes and procedures and eventually superior marketing outcomes.

Partnership Performance Overview (25%)

How the Agency | Marketer Partnership actually performed – based on formal and informal partnership review procedures. This can also include 3rd party testimonials from partners who have observed the relationship's success.

Partnership Results & Achievements (30%)

The impact of marketing initiatives on business performance – what was achieved versus targets – as well as any industry recognition for the work produced.

Partnership Showcase (5%)

A video compilation (up to 3 minutes) which best showcases the Agency | Marketer Partnership (video may include interviews and endorsements from both agency and client leaders)

HOW TO ENTER

WRITTEN SUBMISSION

All entries should follow the Agency | Marketer Partnership Awards entry template. Entries that does not follow the template will not be eligible.

Your written entry is of utmost importance as the judges will base their initial decisions on the strength of the arguments made.

Format must be no more than **five (5) single-sided pages of A4 paper, no less than Arial 11-point font size, single spaced** and as per entry template.

To download the Entry Template, please click [HERE](#).

CONFIDENTIALITY

Entrants may mark various sensitive parts of their submissions as “Not for publication” by highlighting the information **in yellow** and tick the “Confidentiality request” box on the online entry form, provided these restrictions are not used excessively. Information marked as confidential will be treated as such.

FEE

If you wish to enjoy the early bird fee, please submit before 21 June 2018 at 6pm HK time.

The early bird fee is at US\$260 and thereafter our normal entry fee is at US\$285.

A separate fee is required for each category submission. Entry fees are due upon submission. No refunds will be made for incorrect, withdrawn or disqualified entries.

Entries unpaid by 6 August, 2018 may be disqualified and Haymarket Media Ltd. will retain the right to claim for unpaid entry fees.

SUPPORT MATERIAL

- To accompany your written submission, entries may be supported with relevant back up material. The support material should show evidence of the success of your work. It may vary depending on the category but can range from branded media coverage, photographs, internet coverage, videos, attitudinal research, media evaluation, sales figures, detailed market share, etc. Please consider that it is better to be targeted than copious.

- A maximum of five (5) support materials can be submitted online either in the form of a microsite or on our entry system so that these can be accessed by the judges at the time of judging. No file sharing site/FTP should be used.
- Any supporting data must be accompanied by an indication of the source of reference. If your agency is the source of research, please reference “**Agency Research**”.
- Any microsites must be live **until 30 September, 2018**. Please supply passwords, if needed, for access to the microsite URL. No FTP or file-sharing sites are allowed.
- Upload no more than five (5) items of supporting materials on top of the three compulsory images. The supporting materials should show evidence of the success of your campaign, and support the case made in your written entry.
- If you have submitted any video(s) as a support material on the entry system, please label them with the entry number assigned to you on the email confirmation that you received upon completion of your online submission. Two copies of USB sticks containing hi-resolution versions of ALL the same videos submitted online (in H264 compression, 1280x720px, aspect ratio 16:9, and in .mov, .mpeg2, .avi or .mp4 formats) to:

Please send support material to:

Agency | Marketer Partnership Awards 2018

Haymarket Media Ltd
10/F Zung Fu Industrial Building
1067 King’s Road, Quarry Bay, Hong Kong

Attn: Kay Tse
Tel: +852 3175 1936

- A custom’s invoice (Proforma Invoice) should be included in the consignment which should be clearly marked: “Contest material – No commercial value.”
- It is the entrant’s responsibility to ensure and confirm safe delivery of his/her shipment and to cover fully ALL courier and mailing costs and any import duties in advance, up to and including arrival at the Agency | Marketer Partnership Awards 2018.

- Haymarket reserves the rights to publish the video wholly or in part. If there is/are any content on the USBs that are not meant for publication, please label “NOT FOR PUBLICATION” on the USB itself. Airway bill tracking reference to be provided by the deadline on 6 August 2018 with final delivery deadline: 9 August 2018.

