



Entry Guidelines

MARKETING-INTERACTIVE
M A R K I E S
A W A R D S
2 0 2 1

INTRODUCTION

MARKETING-INTERACTIVE returns with the fifth edition of the MARKies Awards to celebrate the most innovative, creative and effective campaigns or projects spanning Singapore's entire marketing services industry.

The MARKies provides agencies in Singapore with a platform to showcase unique and deserving works of brilliance. It evaluates individual entries by focusing on the campaigns' creative ideas or the innovative use of media.

Winning a MARKie(s) serves as both an affirmation of the quality of your work amongst competitors and peers and a validation of the brilliant minds behind amazing campaigns. Any agency can enter the MARKies.

This year, to keep in line with an ever-evolving industry, the category list has been refreshed with 40 categories across 2 main segments - Creative Ideas and Media Usage – as well as some new People categories now available for entry. The scoring criteria for each segment ensures that only the most creative or most effective campaigns worth their salt are recognised for their stellar work.



INTRODUCTION

Staying true to the Awards' mission, the entries will be judged by a jury comprising entirely of respected senior client-marketers in Singapore.

Gold, Silver and Bronze awards will be awarded for each category and the leading performers across all will receive the highest honours of **Overall Creative Ideas MARKie** and **Overall Media Usage MARKie** on **28 May 2021**.

If you are concerned about a potential conflict of interest, rest assured that our awards committee will ensure that judges do not assess and evaluate their own work, or their competitors' work, and all sensitive information will be kept strictly confidential.

Take a look over the category list and find the most appropriate categories to maximise your chances. There is no limit to the number of categories you can enter or the number of projects you can submit.

Check out all the details on the site and get involved today!

Submission deadline: 1 April 2021 (Thursday)



2021 AWARD CATEGORIES

Creative Ideas

The Creative Ideas segment seeks to recognise and reward the best idea and strategy behind an executed marketing campaign on behalf of a brand, product or service. The effort put into planning and research, determining the approach, and eventually making the idea come to fruition, form the core winning criteria behind these 'Most Creative' categories.

- Most Creative – Audio *NEW*
- Most Creative – Campaign Pivot *NEW*
- Most Creative – Communications / Public Relations
- Most Creative – Content Marketing
- Most Creative – COVID-19 Response *NEW*
- Most Creative – Customer Engagement
- Most Creative – Digital
- Most Creative – eSports Marketing
- Most Creative – Event (Physical/Virtual)
- Most Creative – Experiential
- Most Creative – Government Sector / Non-Profit Marketing
- Most Creative – Influencers / KOLs *NEW*
- Most Creative – Integrated Media
- Most Creative – Launch / Re-Launch
- Most Creative – Out-of-Home
- Most Creative – Social Media
- Most Creative – Specific Audience
- Most Creative – Video

Overall Creative Ideas MARKies Award (Not for Entry)

People

Agencies are only as good as their people. These new categories give your top talent and rising stars a platform to shine and benchmark their accomplishments against the industry at large.

Media Usage

The Most Effective Media Usage segment seeks to recognise and reward the best use of media in executing stellar marketing campaigns and generating measurable results towards ROI. The most effective entries should have delivered on the brand's business and marketing objectives, displaying proven return on investment.

- Most Effective Use – Audio *NEW*
- Most Effective Use – Consumer Insight and Market Research
- Most Effective Use – Content
- Most Effective Use – Digital
- Most Effective Use – eSports Marketing
- Most Effective Use – Events (Physical / Virtual)*
- Most Effective Use – Experiential
- Most Effective Use – Government Sector / Non-Profit Marketing
- Most Effective Use – Influencers / KOLs *NEW*
- Most Effective Use – Integrated Media
- Most Effective Use – Launch / Re-Launch
- Most Effective Use – Loyalty & CRM
- Most Effective Use – Mobile
- Most Effective Use – Out-of-Home
- Most Effective Use – Programmatic Marketing
- Most Effective Use – Social Media
- Most Effective Use – Specific Audience
- Most Effective Use – Video

Overall Media Usage MARKies Award (Not for Entry)

- Best Account Manager *NEW*
- Best Art Director/Designer *NEW*
- Best Planner *NEW*

SUBMISSION OVERVIEW

The entry deadline is **1 April 2021 (Thursday)**.

