

THE 2012 MUMBRELLA AWARDS

CALL FOR ENTRIES

Entries are now open for the expanded Mumbrella Awards - with brand new categories and a brand new judging process.

This document has all the information you need to enter.

This year's chairman of the juries is Mark Buckman, CMO of Telstra.

THE CATEGORIES:

Mumbrella Award for Bravery
Mumbrella Award for Culture
Mumbrella Award for Insight
Mumbrella Award for Innovation
Mumbrella Award for Data
Creative agency of the year
PR agency of the year
Media agency of the year
Specialist agency of the year
Marketing team of the year
Sales team of the year
Media brand of the year
Ad campaign of the year
TV ad of the year
Production house of the year

The judging period covers the 2011/12 financial year.

CLOSING DATE:
AUGUST 3, 2012



AGENCY OF THE YEAR

CREATIVE AGENCY PR AGENCY MEDIA AGENCY SPECIALIST AGENCY

In recognition of the realities of the industry landscape, PR agency of the year, media agency of the year and specialist agency of the year will be assessed on the national output of the agency in question.

Media agencies must both plan and buy media. Strategy hotshops, for instance, should enter the specialist agency of the year category.

The specialist agency of the year is intended to recognise agencies unable to enter other categories. It includes but is not limited to design, digital and strategy agencies.

Creative agency of the year should be based on the work of a single office. (In practice that means, for instance, the Sydney and Melbourne offices of the same creative agency brand should submit separate entries).

The creative agency of the year will undergo a final round of judging during the week beginning August 27.

The work: In no more than 2x500 words, tell the jury about the two client case studies which best demonstrate the abilities of the agency.

Commercial success, industry impact and momentum: The jury will be looking for evidence that this is the agency's year - please share details of commercial success over the 12 months including client retention and account wins, tell us how the agency has moved forward during the last year and please set out the contribution of the agency and its staff to the wider industry (in no more than 1000 words).

Culture: The agency should also enter the Mumbrella Award for Culture category. The score from this will make up 15% of overall marks for agency of the year

Innovation: The agency should also enter the Mumbrella Award for Innovation category. If it enters more than one example in this category, the best score will make up 15% of overall marks for agency of the year.

Bravery: The agency should also enter the Mumbrella Award for Bravery category. If it enters more than one example in this category, the best score will make up 10% of overall marks for agency of the year.

Insight: The agency should also enter the Mumbrella Award for Insight category. If it enters more than one example in this category, the best score will make up 10% of overall marks for agency of the year.

Note: Because agencies need to enter the culture, innovation, insight and bravery categories in order to be eligible for agency of the year, there is no further charge to enter this category.

SCORING

The work: 15%

Culture: 15%

Innovation: 15%

Commercial success: 15%

Bravery: 10%

Insight: 10%

Industry impact: 10%

Momentum: 10%

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Please note this scoring system will apply for shortlisting of the creative agency of the year, and it will inform the final round jury. However, finalist agencies in the creative agency of the year category will also be visited by the jury for an hour-long presentation and 30-minute question and answer session during the week beginning August 27. There is no formal presentation for media agency, PR agency and specialist agency of the year.

THE AWARD CATEGORIES

MUMBRELLA AWARD FOR BRAVERY

This category is open to agencies, media owners and marketing teams. Joint entries are also encouraged.

In no more than 1000 words, tell us about a risk-taking piece of work.

The jury will be looking for examples where there was a risk genuinely taken.

Outline the scale of the risk and the opportunity, including how both were identified.

Please identify what was learned as a result of the risk taken.

Please note, none of the scores will be based on the outcome - indeed it is entirely possible that the risk taken led initially to failure. The jury's emphasis will be on the bravery of the risk taken, and what was learned from it.

Multiple entries based on separate examples of risk taking are permitted in this category.

SCORING:

Quality and evidence of thought process that led to risk being taken: 20%

Bravery involved in taking the risk: 40%

Learnings: 40%

MUMBRELLA AWARD FOR CULTURE

This category is open to agencies, media owners and marketing teams.

This category seeks to recognise the most positive and high-achieving workplaces within the media and marketing industry.

In no more than 1000 words, outline details of the organisation's innovation in recruitment and retention, focus on staff development, insight into building a wider team culture and delivery of high-performance outcomes.

SCORING:

Recruitment strategy: 20%

Retention strategy: 20%

Training policy and evidence of its application: 20%

Evidence of it being a desirable place to work: 20%

Performance culture: 20%

MUMBRELLA AWARD FOR INSIGHT

This category seeks to recognise the smartest thinking in the industry. It recognises where a key insight has driven a real result.

While this category is likely to mainly see entries from agencies, media owners and marketing teams may enter where appropriate. The entry may be in the name of an individual or a team, as relevant.

In no more than 1000 words, explain the background and brief that led to the insight, how the understanding was gained or research conducted in order to achieve the insight, and how it then informed a communications strategy. Please share the outcome.

Multiple entries based on separate examples of insight are permitted in this category.

SCORING:

Research/ understanding: 20%

The insight: 40%

Strategy: 20%

Outcome: 20%

MUMBRELLA AWARD FOR INNOVATION

This award seeks to recognise initiatives that have wider potential lessons for the industry. It's the "I wish I'd thought of that" award.

The scope of this category is deliberately wide. It could, for example, be a new marketing strategy, a media first, a new advertising execution, new ways of handling relationships with partners.

