

//TECH AWARDS//

SUBMISSION GUIDE 2017

KEY DATES

Entry deadline: 11 January

Final entry deadline: 25 January (late fee applies)

ENTRY FEES

Until 11 January - **£375 + vat per entry**

From 12 January - **£475 + vat per entry**

The requirements outlined below must be adhered to, or entries will be automatically disqualified and entry fees forfeited.

The entry that you submit in this phase is the only evidence that will accompany your submission throughout the judging process. Your written entry paper must be no more than two single sheets of A4 when printed (10 point type, single line spacing), which you will need save as a PDF and upload from your desktop. You may illustrate your submission PDF with thumbnail images, but these should be kept to a minimum.

Entries exceeding two sides will automatically receive lower scores from the judges.

ELIGIBILITY AND CONFIDENTIALITY

The eligibility period for submissions should relate to the period January 2017 - January 2018. If your campaign ran outside these dates, please only discuss the activity that took place between them.

Descriptions of submissions from winners and runners-up will be published in connection with the Awards. Entrants may mark certain sensitive parts of their entry 'not for publication' (such as exact budget figures etc.), provided such restrictions are not used unreasonably.

TEMPLATE FOR ENTRY

Your written entry is the basis on which you will be judged and shortlisted. The two pages should show how you meet all of the criteria in your chosen category.

At the beginning of your two pages the following information must be stated:

- Name of category entered
- Project title
- Entering company name
- Client, if applicable
- Video link, if applicable

SUPPORTING MATERIAL IMAGES

As part of your entry you must upload at least ONE key image as a jpeg file. Please bear in mind there is a max of 50MB for your entire entry. You will not be able to complete your entry if it is over 50MB.

Your image must comply with the following:

- Colour jpeg files
- No scanned images. Your high-quality key image must illustrate your entry. If it is only possible to supply scanned images they must be scanned to the highest possible resolution - 300dpi minimum.

Should you reach the shortlist stage, these images may be used for publication through the awards website and will be used on-screen during the awards night presentation.

VIDEO

It is strongly advised that you also submit video material to illustrate your entry as well as the mandatory image. The video does not have to be of high quality and should run for no longer than three minutes. The video should be hosted via YouTube or Vimeo. Judges may not be able to watch all of the video, so be sure that all key facts supporting your entry are within the written submission. If used during the Awards presentation, your video will be shortened to a 30-second clip and shown without audio. Please ensure that you provide us with the correct link or your video will not show. YouTube Your video link should look like this https://www.youtube.com/watch?v=HHqk_CpGM-c. This link is found when you click 'share' options when on the original account that the video was uploaded to. A correct link for Vimeo should always be <https://vimeo.com/> followed by a number e.g. <https://vimeo.com/36820781>

Please include the link to the video at the start of your written entry.

HINTS AND TIPS

Use results: In all of the categories, judges look for evidence of commercial success and innovation. This can be demonstrated in a number of ways but simple facts and figures often tell the story best. It always helps to explain the basis of a successful ROI for a campaign, project or business success story.

Context: The judges are experts in their field, but may not have intimate knowledge of the particular project or business that has been entered. It always helps to put an entry in the context of the wider business, marketing campaign or, even, specialist marketplace. It can help to think of each entry as a submission to a member of the board in a major blue chip company: they will have a grasp of what makes a successful business case, but not necessarily of the absolute minutiae of the particular market.

Use video footage: The use of video gives you the chance bring your entry to life and give the judges something different to see than still documents and images. The video doesn't need to be of high quality or take up extra time; you could upload a promo video or it could be a new video and you and your team could use this as a fun opportunity to get creative! The video submitted may also be used in the Awards presentation if you are shortlisted so its a great opportunity to show your campaign off to the industry!

CATEGORIES & CRITERIA**A BEST USE OF EXPERIMENTAL TECH**

This award recognises campaigns that have resulted in great brand engagement, through the effective use of new technology. In particular, judges will be looking for an application of technology that is genuinely innovative, even if the technology itself is not being used for the first time.