All entries, supporting documents, and required items must be submitted online at:

<https://awards.marketing-interactive.com/markies-sg/entry-submission/>

Key Dates

Entries Close:	1 April 2021 (Thursday)
Finalists Announced:	May 2021
Winners Revealed:	28 May 2021



Eligibility

The eligibility period of work submitted is from **1 January 2020 to 31 December 2020**. Campaigns must have launched or debuted during this period.

Entries are open to any active, completed, launched or updated marketing initiatives, campaigns or projects that are conducted within the eligibility period in Singapore. Work which was entered in the previous MARKies Awards 2019 is not eligible unless the campaign has been adapted or is ongoing from the previous eligibility period.

Categories are open to any agencies based in Singapore. Work must have been carried out in Singapore for the Singapore market or a wider, regional market but must include Singapore.

Entrants may submit the same campaign in multiple categories or different campaigns in one category. In these instances, each submission will be counted as an individual entries. There is no limit to the number of entries an agency may submit per category. Furthermore, there is no limit to the number of categories the agency can enter their submission/s in. Each individual submission will be charged as a single entry at SGD 365 + 7% *GST (*Goods & Services Tax is only applicable to all Singapore registered companies).

Entrants entering the same campaign in to multiple categories must tailor the submission accordingly and outline how the campaign fits the specific category at hand.

Submissions are open to all media, PR, marketing and advertising agencies. Entries carried out in partnership between organisations are welcomed too. However, the entrant must designate a leading agency for each of the joint campaigns as only ONE agency will be recognised in each winning campaign.

Agencies should seek approval from their clients before submitting.

SUBMISSION OVERVIEW

Terms & Conditions

Entry fees are non-refundable. Entries will not be considered for judging if payment has not been received when judging commences. Should your entry be shortlisted, your entry details found on the online registration site will be reflected on the website, trophy (presented on the awards night, should you win) and/ or any other awards-related materials. The reflected text should be case-sensitive unless brand guidelines specify otherwise.

Please note that after the submission deadline, all details on the entry submission form, including company names, credits and so on, are **FINAL** and can **NOT** be changed and/ or transferred to another party. Any changes made after submission will be charged **10% of entry fee per change**.

Without prior notice, *Marketing* magazine reserves the right to merge categories or dissolve any categories should it be deemed necessary. Should a category or categories be dissolved, entries in that category/ categories will not be refunded.

The entrant agrees that MARKETING-INTERACTIVE or *Lighthouse Independent Media Pte Ltd* will not accept responsibility for errors or omissions reproduced in the presentation of *Marketing* magazine or for work lost or corrupted under any circumstances.

Any specific information or content intended for judging purposes only must be clearly indicated in **red text** or **highlighted in red** and will not be used for publication, and will not be disseminated beyond the judging panel in any way. The entrant otherwise grants MARKETING-INTERACTIVE permission to show material from the entries at the awards presentation, in the magazine and at any time as deemed appropriate.

Finalists need to be present, or appoint a representative to be present, at the awards gala dinner in order to receive their trophy(ies) should they win.

Judging

The MARKIES Awards judging panel comprises senior brand-side marketers. The awards committee will ensure that judges do not assess and evaluate their own work, or that of their competitors', and all sensitive information will be kept strictly confidential.

Judges will score entries within each category, whereby a final score sheet will be compiled and a list of finalists announced once scores are tabulated.

View the section on 'Judging Criteria' to check out the 4 clear sections that judges will assess for Creative Ideas and Media Usage categories.

The judge's decisions are final.

MARKETING-INTERACTIVE or *Lighthouse Independent Media Pte Ltd* does not partake in any step of the judging. However, the organisers reserve the right to disqualify any incomplete entries or entries deemed to be misleading and/ or modified for awards entry at any stage. Any entries withdrawn or disqualified are still payable and will not be refunded.

Entrants must have consent from the client prior to submission.

MARKETING-INTERACTIVE or *Lighthouse Independent Media Pte Ltd* reserves the right to request for documentation or proof of endorsement at any point to verify the authenticity of campaigns submitted.

