



MARKETING-INTERACTIVE'S
AGENCY OF THE YEAR AWARDS

2020

After 13 successful editions in Singapore and 11 in Malaysia, the Marketing Interactive's Agency of the Year Awards back for a second year to Indonesia's shores to measure, recognise, reward the industry's top-performing agencies.

We are delighted to open the entries for our 2020 awards, with submissions accepted from all agencies based in Indonesia. Entries will be judged by an independent jury comprised entirely of respected, senior client-side marketers who will be looking at each agency's business performance, campaign successes, staff development and retention, and their contribution to the industry.

There are 26 categories available to enter this year and you have until **Friday 7 August 2020** to complete and submit your entries.

Finalists in the company and team categories will be vying for **Gold, Silver and Bronze** trophies. Finalists in the individual-based category will be competing for one **Gold** and a **Local Hero** trophy going to the highest scoring local agency in each category shortlist. Three overall titles will Agency of the Year, Local Hero of the Year & Network Agency of the Year also be awarded to the

most successful agencies at the awards ceremony.

Winners will be announced at the Agency of the Year Awards gala dinner in November 2020.





MARKETING-INTERACTIVE'S AGENCY OF THE YEAR AWARDS 2020

Categories

1. Boutique Agency of the Year ***NEW**
2. Brand & Design Agency / Consultancy of the Year ***NEW**
3. Content Marketing Agency of the Year
4. Creative Agency of the Year
5. Digital Agency of the Year
6. Event Marketing Agency of the Year
7. Experiential Marketing Agency of the Year
8. Full Service Agency of the Year
9. Independent Agency of the Year
10. Influencer Agency of the Year ***NEW**
11. Integrated Marketing Agency of the Year
12. Market Research Agency of the Year
13. Media Agency of the Year
14. PR Agency of the Year
15. Programmatic Agency of the Year
16. Search Marketing Agency of the Year
17. Social Media Marketing Agency of the Year
18. Specialist Agency of the Year
19. Agency Hero in Life ***NEW**
20. Creative Agency Head of the Year
21. Independent Agency Head of the Year
22. Media Agency Head of the Year
23. Rising Star of the Year (Creative Agency)
24. Rising Star of the Year (Independent Agency)
25. Rising Star of the Year (Social / Digital Agency)
26. Social / Digital Agency Head of the Year
27. Overall Agency of the Year (not for entry)
28. Overall Local Hero of the Year (not for entry)
29. Overall Network Agency of the Year (not for entry)

This document will help you with your entry submission. Please read the following instructions and specific category requirements to ensure your entries are submitted successfully. All entries, supporting documents, and required materials are to be submitted online at:

<https://awards.marketing-interactive.com/agency-of-the-year-id/entry-submission/>

The entry deadline is **7 August 2020**.

Eligibility

The eligibility period runs from **1 July 2019 to 30 June 2020**.

Categories are open to any agency based in Indonesia.

Programmes / campaigns / systems / initiatives showcased by agencies should have demonstrable results from the period of **1 July 2019 to 30 June 2020**. Initiatives or strategies developed and implemented prior to this period are also eligible, provided the impact / results were measured during the eligibility period.

Showcased campaigns / work must have been conceptualised, created and delivered from Indonesia for the Indonesia market. Work can be created and delivered for a wider regional market but the audience must still include Indonesia and the featured results should outline the specific impact / achievements from the Indonesia portion of the work.

Entrants may submit entries across multiple categories but must outline how each fit the specific category at hand. There is no limit to the number of entries an entrant may submit. Each submission will be counted as an individual entry and will be charged as a single entry at USD 168.

Key Dates

Entries close: **Friday 7 August 2020 (2359 hours)**

Awards night: **November 2020**

Core Submission

As the online submission process requires the information outlined on the following pages, you may wish to prepare them in advance.

Any or all information (unless specified as confidential and only for the purposes of judging) may be used during and after the Agency of the Year Awards gala dinner, and on any and all related materials including trophies, certificates and MARKETING interactive's print and online editions.