PREVIOUS WINNERS INCLUDE:

Cheil Worldwide London for **Samsung Gear S3 World Choir**

B MOST EFFECTIVE USE OF PROGRAMMATIC MEDIA

This award is open to media owners, media agencies, brands or creative agencies who used the capabilities of programmatic tools to the hilt and created memorable campaigns as a result. The judges will be looking for illustrations of where teams have devised clever and creative ways of using data and optimising programmatic media deployment to achieve outstanding results for clients.

PREVIOUS WINNERS INCLUDE:

Ve for **Nissan CARED4 Campaign**

C MOST CREATIVE PERSONALISATION

This award is for campaigns driven by targeting and personalisation via mobile or online. Brilliant creative is paired with insightful use of data and media to deliver a highly tailored message to the customer resulting in great engagement and conversions. Note social media can be a part of the campaigns entered in this category, but for social media driven campaigns, please enter under Most Creative Personalisation on Social Media.

PREVIOUS WINNERS INCLUDE:

The Championships Wimbledon - The Wimbledon App 2016; Create My Story

NEW**D MOST CREATIVE PERSONALISATION ON SOCIAL MEDIA**

This award recognises campaigns that drive customer engagement through great creative, as well as targeting and personalisation powered by the ingenious use of social media.

E MOST EFFECTIVE USE OF AI FOR A CAMPAIGN

Artificial Intelligence is the single biggest driver of change in technology today. This award recognises campaigns that have used AI to achieve a result that's demonstrably better than if another method had been used. Entries must demonstrate a clear understanding of what type of AI was used and how it was implemented.

PREVIOUS WINNERS INCLUDE:

MEC UK for **Thames21 Thames Pulse**

NEW**F MOST EFFECTIVE USE OF AI FOR BUSINESS OPTIMISATION**

Beyond the campaign, AI can be used for website optimisation, data management or even the management, crafting and deployment of online marketing. If you can demonstrate that your AI has produced demonstrably better results and performance for a brand, this category is for you.

NEW**G BEST USE OF AR OR VR**

This award recognises the most creative and effective use of AR or VR in a campaign or branded platform. This category will not only be judged on the quality of the experience but also its effectiveness in generating results and engagement.

H AGENCY / TECH COLLABORATION OF THE YEAR

Real, working collaborations between digital, creative and media agencies and their technology providers can produce incredibly powerful results for clients. At the heart of the Campaign Tech Awards lies the desire to commend and encourage collaboration in the industry. This award recognises those agencies and tech suppliers who have really become partners, to the ultimate benefit of their clients and is open to agencies (PR, creative, digital, social and media) or tech providers to enter either jointly or individually.

I INTEGRATED CAMPAIGN OF THE YEAR

Most campaigns now utilise both online and offline channels. This award however is for campaigns that demonstrate both excellence and creativity across a range of channels. The objectives of the media strategy must be clear and must work hand-in-hand with creative to deliver outstanding results.

PREVIOUS WINNERS INCLUDE:

AKQA for **Barclaycard's British Summer Time Hyde Park: The Great British Music Showdown**

J TECH FOR GOOD

The winner of this award will demonstrate excellence in using technology in a creative campaign, ideation or delivery for a good cause. Entries can be from commercial brands, agencies, tech providers or charities. You will show how you have identified a specific audience need and created a piece of work (any medium) that answers this brief in a way that pushes boundaries. It may or may not be pro bono work.

PREVIOUS WINNERS INCLUDE:

TMW Unlimited for **Proximity's Proximity Button**

K BREAKTHROUGH TECHNOLOGY AS PART OF A CAMPAIGN

This award recognises game-changing innovations created as part of a brand campaign or branding initiative. Entrants must be able to demonstrate that the work made a difference to the bottom line. The winning entry must also be able to demonstrate how the tech was used effectively to further brand goals or solve brand problems.