ONLINE ENTRY SUBMISSION

To ensure that your entries are submitted successfully and are given the attention they deserve, please read the following instructions and specific category requirements carefully.

During the online submission process, you will be prompted for the information below. You may wish to prepare them in advance. Please ensure you **enter all registration and entry details in Title Case, unless brand guidelines specify otherwise**. Entry deadlines will be showcased in Title Case on all event collateral leading up to, during, and after the awards night.

All entries, supporting documents, and required items must be submitted online at:

<https://awards.marketing-interactive.com/markies-sg/entry-submission/>

Start Registration

- Category
- Email address (you will have to key in your email address before you can proceed with the online submission process)

Contact Person

- Full Name
- Company Name
- Job Title
- Email
- Telephone Number
- Mobile Number
- Mailing Address

Entry Details

Please enter these details **in Title Case, unless brand guidelines specify otherwise**. These details will be depicted in Title Case on all collateral and awards material leading up to, during, and after the awards night.

- Name of Agency
- Name of Campaign
- Name of Client
- Name of Brand (only if different from Client)
- A hi-res logo of agency
- A hi-res logo of the client organisation
- A hi-res image depicting your campaign/ initiative/ programme to be used on the awards website and screen on the night of the awards
- Team Credits: Separate team members with a ‘;’ e.g. ‘<full name>, <job title>, <organisation>; < full name>, <job title>, <organisation>; ‘ etc.

Fees

Standard entry fee (before / on Thursday 1 April 2021): **SGD 365 per entry**

Late entry fee (after Thursday 1 April 2021): **SGD 395 per entry**

GST will be added to entry fees.

Payment modes

Credit card (Visa, MasterCard, AMEX)

All entries are non-refundable.

ONLINE ENTRY SUBMISSION

Core Submission

Each entry must be accompanied by an entry submission document detailing examples adhering to the judging criteria. If you are submitting more than one entry, you must tailor each entry to its respective category guidelines – this will help the judges fully evaluate and score your submission.

The Entry Submission should elaborate on the following:

Creative Ideas

Idea (max. 500 words)	45%
Strategy (max. 500 words)	30%
Execution (max. 500 words)	20%
Results (max. 500 words)	5%

Appendix (Supporting documentation & illustrations. A campaign visual is **mandatory** and may be used on the awards night & subsequent coverage.)

Media Usage

Idea (max. 500 words)	10%
Strategy (max. 500 words)	20%
Execution (max. 500 words)	30%
Results (max. 500 words)	40%

Appendix (Supporting documentation & illustrations. A campaign visual is **mandatory** and may be used on the awards night & subsequent coverage.)

People Categories (for categories 36-39)

Please write a maximum 2,000 words (total) including evidence to support and address each of the specific category criteria bullet points outlined in the category's description. Please ensure all areas mentioned are covered within your submission as the jury will be looking for these details. Each bullet point will hold a maximum potential value of 10 points.

Confidentiality

Finalists may be covered on our platforms, using information from the entries. Any specific information or content intended for judging purposes only must be clearly indicated in **red text** or **highlighted in red** and will **not** be used for publication, and will **not** be disseminated beyond the judging panel in any way.

Entry Submission Formats

Only a maximum of 10 supporting files will be allowed. Filename should not include any special characters like: &, _, (), @, #, \$, % etc.

Documents

Entry Submission Document:	.pdf
Supporting Documents:	.pdf, .xls, .ppt, .doc

Images and Logos

File formats:	.jpg, .png
Max. file size (for all material)	10MB
Minimum resolution:	300dpi, RGB

Video

Due to system restrictions, please upload any videos to a "public or unlisted" link on YouTube, and insert the link into your Entry Submission Document. If you password-protect it, do include the access password in your document.

For further enquiries, please contact:

Czarina Soloman

Phone: +65 6423 0329 / +65 8112 6351

Email: czarinas@marketing-interactive.com

Dzulfiqar Rohim

Phone: + 65 6423 0329 / +65 9678 9958

Email: dzulfiqarr@marketing-interactive.com

Please read through the requirements below before you prepare your Entry Submission Documentation. In your Entry Submission Document, address the following criteria for the relevant categories.

