

Campaign Brief

AWARDS 2018

DIGITAL MEDIA CATEGORIES

The first 3 pages of this Call for Entries document detail conditions of entry and classifications of the categories. Please read them carefully.

The **Master List** Form and **Entry Form** are at the end of this kit. Copy the Entry Form for the number of entries you are submitting. Only 1 hard copy of the form for each entry is required, to be attached to the Master List and returned to Campaign Brief with the entry fees and material entered.

CATEGORIES

There are 3 categories to enter:

1. Digital Media Execution (Single)
2. Digital Media Campaign
3. Use of Data

CONDITIONS OF ENTRY

1. Work must have first appeared between **January 1st, 2017** and **January 31st, 2018**.
2. Work must be for legitimate clients of the agency or individual. (ie. ads for friends or suppliers to the agency are not eligible for entry.)
3. Work must be part of a legitimate client media schedule.
4. Campaign Brief reserves the right to reject any entry we feel does not comply with the spirit of the awards.

COST OF ENTRY

\$145 (inc. GST) per entry – single or campaign.

Payment may be made by EFT to:

Bank: ANZ
Account Name: Tremedia Pty Ltd
BSB: 016-120
Account No: 3951-39364

By Credit Card:

Email martin@campaignbrief and an invoice will be sent that can be paid online via credit card (Visa or Mastercard only).

\$30 of each entry fee is a donation to the Oasis Project which to date has raised over \$2 million for the Salvation Army's crisis care of Perth kids.

DEADLINE FOR ENTRIES : 4pm, Friday February 9, 2018

All entries (including entry forms and fees) must be delivered to Campaign Brief's offices at Suite 5, 82 Reserve Street, Wembley by **4pm, Friday February 9, 2018**. Late entries will be returned along with the fees.

Please supply all entries on a single USB (or 2 if more space is required). We do not require each entry to be submitted on a separate USB.

THE AWARDS PRESENTATION

The Awards will be presented as part of the 23rd gala Oasis Ball on Friday, April 13, 2018.

As in previous years, the format of the presentation will be "Academy Award" style (ie. "The three finalists are ... and the winner is...")

The winner of each category will receive a framed certificate on the night.

The winners and all finalists will be featured in the special Campaign Brief Awards edition of *Campaign Brief WA*, distributed on the night and to all our subscribers in the week following the Ball.

ABOUT THE CATEGORIES

1. DIGITAL MEDIA EXECUTION (SINGLE)

This category covers single online ads including expanders, sequential, synchronised, social ads, in app promotions etc.

It also includes content delivered via an online platform such as advertorials, sponsored content, in-feed ads, online videos, or other forms of branded content.

Videos/TVCs that have appeared on network television channels are not eligible to be entered as online videos in this category as well.

2. DIGITAL MEDIA CAMPAIGN

This category requires a minimum of 3 different digital elements from the same campaign e.g. website, microsite, SEO, apps, social, banner ad, and online film. It can also include mobile and emerging technology such as VR.

Campaigns that have a significant offline component (press, radio, TV, outdoor) as well as online should be entered in the separate Integrated Campaign category.

3. USE OF DATA

This category covers the creative use of data to generate a clear action from consumers and focusing on targeting, messaging, and/or algorithm innovation.

CASE STUDIES

Case studies explaining entries in each category may be submitted either as video (no longer than 2 minutes in length) or as a 'board' (single page) PDF.

Please also supply a hi-res (300dpi) jpeg image of all entries submitted on USB for publication.

IF YOU HAVE ANY QUERIES

Contact **Martin Trevaskis** at Campaign Brief on 0488 605 370 or email martin@campaignbrief.com.

**2018 CAMPAIGN BRIEF DIGITAL MEDIA AWARDS
MASTER LIST OF ENTRIES**

AGENCY:.....

ENTRIES COORDINATOR:

EMAIL ADDRESS:

CATEGORY	NO. OF ENTRIES	KEY NUMBERS	ENTRY FEE	TOTAL COST
DIGITAL MEDIA EXECUTION (Single)			\$145 EA	
DIGITAL CAMPAIGN			\$145 EA	
USE OF DATA			\$145 EA	
			TOTAL	\$

2018 CAMPAIGN BRIEF DIGITAL MEDIA AWARDS

ENTRY FORM

(Copy for the number of entries you are submitting.)

CATEGORY :

TITLE OF ENTRY :

URL (For judging) :

CLIENT COMPANY :

AGENCY :

HEAD OF DIGITAL :

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:

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:

CLIENT MARKETING MANAGER :

DATE OF FIRST MEDIA APPEARANCE :

*AWARD TO BE ACCEPTED BY :

(*Please make sure this is someone who will definitely be at the Oasis Ball on Friday April 13, 2018)