Start Registration

Email address (you'll have to sign up with your email address before proceeding with the online submission process):

Contact Person

Full Name:

Job Title:

Email:

Mobile Number:

Company Name:

Telephone Number:

Mailing Address:

Entry Details (should be written in Title Case unless brand guidelines specify otherwise)

Category:

Name of Agency:

Name of Agency Head:

Designation:

Agency's high-res logo:

Individual/Team's Name (only applicable for people categories):

Individual/Team's Photo (only applicable for people categories):

Files to Upload

Core Submission Document that contains:

1. Cover Page with:
Category:
Name of Agency:
2. Performance (ax. 500 words)
3. Product (Ma. 500 words)
4. People (Max. 500 words)
5. Perspective (Max. 500 words)
6. Appendix
7. Supporting documentation (graphs, charts, illustrations etc.)
8. Supporting images (campaign shots, articles etc.)

For items 2 – 5, please refer to the judging criteria on the following pages. If you are submitting for more than one category, you must tailor each entry to its respective category so the judging panel can fairly assess its merits against the specific criteria.



Entry Submission & Scoring for People Categories

Your Entry Submission Document should contain a maximum 2,000 words (total) with evidence to support and address each of the criteria points outlined in the 'categories and criteria' section of the Entry Guidelines document. Please ensure all areas mentioned are covered within your submission as the judging panel will be looking for these details.

Any specific information or content intended for judging purposes only must be clearly indicated in **red font** or highlighted in red. Any text highlighted in red or in **red font** will not be used in any materials and will not be disseminated beyond the judging panel in any way.

Core Submission Document

Please use the template provided to prepare your Core Submission Document. You should download it [here](#)

Required Formats

Core Submission Document: .pdf

Supporting documents: .pdf, .xls, .ppt, .doc

Images: .jpg, .png

Max. file size (all documents): 10MB

Min. resolution for images: 300dpi

Videos

You may upload video content into any video-sharing websites e.g. YouTube. Fix the privacy setting to 'Unlisted' so that the video is accessible to only those with the link. Include the direct link in your Core Submission Document. If you password protect it, don't forget to include the access password in your document!

Fees

Standard entry fee:

USD 168 per entry (valid until Friday 7 August 2020).

Late entry fee:

USD 185 per entry (for any entries received after Friday 7 August 2020)

Payment methods:

Credit cards (Visa, Mastercard, Amex)

All entries are non-refundable.

The Agency of the Year Awards 2020 Jury will consist of senior, client-side marketers. All judges are required to sign a non-disclosure agreement prior to the commencement of judging as well as declare any conflicts of interest.

The Agency of the Year Awards team will ensure that judges cannot review entries submitted by their own agencies or any work of their competitors.

Judges will read, review and score entries within their assigned categories. A final score sheet will be compiled and a list of finalists announced once all scores are tabulated. View the section on 'Judging Criteria' to check out the 4 clear sections the judges will assess.

The judges' 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.

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.



Performance (25% of total score. Max. 500 words)

Outline the commercial performance of your company over the awards' eligibility period – what makes this significant and unique?

Some measures judges will be looking out for are:

- Commercial (turnover, profit)
- Key client retention
- Client satisfaction scores
- New business (wins, success ratios)

Recommended information:

- Annual turnover
- % change YoY
- Nett profit
- % change YoY
- Key clients
- Length of relationship
- Income change YoY
- Clients won and annual value
- Clients lost and annual value

Product (25% of total score. Max. 500 words)

Detail how you have developed your product and services offering over the awards' eligibility period – what makes this significant and unique?

Some measures judges will be looking out for are:

- Key market-leading campaigns
- Recognition and awards won
- Innovations and discipline development

Recommended information:

- Key product / service offerings
- Key client, product / services delivered
- Key market leading projects
- Key awards won and their grade



People (25% of total score. Max. 500 words)

Describe how you have succeeded in managing your teams – what makes this significant and unique?

Some measures judges will be looking out for are:

- Key hires / promotions
- Staff turnover / retention
- Staff satisfaction
- Training and development programmes

Recommended information:

- Overall staff numbers
- % changes YoY
- % staff turnover YoY

Perspective (25% of total score. Max 500 words)

Illustrate how you have been communicating your company's perspectives and points of view – what makes this significant and unique?