Tailor your answers based on the category you are entering. Keep your answers as concise as possible, and do not exceed the respective criteria word limit.

JUDGING CRITERIA

Creative Ideas

Idea (45%. Max. 500 words)

Illustrate the thought process and inspiration behind the idea, and how the idea formed the centre piece of your marketing or advertising campaign/ initiative/ programme. Elaborate on any creative challenges you were faced with, the target audience and key competitors you were up against that made your idea stand out.

Recommended information: Start date; end date; key objectives; target audience; key competitors; budget provided; creative idea

Strategy (30%. Max. 500 words)

Outline the strategic approach undertaken to bring your idea to life. Demonstrate the imaginative, resourceful, and creative formula you had planned to use to execute the creative idea and campaign.

Recommended information: Core strategic thought; creative expression; creative rationale; intended media channel(s)

Execution (20%. Max. 500 words)

Describe how your creative idea was implemented, the mediums used, and the roles of the different tactics employed. If applicable, illustrate how you managed to combine various elements of your campaign to achieve a bigger marketing goal or add to a broader campaign timeline.

Recommended information: Executive plan, execution strategy, execution timeline

Results (5%. Max. 500 words)

Elaborate on the outcome of the campaign and bottom-line impact. Demonstrate clear evidence/ metrics that made your idea stand out and delivered your challenge.

Media Usage

Idea (10%. Max. 500 words)

Describe the media challenge, context, and thought process behind the idea of your marketing or advertising media campaign. Elaborate on any creative challenges you were faced with, the target audience and key competitors you were up against that eventually helped to form your idea.

Recommended information: Start date; end date; key objectives; target audience; key competitors; budget provided; creative idea

Strategy (20%. Max. 500 words)

Outline the strategic approach undertaken to choose specific media that would bring your idea to life effectively. Demonstrate the formula and understanding of marketing mediums you used to execute the creative idea and campaign across your intended media channel(s).

Recommended information: Core strategic thought; creative expression; creative rationale; intended media channel(s)

Execution (30%. Max. 500 words)

Describe how your use of media was executed and how you carried out the execution across your selected media channel(s). If applicable, illustrate how you managed to combine various elements of your campaign to achieve a bigger marketing goal or add to a broader campaign timeline.

Recommended information: Executive plan, execution strategy, execution timeline, channels used

Results (40% - max. 500 words)

Elaborate on the outcome of the campaign and bottom-line impact. Demonstrate clear evidence/ metrics that made your idea stand out and delivered your challenge. Show proof of how you worked with your initial budget to deliver a return on investment that delivered the results you had sought to accumulate.

CATEGORY DESCRIPTIONS

Creative Ideas

Most Creative – Audio *NEW*

This category recognises the most creative and innovatively planned campaign for Radio, Podcast, or other audio-based platform such as Spotify.

Judges will be looking at the strategy and creativity behind the campaign. Entries should illustrate how the campaign was designed to captivate its audience and how the idea supported the brand's profile, values and marketing objectives.

Most Creative – Campaign Pivot *NEW*

This category recognises the best adjustments in messaging, method, and execution for a campaign in direct response to the impact of COVID-19. The campaign must have been launched or in the final planning phases of being launched, such that original plans had to be revised in order carry out the campaign under new challenging circumstances.

Judges will be assessing the overall strategy and impact of the pivot on the overall success of the campaign. Where possible, demonstrate how the pivot led to a more successful and effective outcome towards campaign and business objectives.

Most Creative – Communications / Public Relations

This category recognises the most creative idea behind a communications / public relations campaign that best enhanced the branding, image or identity of a brand, product or service. It could target mass or specific audiences, businesses, investors or internal stakeholders etc.

Judges will be looking at the communications, public and media relations idea that succeeded in promoting or recovering an image of a brand, product or service, or supplemented an existing marketing strategy. Entries should demonstrate how a public / media relations strategy created an impact on the chosen audience.

Most Creative – Content Marketing

This category recognises the most creative and innovative content and / or copywriting that was the main feature behind a published campaign. Content marketing could include text, infographics and / or video and can run across all forms of marketing channels.

Judges will be looking at the creative copy and the content strategy that was designed to stimulate interest and support a strategic marketing approach for a brand, product or service. Entries should reflect how the copy embodied various elements / mediums of the marketing campaign, and how it was designed to build a rapport with the targeted audience.

