



**campaign**

**AGENCY  
OF THE YEAR**

**2020**

**Entry Platform Guide**

# To Register

Visit our website [www.aoyawards.com](http://www.aoyawards.com) and click on the 'ENTER NOW' link or click [HERE](#) to register.



The screenshot shows the top navigation bar of the website. It includes the event logo on the left, the text "Campaign Asia-Pacific Agency of the Year Awards 2020", and input fields for "Email:" and "Password:". To the right of these fields are buttons for "Register new user" (highlighted with a red box) and "Forgot password". Below the navigation bar is a large graphic of the event logo, which consists of a stylized black 'A' with a yellow star inside, and the text "campaign AGENCY OF THE YEAR 2020". Below the logo is the text "Campaign Asia-Pacific Agency of the Year Awards 2020" and a paragraph of introductory text.



Click on  
'Register New User'

- The registrant will be considered as Primary Entrant, and no changes can be made after successful registration.
- Fill in all the information and you will receive a verification email accordingly.
- Please remember to check your spam/junk mail.
- Should you have any trouble registering, please contact the team [AOY@haymarket.asia](mailto:AOY@haymarket.asia) for assistance.

# To Create Entrant's Profile



- After successful log in, you are required to create an entrant profile.
- A secondary contact must be different to the primary contact is required. Please provide work email only.
- All fields are **mandatory**.

The screenshot shows a web interface for creating an entrant profile. At the top, there is a dark blue header with the 'Campaign Agency of the Year 2020' logo on the left and navigation links 'Profile | Change Password | Logout' on the right. Below the header is a section titled 'ENTRANT'S CONTACT DETAILS'. A grey box contains the text: 'All the fields below are mandatory. The entrant's contact information provided below should be of the primary contact person for all awards-related matters including entry eligibility, submission checks, jury queries (if any), and results.' The form fields are as follows:

First Name	Mary
Last Name	Chan
Country	Hong Kong SAR
Company Name	ABC Agency
Job Title	
Work Email Address	mary.chan@abcagency.com
Direct Phone (Work)	(1- )

Below the phone number field are three sub-fields: Country Code, Area Code, and Number.

Entrant's information will be default and this will be the same as registered

# Main Dashboard Page



- Your Dashboard will provide you an overview of all your entries' status.

The screenshot shows the main dashboard page for the Campaign Asia-Pacific Agency of the Year Awards 2020. The page includes a navigation bar with 'Profile | Change Password | Logout' links. A red box highlights these links, with an arrow pointing to a callout box that says 'Profile | Change Password Edit your profile or change password'. Below the navigation bar is an 'IMPORTANT NOTES' section with a red header. It contains an 'ELIGIBILITY' note, a 'SAVE AS DRAFT' section with instructions, a 'PAYMENT' section with instructions, and a 'USEFUL LINK' section with links for 'Entry Kit', 'Entry Template', and 'Letter of Endorsement'. A red box highlights the 'Create a new entry' button, with an arrow pointing to a callout box that says 'Create a new entry Click this button to create a new entry'. Below the notes is a 'Your Entries' table with columns for ID, Category, Credited Agency/ Nominee/ Brand, Creation Time, and Entry Status. The table shows two entries: one pending for order and one draft. A red box highlights the 'Proceed to pay all unpaid entries' button, with an arrow pointing to a callout box that says 'Your Entries Overview of all entries submitted or pending, paid or yet to confirm payment order etc.'. Below the table is a 'Your Orders' section with the text 'No orders created yet'.

Final Submission Deadline: 22 Sep 2020 18:00 +0800 ( 86 days left )

ID	Category	Credited Agency/ Nominee/ Brand	Creation Time	Entry Status
<input type="checkbox"/> AP03.363158	Asia-Pacific Performance Agency of the Year	haymarket	19 Jun 2020 10:25	Pending for order
<input type="checkbox"/> 363159		TBC	19 Jun 2020 10:37	Draft

# Main Dashboard Page



campaign  
AGENCY  
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Final Submission Deadline: 22 Sep 2020 18:00 +0800 ( 86 days left )

Create a new entry

## Your Entries

ID	Category	Credited Agency/ Nominee/ Brand	Creation Time	Entry Status	
<b>Entries Ordered</b>					
AN15.363164	Australia/New Zealand Event Agency of the Year		21 Jun 2020 21:09	Payment Completed OrderID: 46485212	<a href="#">Edit</a>
JK34.363163	Japan/Korea Marketer of the Year		21 Jun 2020 20:51	Payment Completed OrderID: 46485212	<a href="#">Edit</a>
<b>Pending Entries</b>					
<input type="checkbox"/> AP03.363158	Asia-Pacific Performance Agency of the Year	haymarket	19 Jun 2020 10:25	Pending for order	<a href="#">Edit</a>
363159		TRC	19 Jun 2020 10:37	Draft	<a href="#">Edit</a>

### Your Entries

Entries ordered means your entries completed will show under this section as "Entries Ordered" and also online submission is completed. \*Payment if via bank, will need to confirm with bank proof as successful.