Some measures judges will be looking out for are:

- Industry contribution and thought-leadership
- Media coverage

All recommended information is designed to aid the jury in understanding the entrants' total performance. As such, judges must agree to a confidentiality statement, and we ask that entrants clearly indicate any confidential information in **red text** or highlight in red. This marked information will not be made public or disseminated beyond the judging panel in any way.

Entrants must tailor their answers based on the category they are entering. They are also strongly encouraged to keep their answers as concise as possible and must not exceed the respective criteria word limit. **Please note:** judges can deduct marks for excessive word counts.

For people categories (19-26) :

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 'categories & criteria' section of the Entry Guidelines. 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.



For people categories (19-26) :

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 'categories & criteria' section of the Entry Guidelines. 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.

Outstanding achievement in marketing campaigns (20%)

Briefly introduce the rising star's campaign success – have you worked on multiple campaigns that have consistently exceeded expectations?

Creativity and innovation (20%)

Explain how you solve business/campaign problems creatively and use innovative ideas to come

up with a unique application, product, or service

Strategic thinking (20%)

Demonstrate your ability to gain core insights to focus your thinking and rationalise why you chose specific marketing solutions

Excellent execution (20%)

An overview of how you used marketing tools and channels to best effect and outline the roles of the different tactics / elements you chose

Successful results against objectives / KPIs (20%)

Provide clear evidence / metrics demonstrating the performance of your campaign(s)



Agencies Categories

1. Boutique Agency of the Year *NEW

This category is open to small, independent agencies with 30 staff or fewer. The agency can have any specialism and provide any marketing and / or advertising solution for their clients.

2. Brand & Design Agency / Consultancy of the Year *NEW

This category is open to agencies / consultancies that provide ideas, strategies and executions of brand identity and designs for their clients.

3. Content Marketing Agency of the Year

This category is open to agencies that create or provide strategic content across channels such as websites, social media, e-newsletters, white papers etc. for their clients.

4. Creative Agency of the Year

This category is open to agencies that provide creative ideas, designs and executions for advertising purposes across all media platforms.

5. Digital Agency of the Year

This category is open to agencies that provide digital solutions, strategies and executions for their clients' marketing and advertising purposes.

6. Event Marketing Agency of the Year

This category is open to agencies that provide event marketing solutions such as exhibitions, B2C and B2B events for their clients.

7. Experiential Marketing Agency of the Year

This category is open to agencies that provide experiential marketing solutions such as brand activations, sensory interactions, audience participation events etc. for their clients.

8. Full Service Agency of the Year

This category is open to agencies that handle the full-range of marketing and/or advertising solutions, from creative concept to implementation and tracking of results. The Full Service Agency should be able to offer a minimum of three marketing platforms in-house.

9. Independent Agency of the Year

This category is open to any independent agency with any specialism. An agency can be deemed independent when it is not part of an agency network and is not owned by an agency holding company, a conglomerate or any other big agency or parent company.

10. Influencer Agency of the Year *NEW

This category is open to agencies that provide their clients with ideas, strategies and the execution of marketing and / or advertising campaigns with social media influencers.



11. Integrated Marketing Agency of the Year

This category is open to agencies that provide advertising and/or marketing solutions for their clients by successfully integrating three or more marketing platforms, be it through their industry partners or in-house. An Integrated Marketing Agency should offer the conceptualisation and management of an integrated campaign across a range of verticals.

12. Market Research Agency of the Year

This category is open to agencies that provide commissioned market research for their clients.

13. Media Agency of the Year

This category is open to agencies that provide media planning, buying and strategy services for their clients.

14. PR Agency of the Year

This category is open to agencies that provide strategies and executions for clients in the areas of corporate communications, public affairs, B2B, investor relations or crisis management etc.

15. Programmatic Agency of the Year

This category is open to agencies that provide omnichannel, demand and supply buying capabilities for their clients. They should demonstrate the successful delivery and performance of programmatic strategies and solutions.

16. Search Marketing Agency of the Year

This category is open to agencies that offer search marketing solutions as part of their core offering to clients.

17. Social Media Marketing Agency of the Year

This category is open to agencies that offer social media solutions as part of their core marketing offering to their clients.

18. Specialist Agency of the Year

This category is open to agencies or units within agencies that specialise in specific business verticals for their clients' marketing purposes. Business verticals could include areas such as education, healthcare, shopper marketing etc.