Most Creative – COVID-19 Response *NEW*

This category recognises the best idea that acknowledges and/or responds to the challenges consumers were undergoing as a result of COVID-19. Unlike the Campaign Pivot category, the campaign must have been planned from scratch, not adjusted after or during launch.

Judges will be assessing the overall strategy and impact of the idea on the overall success of the campaign.

Most Creative – Customer Engagement

This category recognises the most creative and innovative campaign, initiative or programme that was designed to encourage customers to emotionally connect with the brand.

Judges will be looking for initiatives that aimed to go beyond simply advertising. Entries should illustrate how the idea sought to encourage consumers to actively participate in the brand's programme.

CATEGORY DESCRIPTIONS

Creative Ideas

Most Creative – Digital

This category recognises the most creative and innovative use of digital marketing and digital across platforms. Digital methods could include online, mobile, viral, search, social media, email or any other mediums that fall within digital marketing.

Judges will be looking at how the idea and content were created for digital marketing and designed to be deployed over various digital channels to deliver an engaging consumer experience or add value to a marketing campaign. Entries can demonstrate the idea as part of a one-off campaign or a broader marketing strategy that focused on and around digital mediums to enhance a campaign.

Most Creative – eSports Marketing*

This category recognises the most creative idea in eSports related marketing campaigns. The campaign could be deployed through any channel on any platform.

Judges will be looking at the originality and creativity of the idea and the creative strategy in using an eSports opportunity to meet marketing objectives. Entries should demonstrate how the idea and campaign were designed to impact and resonate with an audience.

**This category was previously "Most Creative - Sports / eSports Marketing" but due to the lack of viable sports activity as a result of COVID-19, we are focusing on eSports this year.*

Most Creative – Event (Physical/Virtual)*

This category recognises the most creative and innovatively planned event. An event could include B2B events such as investor / stakeholder meetings or showcases, internal / employee engagement or B2C events such as concerts or festivals, product launches, sports & activities and etc. Physical events and/or events that were help virtually via web-hosting or conference-hosting platforms are welcome.

Judges will be looking at the strategy and creativity behind the event. Entries should illustrate how the event was designed to captivate its audience and how the idea for the event supported the brand's profile, values and marketing objectives.

**This category was formerly "Most Creative - Event." We've tweaked it to reflect the growing role virtual events have played in 2020.*

Most Creative – Experiential

This category recognises the most creative and innovative experiential marketing idea. This could be a business, trade or consumer event or a sponsorship activation.

Judges will be looking at the creativity and strategy behind the experiential programme or campaign that was designed to stimulate interest and create buzz for a brand, product or service. Entries should illustrate how the idea was designed to allow consumers to get involved in or respond to a specified experience.

Most Creative – Government Sector / Non-Profit Marketing

The agency should have worked with or for any government or public sector entity or non-profit organisation to create campaigns, initiatives or programmes that drive their programme, policy or initiative objectives.

Judges will be looking at the creativity, innovation and strategy behind the idea that sought to bridge an information or solutions gap between a government, public sector or non-profit organisation and groups of individuals, organisations or communities.

CATEGORY DESCRIPTIONS

Creative Ideas

Most Creative – Influencers / KOLs *NEW*

This category recognises the most creative and brilliant ideas using Influencers / KOLs to engage and delight your target audience.

Judges will be looking at the creative elements and overall impact of the idea, as well as how successfully the idea ties into the brand's identity.

Most Creative – Integrated Media

This category recognises the creativity and innovation behind creating a unified and seamless integrated and / or interactive experience to promote a brand, product or service.

Judges will be looking at how the idea was designed to stimulate interest and support a strategic marketing and communications approach across multiple distribution channels (at least 3 channels). Entries should demonstrate how the idea was creatively and tactically purposed for various paid, earned and / or owned media.

Most Creative – Launch / Re-Launch

This category rewards the most creative and innovative idea behind a launch or re-launch of a brand, event, product or service.

Judges will be looking at the creativity of the idea and the initiative behind the launch / re-launch strategy. Entries should demonstrate how the idea helped mold the campaign and eventual execution strategy towards the launch / re-launch activity.