### Pending Entries

This section will show entries marked as Pending is not yet completed. Status will show either submitted but not proceed to payment as "Pending to order", or if still in draft mode.

### Entry Status

Entries marked as "Payment Completed" are considered as payment successfully settled

### Edit

Click here to make changes such as incomplete payment order and draft submission

# To Create Your Entry



- Complete all the information on the online entry form.
- Select your region, category correctly and filled in all credits as to be published.
- **NOTES: Once entry is submitted all information CANNOT be changed.**

A screenshot of the online entry form for the Campaign Asia-Pacific Agency of the Year Awards 2020. The form is titled "Campaign Asia-Pacific Agency of the Year Awards 2020" and includes navigation links for "Profile | Change Password | Logout". It is divided into sections: "USEFUL LINKS" with links for "Entry Kit: Download Here", "Entry Template: Download Here", and "Endorsement Letter: Download Here"; "CREDITS SECTION" with an "IMPORTANT:" notice stating that all information is mandatory and in English only, and that credits cannot be changed once submitted; and a form with fields for "Region", "Category Type", "Category", "Credited Agency", "Credited Market", "Holding Company Name", "Agency Ownership Structure (%)", and "Executive Summary (100-150 words)". A confirmation checkbox is also present. A red bracket on the right side of the form highlights the "CREDITS SECTION" and the "Executive Summary" field. A red asterisk at the bottom of the form states: "\* This will be published to showcase your entry should the entry win. Please DO NOT include any confidential or sensitive information."/>

USEFUL LINKS

- Entry Kit: Download Here
- Entry Template: Download Here
- Endorsement Letter: Download Here

CREDITS SECTION

**IMPORTANT:**

- All information below are mandatory and in English only.
- Credits cannot be changed once submitted. Please refer to Entrv Kit page xx for further details.

Region

Category Type

Category

I confirm that this is the category I would like to enter for  Yes  
**Please note that the selected category cannot be changed once the entry has been submitted.**

Credited Agency

Credited Market

Holding Company Name

Agency Ownership Structure (%)

Executive Summary (100-150 words)

\* This will be published to showcase your entry should the entry win. Please DO NOT include any confidential or sensitive information.

## Entry Online Form:

### CREDITS SECTION

- All information provided on the online entry form will be used as credits on the trophies should you win and also on all publication and website.
- It is the responsibility of the entrant and their company to ensure these credits information are correct.

# Credits: By Definition



- Please refer to below for correct way to input Credits, this will affect the points credited to the Regional / Network Award:
- **Credited Agency Name:**  
Name of Agency which is submitting the entry and to be credited. For example: Agency Name which might include the local market to differentiate which office or just the agency brand name. (not agency regional group name)  
  
For example: [agency brand name] [office or market] – i.e. **ABC Agency** or **ABC Agency Singapore**
- **Holding Company Name:**  
This refer to the Parent Holding Company Name, such as: ADK, Blue Focus, CHEIL, Dentsu, Hakuhodo DY, Havas, Interpublic, MDC Partners, Omnicom, Publicis Groupe, WPP.
- **Agency Ownership Structure (%):**  
Clearly state the breakdown of the ownership structure of the nominated agency. All breakdown must be clearly provided. Inaccurate information might result disqualification.  
For example: **ABC Agency/Group 100% fully owned** or **Agency A 70%; Agency B 19.5%; Agency C 10.5%** etc.

Credited Agency	<input type="text"/>
Credited Market	<input type="text" value="v"/>
Holding Company Name	<input type="text"/>
Agency Ownership Structure (%) [?]	<input type="text"/>

\*For more information on Regional / Network Point System, kindly refer to Entry Kit

# Written Submission



- The written submission is your core entry.
- All written entry submission papers should be submitted using the entry template provided. You may remove the AOY logo and format or design your own entry but must include all required information, based on all sections. You must indicate clearly as per each section titles of which judges will score your entry based on such.
- Please ensure that your final document does not exceed 10 pages and must include the e-signature of the management endorsement.
- Written submission must be in PDF format and must not exceed 5MB in size.
- A Letter of Endorsement with physical signed signatures will be required to accompany every submission and uploaded to the platform.