People Categories

19. Agency Hero in Life *NEW

This category recognises outstanding leadership and excellence from agency leader who has made a significant impact to their agency's overall advertising / marketing output and revenue stream.

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:

- Creativity and innovation
- Strategic thinking
- Excellent execution
- New business wins
- Stability or improvement of the agency's business performance
- Having built or maintained a positive working environment for their teams
- Contribution to the wider industry
- Any other exceptional achievement or work that especially merits this award

20. Creative Agency Head of the Year

This category recognises outstanding leadership and excellence from heads of creative agencies who have made a significant impact to their agency's overall advertising / marketing output.

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:

- Creativity and innovation
- Strategic thinking
- Excellent execution
- New business wins
- Stability or improvement of the agency's business performance
- Having built or maintained a positive working environment for their teams
- Contribution to the wider industry
- Any other exceptional achievement or work that especially merits this award

21. Independent Agency Head of the Year

This category recognises outstanding leadership and excellence from heads of independent agencies who have made a significant impact to their agency's overall advertising / marketing output.

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:

- Creativity and innovation
- Strategic thinking
- Excellent execution
- New business wins
- Stability or improvement of the agency's business performance
- Having built or maintained a positive working environment for their teams
- Contribution to the wider industry
- Any other exceptional achievement or work that especially merits this award

22. Media Agency Head of the Year

This category recognises outstanding leadership and excellence from heads of media agencies who have made a significant impact to their agency's overall advertising / marketing output.

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:

- Creativity and innovation
- Strategic thinking
- Excellent execution
- New business wins
- Stability or improvement of the agency's business performance
- Having built or maintained a positive working environment for their teams
- Contribution to the wider industry
- Any other exceptional achievement or work that especially merits this award



23. Rising Star of the Year (Creative Agency)

This category recognise outstanding work from an individual aged 35 and under*, working for a creative agency, who has made a significant impact to the agency's advertising / marketing efforts and shows potential to be a marketing star of the future.

Entrants can nominate themselves or a colleague; they can use one particular campaign as a case study of evidence to form their entry or can use aspects of various projects, but all work must have taken place within the eligibility period and they must show evidence of:

- Outstanding achievement in marketing campaigns
- Creativity and innovation
- Strategic thinking
- Excellent execution
- Successful results against objectives / KPIs
- Willingness to learn and develop their range of skills
- Any other exceptional achievement or work that especially merits this award
- Manager / client testimonials are welcomed

*Individual should be aged 35 or under on the date of the awards gala night

24. Rising Star of the Year (Independent Agency)

This category recognises outstanding work from an individual aged 35 or under*, working for an independent marketing agency, who has made a significant impact to the agency's advertising / marketing efforts and shows potential to be a marketing star of the future.

Entrants can nominate themselves or a colleague; they can use one particular campaign as a case study of evidence to form their entry or can use aspects of various projects, but all work must have taken place within the eligibility period and they must show evidence of:

- Outstanding achievement in marketing campaigns
- Creativity and innovation
- Strategic thinking
- Excellent execution
- Successful results against objectives / KPIs
- Willingness to learn and develop their range of skills
- Any other exceptional achievement or work that especially merits this award
- Manager / client testimonials are welcomed

*Individual should be aged 35 or under on the date of the awards gala night



25. Rising Star of the Year (Social / Digital Agency)

This category recognises outstanding work from an individual aged 35 or under*, working for a social media / digital agency, who has made a significant impact to their agency's marketing / advertising efforts and shows potential to be a social media / digital marketing star of the future.

Entrants can nominate themselves or a colleague; they can use one particular campaign as a case study of evidence to form their entry or can use aspects of various projects, but all work must have taken place within the eligibility period and they must show evidence of:

- Outstanding achievement in marketing campaigns
- Creativity and innovation
- Strategic thinking
- Excellent execution
- Successful results against objectives / KPIs
- Willingness to learn and develop their range of skills
- Any other exceptional achievement or work that especially merits this award
- Manager / client testimonials are welcomed

*Individual should be aged 35 or under on the date of the awards gala night

26. Social / Digital Agency Head of the Year

This category recognises outstanding leadership and excellence from heads of social media / digital agencies who have made a significant impact to their agency's overall advertising / marketing output.