Most Creative – Out-of-Home

This category awards the most creative idea behind an out-of-home (OOH) campaign. OOH could include media such as billboards, transit media, public spaces or any other media formats traditionally classified as OOH.

Judges will be looking at how the creative idea was designed to attract attention or interact with consumers to achieve an objective and / or communicate a message. Entries should reflect on the creative and messaging behind OOH's impact on their campaigns.

Most Creative – Social Media

This category recognises the most creative social media idea and strategy in a marketing campaign. It can be part of a one-off campaign or part of a longer term marketing strategy.

Judges will be looking at how the creative idea was designed to be deployed over social media and can be part of a one-off campaign or a broader marketing strategy that focused on and around social media to engage or enhance a campaign.

Most Creative – Specific Audience

This category recognises the most creative idea behind a marketing campaign targeted towards a specific audience. This is not exclusive to a single audience, but the majority of the target audience should be a specific demographic the campaign set out to approach. Specific audience bases could include gender, age group, interest groups (e.g. wellness) and other profiled audiences.

Judges will be looking at the creativity and originality behind the idea that engaged and attracted a specific audience. Entries should illustrate how the idea stood out amongst competitors and how the idea expected to connect with audiences.

Most Creative – Video

This category awards the most effective use of compelling video advertising campaigns for TV or online. This can include displays along linear, non-linear and companion ad formats.

Judges will be looking at the originality and ingenuity of video ideas and the creative strategy against the dissemination of said commercials and advertising to achieve a marketing outcome or reach for a brand, product or service. Entries should demonstrate how the idea and campaign were designed to impact and resonate with an audience or enhance an existing campaign.

CATEGORY DESCRIPTIONS

Media Usage

Most Effective Use – Audio *NEW*

This category recognises the most effective use of Radio, Podcasts, or other audio-based platforms.

Judges will be looking at the effectiveness and results based on how the strategy was developed to convert interest into action and support a strategic marketing approach for a brand, product or service. Entries should illustrate how choice of medium was essential to the campaign's objectives, addressing specific KPIs along the way.

Most Effective Use – Consumer Insight and Market Research

This category recognises the most effective use of consumer insights and market research in contributing to database development and the performance of a marketing campaign or communications plan.

Judges will be looking at how consumer insights and market research played a part in interpreting consumer behaviour to develop campaign strategies, moulding a successful marketing campaign and garnering significant results. Entries should demonstrate how market research, data planning, measurement and analytics tools were used to drive results.

Most Effective Use – Content

This category recognises the most effective use of content and / or copywriting that were the main feature behind a published campaign. Content marketing could be text, infographics and / or video etc. and can be run across all forms of marketing channels.

Judges will be looking at the effectiveness and results from a content strategy and developed to convert interest into action and support a strategic marketing approach for a brand, product or service. Entries should illustrate how the copy embodied various elements / mediums of the marketing campaign, and how the content was mapped out for a larger content strategy, addressing specific KPIs along the way.

Most Effective Use – Digital

This category recognises the most effective use of digital marketing and digital across platforms. Digital methods could include online, mobile, viral, search, social media, email, or any other mediums that fall within digital marketing.

Judges will be looking at how the digital marketing was used to achieve a business objective, be it branding, a prompted consumer behaviour or to increase consumption. Entries should demonstrate how digital was an integral part of an executed marketing strategy and generated proven results with evidence of the mediums used.

Most Effective Use – eSports Marketing

This category recognises the most effective use of a compelling eSports related marketing campaign. The campaign could be deployed through multiple media channels. Judges will be looking at the strategy and execution of the idea and how successful it was in using a sports or eSports opportunity to meet marketing objectives. Entries should demonstrate how the campaign impacted and resonated with an audience.

**This category was previously "Most Effective Use - Sports / eSports Marketing" but due to the lack of viable sports activity as a result of COVID-19, we are focusing on eSports this year.*

Most Effective Use – Events (Physical / Virtual)*

This category rewards the most effective use of a physical or virtual event to achieve a targeted objective. This could be a business, trade, consumer event or sports & activities.