*\*For detailed requirement, please refer to Entry Kit.*



# Compulsory Image



Upload 3 different photos of your team (for agency categories), or the nominated individual's/team's profile photos (for people categories).

These photos must be in high-resolution format and will be used to showcase your entry if you win.

## People & Team Categories

- ✓ Individual Nominee's Photo
- ✓ Nominated Team's Photo

## Agency Categories

- ✓ 3 High resolution (Horizontal) of agency team

## File Format

- ✓ JPG, PNG
- ✓ Maximum 2MB
- ✓ 300 dpi
- ✓ Landscape version

## Please do not upload:

- ✗ Logos
- ✗ Building/scenery
- ✗ Screen Shot
- ✗ Photo of work unless in the entry to demonstrate your work

## Supporting Materials (OPTIONAL)

- Upload any supporting materials or files to accompany your written submission paper.
- These can be micro-sites/URL links, videos, case studies, media clippings etc.
- Supporting materials are not compulsory though we will encourage you to provide if you have any supporting materials to support your case

*\*For detailed requirement, please refer to Entry Kit.*



# Save as Draft



## Save as draft:

Click this button if the entry is not ready to submit

The screenshot shows the submission interface for the Campaign Asia-Pacific Agency of the Year Awards 2020. At the top, there is a dark blue header with the logo on the left and navigation links "Profile | Change Password | Logout" on the right. Below the header, a row of four buttons is displayed: "Save as Draft" (grey), "Submit Entry" (red), "Back to Edit" (grey), and "Back to Dashboard" (grey). A red arrow points from the "Save as draft:" text above to the "Save as Draft" button. Below the buttons, there are two sections: "USEFUL LINKS" and "CREDITS SECTION".

**USEFUL LINKS**

- Entry Kit: [Download Here](#)
- Entry Template: [Download Here](#)
- Endorsement Letter: [Download Here](#)

**CREDITS SECTION**

**IMPORTANT:**

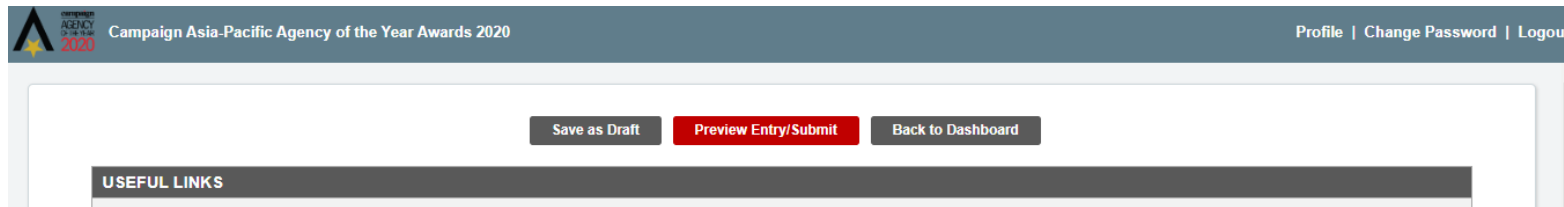
- All information below are mandatory and in English only.
- Credits cannot be changed once submitted, please refer to Entry Kit page xx for further details.