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:

- Creativity and innovation
- Strategic thinking
- Excellent execution
- New business wins
- Stability or improvement of the agency's business performance
- Having built or maintained a positive working environment for their teams
- Contribution to the wider industry
- Any other exceptional achievement or work that especially merits this award

Overall Categories

27. Overall Agency of the Year (not for entry)

This category will recognise the most successful performing agencies across all categories. The top 5 performing agencies will be shortlisted for the overall Agency of the Year title with the eventual winner chosen by our independent panel of judges.

28. Overall Local Hero of the Year (not for entry)

The title of “Local Hero” will be awarded to the highest performing local agency in each category. A local agency should have been established in Indonesia, and continue to operate here with Indonesia as its HQ. The agency can be affiliated with a global company as long as the ownership is independent.

29. Overall Network Agency of the Year (not for entry)

This category will recognise the most successful performing network agencies across all categories. The top 5 performing networks will be shortlisted for the overall Network of the Year title with the eventual winner chosen by our independent panel of judges.



Entry fees are non-refundable.

The judges' decisions are final.

Without prior notice, the Agency of the Year Awards team reserves the right to add, merge or dissolve any categories should it be deemed necessary. Should any categories be merged, entries affected in the original categories will not be refunded. However, should any category be cancelled, a full refund will be made to the company that has paid for the submission.

Any confidential information must be written in **red font** or highlighted in red. Any text in **red font** or highlighted in red will not be disseminated beyond the judging panel in any way.

The entrant otherwise grants Marketing Interactive, Lighthouse Independent Media Pte. Ltd. and its partners permission to show material/s from the entries at the awards presentation, in Marketing Interactive and at any time deemed appropriate by the organiser.

Should your entry be shortlisted, your entry details found on the online registration site will be used on all awards materials including the website, awards presentation slides and trophy (presented on the night of the awards, should you win). The reflected text will be displayed in Title Case unless brand guidelines specify otherwise.

Please note that after the submission deadline, all information on the Entry Details and Core Submission Document, including company names, credits and so on, are FINAL and cannot be changed and / or transferred to another party. Any changes made after submission will be charged 10% of the entry fee per change.

Whilst care will be taken by the organiser, the entrant agrees that Marketing Interactive or Lighthouse Independent Media Pte. Ltd. and its partners will be exempt from any liability for the errors or omissions reproduced, lost and / or corrupted in the presentation of the Agency of the Year Awards or in Marketing Interactive. For the purposes of clarity, this exemption of liability includes any communications online and offline by Marketing Interactive, Lighthouse Independent Media Pte. Ltd. and its partners.

Finalists are required to be present at the awards gala dinner to find out the results of the competition and to receive their trophy/ies (should they win). Should the finalists not be able to attend the awards gala dinner, an appointed representative must be present on their behalf.

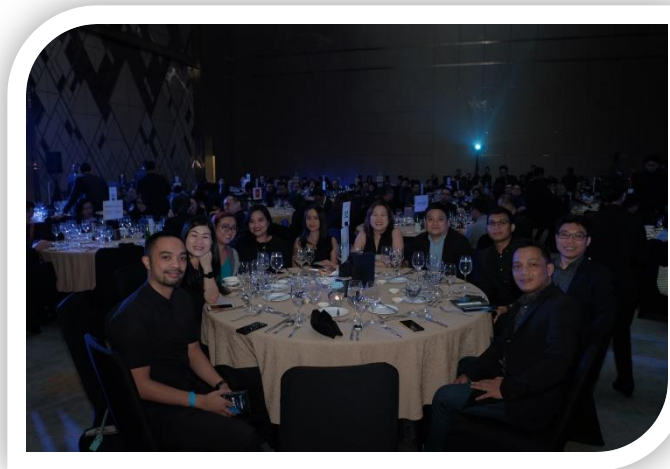
* The overall category shortlists will be decided using the following scoring. The top 5 performing agencies will be shortlisted for the overall categories with the eventual winners chosen by our independent panel of judges.

Gold – 4 points

Silver – 2 points

Bronze – 1 point

Finalist – 0.5 points (for local hero only)





MARKETING-INTERACTIVE'S AGENCY OF THE YEAR AWARDS 2020

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