Judges will be looking at the strategy, execution, and performance of the scaled business, trade or consumer event. Entries should illustrate how the event was designed to captivate its audience, how the event was organised effectively, how strongly the brand values and objectives relating directly to the attendee's journey at the event were achieved, and the resulting return on investment.

**This category was formerly "Most Effective Use - Events." We've tweaked it to reflect the growing role virtual events have played in 2020.*

CATEGORY DESCRIPTIONS

Media Usage

Most Effective Use – Experiential

This category recognises the most effective use of an experiential campaign to foster interaction and response toward a brand, product or service.

Judges will be looking at the strategy, execution and engagement behind the scaled experiential programme or campaign. Entries should demonstrate how the experiential campaign managed to create unique brand experiences and generate positive brand association between the audience and the brand relating to the attendee's journey, and the resulting return on investment.

Most Effective Use – Government Sector / Non-Profit Marketing

The agency should have worked with or for any government or public sector entity or non-profit organisation to create campaigns, initiatives or programmes that drive their programme, policy or initiative objectives.

Judges will be looking at how the idea was executed and how successful it was in bridging an information or solutions gap between a government, public sector or non-profit organisation and groups of individuals, organisations or communities.

Most Effective Use – Influencers / KOLs *NEW*

This category recognises the most effective use of Influencers / KOLs to grow, develop and convert your customer base (s).

Judges will be looking at the effect and result of a marketing campaign which demonstrates a cohesive Influencer / KOL strategy that successfully helps achieve brand objectives. Entries should show how Influencers / KOLs were used to effectively engage a target audience for positive ROI.

Most Effective Use – Integrated Media

This category recognises the most effective use of various marketing mediums to create / support a unified integrated marketing communications strategy to promote a brand, product or service.

Judges will be looking at how the idea was executed across multiple distribution channels (at least 3 channels) to support the strategic approach and the results from the combined use. Entries should also demonstrate how the campaign was executed across various paid, earned and / or owned media (where applicable) to realise the brand's objective.

Most Effective Use – Launch / Re-Launch

This category rewards the most effective launch or re-launch of a brand, event, product or service.

Judges will be looking at the results and metrics from a campaign which helped to achieve the marketing objectives for a new launch / re-launch strategy. Entries should demonstrate how the launch / re-launch was executed via a launch marketing strategy, motive behind the campaign, and the results and insights gained from the deployed activity.

Most Effective Use – Loyalty & CRM

This category recognises the most effective use of CRM and loyalty marketing to grow and develop a customer base(s).

Judges will be looking at the effect and result of a marketing campaign which demonstrates a cohesive customer loyalty strategy and effective CRM programme while enhancing the customer proposition. Entries should show how CRM and a loyalty campaign were used together or separately to capture this commitment and convert into potential engagement and ROI.

CATEGORY DESCRIPTIONS

Media Usage

Most Effective Use - Mobile*

This category recognises the most effective and innovative use of apps and mobile marketing. Campaigns could have included the use of apps and mobile as a media format, mobile app marketing and / or marketing and advertising through mobile and apps to achieve a specific marketing outcome, be it branding, a prompted consumer behaviour or simply increased consumption.

Judges will be evaluating the effectiveness and results of mobile app marketing methods to complement a brand's offline experience, drive e-commerce, engage customers or connect a brand with its loyal customers. Entries should demonstrate how the apps/mobile reached broader audiences, increased conversion rates and turned a profit from mobile marketing.

**This category was formerly "Most Effective Use - Apps / Mobile." The name has been revised to reflect mobile's evolution as a medium, and apps as one aspect of the mobile marketing ecosystem.*

Most Effective Use – Out-of-Home

This category awards the most effective use of an Out-of-Home (OOH) campaign. OOH could include media such as billboards, transit media, public spaces or any other media formats traditionally classified as OOH.

Judges will be looking at how the campaign was executed and generated desired results that met a business or marketing communication objective. Entries should reflect how the use of OOH managed to increase reach and recall of a campaign and impact path-to-purchase.

Most Effective Use – Programmatic Marketing

This category recognises the organisation that best used programmatic strategies and solutions to optimise a campaign and greater enhance the targeting to a specific audience. Entrants should be able to demonstrate how the programmatic strategy specifically improved the campaign's success and helped achieve business objectives.