Region Japan/Korea

# Preview Entry



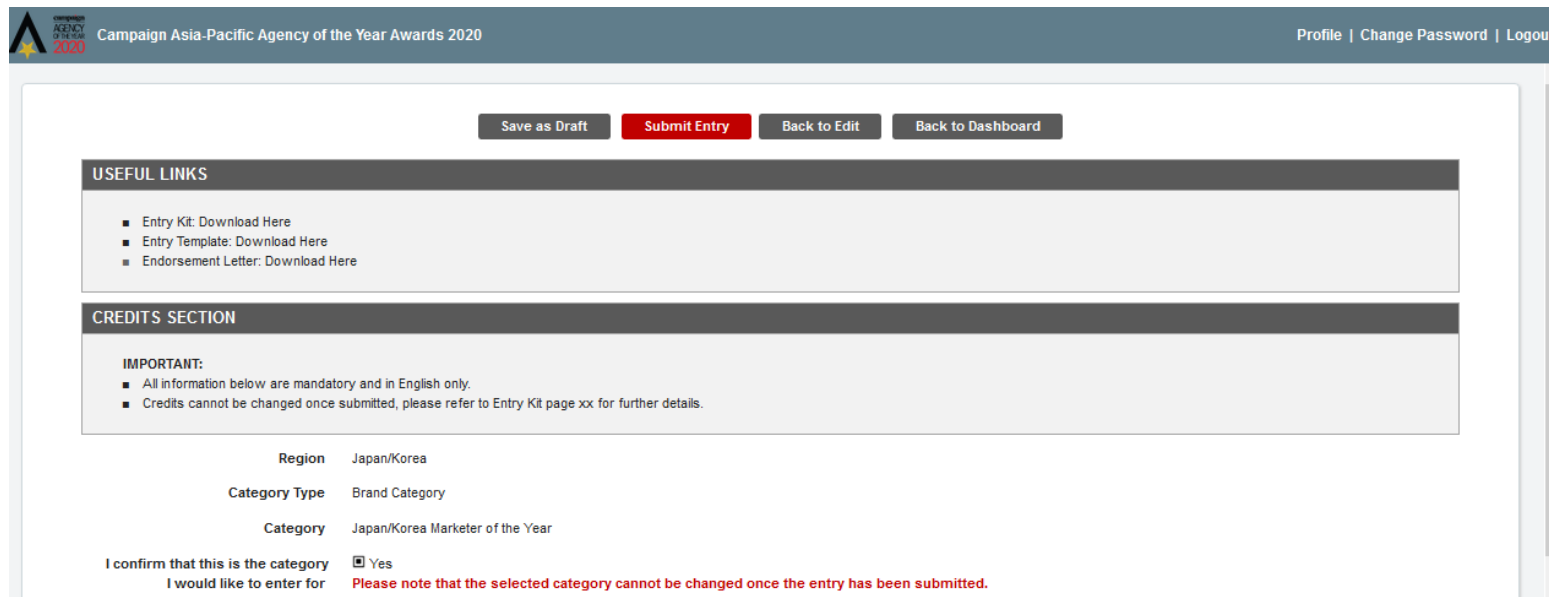
You may select Preview Entry/Submit to preview the submission.



This is an overview of your Entry

- You may either select “**Save as Draft**” , “**Back to Edit**” or “**Submit Entry**”

\*\* Once you submitted, you are unable to make changes and entry fee is immediately due.



# Payment Overview Page



You will be directed to an overview payment page

- All outstanding entries will be listed
- You may either proceed to pay in one go when ready, or create a new entry

<input checked="" type="checkbox"/>	JK35.363127	Japan/Korea Brand of the Year	JK Brand of the Year Company	16 Jun 2020 17:18
<input checked="" type="checkbox"/>	GC39.363126	Greater China Brand of the Year	Company Name for Brand of the Year	16 Jun 2020 17:10

[Create a new entry](#) [Proceed to pay for selected entries](#) [Back to Dashboard](#)

Select your entries to be paid

Proceed to payment page

# Payment Method



## 1. Credit Card online:

- You can select credit card via the secured online system, you can select VISA, MASTERCARD or AMEX.
- A 3.5% charge by the bank as handling fee will be added.
- If you encounter any technical problem, please do not repeat the payment process and contact the Organiser immediately for assistance. No refund can be made.
- You can also request from the Organiser for a direct credit card payment link if you do not wish to proceed via the secured online system.

## 2. Alipay

- If you select Alipay to settle the fee, you will be directed to the Alipay site for payment. Please refer to the screen shot for reference.



# Payment Method / Invoice & Receipt



## 3. Bank Transfer

- Please request directly via email to [Finance\\_events@haymarket.asia](mailto:Finance_events@haymarket.asia) or contact Organiser for assistance.
- Should you require to make changes of payment method, please go back to main dashboard, under the section 'Your Order' please go to the 'Edit' button for the entry you wish to pay and you can proceed to change method i.e. from Bank Transfer to Credit Card.

### Change of Payment Method:

Upon processing your entry fees on the payment page, if you require to change the payment method please click edit button.

### Invoice/Receipt

- Invoice or receipt can only be provided after you confirm your entry and submitted online. A confirmation email will be generated from the system.
- Once your online credit card payment is accepted, you will receive a 'Payment Received' email confirmation with a standard payment receipt from the system.
- Official receipt: If you wish to request an official invoice or receipt, please forward your Payment Order email confirmation to [Finance\\_events@haymarket.asia](mailto:Finance_events@haymarket.asia) (cc AOY@haymarket.asia). Invoice or receipt will only be provided upon complete of your entry submission together with payment order confirmation.



## Technical Support Help

- If you encounter any technical difficulties during your submission or payment process, please do not repeat your process to avoid duplication.
- Please contact the AOY Awards team immediately for assistance at [AOY@haymarket.asia](mailto:AOY@haymarket.asia).

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