EXECUTIVE SUMMARY

An Executive Summary of at least 150-200 words to be provided via the online form. If awarded, the Summary will be published to showcase the entry, please do not include confidential information or company credentials.

ENTRY MATERIAL FORMAT

All entries and supporting materials are to be submitted online and must adhere strictly to the stipulated formats as listed below:

Documents

File size: Less than 5MB
File formats: .doc, .ppt, .pdf

Pictures/Photographs (At least 300dpi, RGB)

File size: Less than 5MB
File formats: .jpg, .png, .gif

Audio

File size: Less than 5MB
File formats: .mp3

Videos

File size: Less than 25MB
File formats: .mov, .mpeg2, .wmv, .mpeg, .mp4, .mpg

ENDORSEMENT

You need to have your client’s consent prior to your submission. All entries must be endorsed by your client representative(CEO, COO level), authorising the entry and data.

You should provide your client contact details on the online submission system and the endorsement email can be generated and emailed directly to your client for endorsement.

You are responsible to ensure your client is available for endorsement at the time of your submission and by entry deadline.

IMPORTANT NOTES

Online entry form: All details required to be filled in accurately.

Entry: You can enter the same campaign to multiple categories. Each entry submitted into an additional category is considered as an individual entry, where a separate fee and a set of written submission paper, endorsement, any supporting materials, 3 hi-res images and payment has to be submitted online.

Language: All written submission must be submitted in English language. Any supporting material not in English, a translation needs to be provided.

Duplication of Entries: Where more than one agency has worked on the case, it has to be agreed in advanced between the involved parties which company will be making the entry. In the event that the same entry is submitted by two different entrant companies, or if both agency/consultancy and client enter the same work, the submission may be treated as a joint entry for the purposes of judging at the organiser's discretion. Any duplicated entry fee will be forfeited.

Credits: Agency name, Campaign Title/Nominee's name, Client, Country as per credits to be published for all Awards categories.

Confidential: The organiser reserves the right to publish details of the entries in any related publications and materials. However, if there is certain information that must be kept confidential, please indicate it clearly as "Not for Publication" by highlighting the information **in yellow**, and tick the 'Confidentiality request' check box on the online entry form. Please be specific about what information cannot be disclosed – do not simply mark the entire entry confidential.

Mandatory Images: Upload **three (3) compulsory hi-resolution images** of creative materials from your campaign. They will be used to showcase the entry, if awarded.

Mandatory Summary: An **Executive Summary** is required to be provided via online form which be published, to showcase your entry if awarded. Do not provide company credentials or confidential information, Summary must be at least 150-200 words.

Endorsement: Details of nominated senior client/brand representative or senior management from agency or company to endorse and authorize your entry and claims. You are responsible the endorsement is completed by the entry deadline via the online system.

Payment: All entry payment must be paid by entry deadline to complete the entry process successfully. Unpaid entries will be removed from the system without further notice.

THE CATEGORIES

AMPO1. Agency | Marketer Partnership Award – Single Agency / Discipline

This award recognises the best global and regional partnerships that have delivered outstanding work and sustainable ROI between a single agency from any discipline and a client. The effectiveness of the relationship must be seen to be measurable – with a range of measures being considered such as marketing effectiveness, industry recognition and awards, performance reviews, performance-based incentives and more.

AMPO2. Agency | Marketer Partnership Award – Multi Agencies / Disciplines

This award recognises the best global and regional partnerships that have delivered outstanding work and sustainable ROI between multiple agencies from any discipline and a client - this can include publishers/platforms. The effectiveness of the relationship must be seen to be measurable – with a range of measures being considered such as marketing effectiveness, industry recognition and awards, performance reviews, performance-based incentives and more.



www.campaignasia.com/AMP2018

Awards Enquiry please contact us on AMP@haymarket.asia

Agency | Marketer Partnership Awards 2018