L BREAKTHROUGH TECHNOLOGY AS A PRODUCT OR SERVICE

This category is one for the makers. It recognises game-changing innovations created as a product or service. Entrants must be able to demonstrate that the work has either made a difference to the company's bottom line, received serious VC funding and/or has a high interest from customers. Only finished products are eligible and the winning entry must also be able to demonstrate how the tech was used effectively to service or answer a customer need.

NEW M BEST USE OF EXPERIENTIAL TECH FOR DIGITAL EXPERIENCES

This rewards a branded experience that makes use of technology in an innovative way that wows consumers, helping create more fans for the brand.

NEW N BEST USE OF EXPERIENTIAL TECH FOR PHYSICAL EXPERIENCES

This rewards a branded experience that makes use of technology in an innovative way that creates an unforgettable experience for the customer. This can be an event, a pop-up, a stunt or a bus, the sky's the limit.

O BEST USE OF DATA/INSIGHT

This award seeks to recognise innovative brand activity rooted in data-driven customer insight. The winning work will show that data was used not only to solve a problem but also contributed to the brand's overall marketing mission.

NEW P LOCATION-BASED OR PROXIMITY MARKETING CAMPAIGN OF THE YEAR

This award celebrates agencies and tech providers who have enabled brands to give their consumers an engaging, personalised and targeted brand experiences using proximity technology or location-based data. Open to agencies of all persuasions, and tech providers.

NEW Q BEST USE OF TECH IN OOH

Digital is changing the face of out-of-home. This award recognises innovative and creative uses of technology to create memorable ads that have consumers stopping dead in their tracks. If the experience goes viral, so much the better.

R BEST AUDIENCE ENGAGEMENT

This award will recognise the technology and creativity behind campaigns that produce real, demonstrable engagement with their target audience.
Previous winners include: R/GA for Nike on Demand

NEW S MOST INNOVATIVE APP FOR A CAMPAIGN

This category recognises apps built for mobile or tablets that truly bring a campaign to life for a customer. The app must demonstrate creativity, ingenuity, great design and be in line with campaign's overarching idea and brand promise.

NEW T**MOST INNOVATIVE APP AS A PRODUCT OR A SERVICE**

This award recognises apps built for either mobile or tablets that answer a customer need, furthering the brand or becoming a product in and of itself. The app must be original and should demonstrate creativity, ingenuity and great design.

NEW U**TECH PIONEER OF THE YEAR**

When brands, creatives and tech companies join forces, technology can drive outstanding creativity. But to kick start a revolution, you need innovators with a vision and purpose to genuinely reshape their industry. This award will celebrate these individuals, in brands, agencies or tech partners, that are leading the charge and creating great work, using smart technology, to delight and engage consumers and reimagine the world. Personal nominations are welcome, as are entries from colleagues, bosses and partners.

NEW V**ONE TO WATCH**

This award honours the emerging new talents in an industry being revolutionised by the coming together of brave clients, smart creative thinkers and game-changing tech. We are looking for an individual who has demonstrated exceptional skill and ambition and whose personal endeavours, whether creative or tech focused, have begun to make their mark. We welcome entries from the individuals themselves or nominations from peers, bosses and clients.

NEW W**AGENCY OF THE YEAR**

This award is open to agencies (PR, creative, digital, social and media) that can demonstrate how their collective creativity and deep understanding of the power of new technologies has produced outstanding work for clients.

NEW X**BRAND OF THE YEAR**

This award is for a brand that has taken risks and demonstrated ingenuity and originality in creating effective campaigns that harness technology and drive engagement.

NEW Y**TECH COMPANY OF THE YEAR**

This award is for those tech organisations that are true collaborators in the creative process by enabling brands and agencies to significantly enhance campaigns through the use of their platforms, products or services.

ENTRY QUERIES?

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