Judges will be looking at how the use of audience data and technology to tailor the marketing campaign to the right person, at the right moment, in the right context; and how this generated the desired results that met a business or marketing communication objective. Entries should reflect how the use of programmatic managed to improve reach efficiency of a campaign.

Most Effective Use – Social Media

This category recognises the most effective use of social media in a marketing and advertising campaign. It can be part of a one-off campaign or a longer term marketing strategy.

Judges will be looking at how the innovative use of social media channels reaped results towards customer acquisition and engaged existing customers. Entries should illustrate the effectiveness of the execution through social media channels to activate or enhance a marketing strategy.

Most Effective Use – Specific Audience

This category recognises the effective execution of a marketing campaign targeted towards a specific audience. This is not exclusive to a single audience, but the majority of the target audience should be a specific demographic the campaign set out to approach. Specific audience bases could include gender, age group, interest groups (e.g. wellness) and other profiled audiences.

Judges will be looking at the strategy behind the executed campaign and how the targeted audience responded to the campaign. Entries should illustrate how they managed to engage targeted audiences in prompting customer acquisition, awareness, or a desired consumer behaviour.

Most Effective Use – Video

This category awards the most effective and compelling use of video in advertising campaigns. This can include TV advertising and online video advertising for displays along linear, non-linear and companion ad formats.

Judges will be looking at the strategy and execution behind the use of videos as a platform to drive customer engagement. Entries should demonstrate how the brand gained success from the dissemination of said commercials and advertising and the resulting impact it left on audiences be it branding, a prompted consumer behaviour or simply increased consumption.

CATEGORY DESCRIPTIONS

People

Best Account Manager *NEW*

This category recognises the best account managers who act as the direct point of contact for one or multiple clients on behalf of their agency. Entrants must demonstrate how they oversaw the aesthetic vision of the advertisements they worked on in order to bring the campaigns to life in a way that yielded great response and engagement. Entrants can nominate themselves or a colleague; they should show achievements against objectives and evidence of business impact in the following areas within the eligibility period

- Strong interpersonal and communication skills
- Strategic thinking and problem solving
- Leadership and good use of agency time / resources
- Client retention and track record of bringing in new clients via referrals / pitches
- Organisational, collaborative and teamwork skills
- Any other exceptional achievements or work that especially merits this award
- Testimonials

Best Art Director/Designer *NEW*

This category recognises the art directors / designers who set amazing visual tones and creative direction for all aspects of an ad campaign for their agency's client. Entrants must demonstrate how they fought for their client's needs, wants and priorities while preserving the agency's bottom line and resources. Entrants can nominate themselves or a colleague; they should show achievements against objectives and evidence of business impact in the following areas within the eligibility period

- Strategic thinking and creative processes
- Strong eye for design elements and proper over all style
- Proven ability to conceptualise an advertisement strategy for clients
- Effective communication skills and history of sticking to deadlines
- Time management and good use of agency time / resources
- Great management of overall design (artwork, background, layout, brand identities, photo/video shoots, etc)
- Any other exceptional achievements or work that especially merits this award
- Testimonials

People

Best Account Manager *NEW*

This category recognises the best account managers who act as the direct point of contact for one or multiple clients on behalf of their agency. Entrants must demonstrate how they oversaw the aesthetic vision of the advertisements they worked on in order to bring the campaigns to life in a way that yielded great response and engagement. Entrants can nominate themselves or a colleague; they should show achievements against objectives and evidence of business impact in the following areas within the eligibility period

- Strong interpersonal and communication skills
- Strategic thinking and problem solving
- Leadership and good use of agency time / resources
- Client retention and track record of bringing in new clients via referrals / pitches
- Organisational, collaborative and teamwork skills
- Any other exceptional achievements or work that especially merits this award
- Testimonials



MARKETING MAGAZINE'S

**MARKIES
AWARDS**



APRIL • SINGAPORE

CATEGORY DESCRIPTIONS

(Not for entry categories)

Overall Creative Ideas MARKie

Overall Media Usage MARKie

The overall winner is decided based on the following weightage.
The entrant who scores the highest points will be crowned overall winner.

Gold	4 points
Silver	2 points
Bronze	1 point