This category is open to agencies, media owners and marketing teams.

Tell the story in less than 1000 words. The jury will be looking for the scale of the innovation, its potential wider impact on or lessons for the industry and the outcome.

Multiple entries based on separate examples of innovation are permitted in this category.

SCORING:

At the jury's discretion: 100%

THE AWARD CATEGORIES

MUMBRELLA AWARD FOR DATA

This category recognises the use of hard data to drive marketing results. It is open to both agencies and marketing teams.

The jury will be looking for examples of in-depth use of data to drive the marketing process from the beginning through to a final outcome with insight into return on investment. Winning entries will do more than focus on post-campaign analytics. They will go beyond the usual data sources, or use that data in more sophisticated ways. Successful examples may demonstrate where use of a data-driven insight has directly informed advertising investment strategy.

Please take a single case study of no more than 1000 words and explain how the data was gathered and applied, and what the outcome was.

Multiple entries based on separate data-driven campaigns are permitted in this category.

SCORING:

How the data was gathered: 25%

How the data was used: 25%

Evidence of thought process: 25%

Evidence of return on investment thanks to the use of data: 25%

SALES TEAM OF THE YEAR

This category recognises the best performing media sales team.

In no more than 1000 words, tell us why it has been your year. The jury will want to hear about innovation within the year in question and commercial performance. The jury will give credit for achievement relative to a team's own sector.

Culture: The team should also enter the Mumbrella Award for Culture category. The score from this will make up 40% overall marks for this award.

SCORING:

Commercial performance: 30%

Innovation during the year: 30%

Culture: 40%

MARKETING TEAM OF THE YEAR

This category recognises achievement within an in-house marketing team.

In no more than 1000 words, offer a case study of a marketing project carried out during the judging period.

In no more than 500 words explain what tangible outcomes the marketing team has achieved for the brand during the judging period.

In no more than 500 words, set out how the team works with partners and suppliers including agencies and media owners.

Culture: The team should also enter the Mumbrella Award for Culture category. The score from that will make up 20% overall marks for this award.

This category may be self nominated, or by a partner agency with the permission of the brand.

SCORING:

Case study: 40%

Culture: 20%

Outcomes: 20%

Partnerships: 20%

MEDIA BRAND OF THE YEAR

This category seeks Australia's best-performing media brand. Drawn from any medium, the winner will be recognised for achieving commercial success within its sector during the year in question, backed with quality of product, impact on the market and innovation.

In no more than 500 words set out details of the brand's projects and achievements over the year. In no more than 500 words please offer evidence of the brand's success - please put this in the context of the market within which it operates. In no more than 500 words set out the brand's wider contribute to the market over the last year. The team should also enter the innovation of the year category. The score from this will make up 20% of the marks for the media brand of the year award.

SCORING:

Commercial success: 30%

The quality of the brand's work in its sector 30%

Impact on market: 20%

Innovation: 20%

THE AWARD CATEGORIES

AD CAMPAIGN OF THE YEAR

This seeks to recognise the best campaign on behalf of a brand or product. Where appropriate, joint entries from more than one agency are welcome. The jury does not wish to see more than one entry for the same piece of work, so solo agency entries should ensure they have client signoff.

Please supply a maximum of 10 single executions.

In no more than 500 words please explain the brief and solution.

In no more than 500 words please set out the results.

Multiple entries based on separate campaigns are permitted.

SCORING:

The brief and thinking: 30%

The work: 40%

Evidence of outcome: 30%

TV AD OF THE YEAR

This will recognise Australia's favourite television ad. This is the simplest category to enter. Please send your ad which must have aired on free or subscription TV in Australia during the judging period. Include a full list of credits. After shortlisting, the ads will go through an extensive market research process in front of a cross sample of the general public.

Multiple entries based on separate ads are permissible.

ENCORE PRODUCTION HOUSE OF THE YEAR

This category recognises the work of the Australian production sector, anywhere within the screen industry including film, TVC and television. It is open to both production and post-production facilities.

The jury will be looking for quality of work, commercial success and innovation.

In no more than 2x500 words please set out two case studies of work carried out during the judging period. In no more than 1000 words, explain the company's achievements during the year including details of commercial performance, new ways of working and other relevant information.

SCORING:

Case studies: 50%

Commercial achievement: 30%

Innovation: 20%

THE SMALL PRINT: The period being judged in the financial year 2011/12 ie July 1, 2011 to June 30, 2012.

Jurors will be predominantly drawn from the ranks of marketers. Jurors will not vote on entries in which they have a direct interest.

The closing date is: Friday August 3, 2012.

The decision of the jury is final except where new information comes to light after judging, in which case a ruling may be made by the editor-in-chief of Mumbrella in consultation with the chairman of the juries. Where misleading information is supplied, regardless of intention, Mumbrella reserves the right to disqualify entries.

The scope of the awards covers teams based in, and activity conceived in, Australia.

Information contained in the entry may be used in the voiceover at the awards presentation, in the winners brochure or elsewhere.

Entries won't be returned. Cost of entry: \$200 + GST per category. (There is no additional charge for agency of the year entries).

Questions: Denise Jinks - 02 8296 0229, denise@focalattractions.com.au.

Eight copies of each entry should be submitted. All backing material such as ads should be on CD or DVD, with one attached to each entry.

Entries should be no larger than A4.

Entries should be delivered to Denise Jinks, at Mumbrella House, 126 Abercrombie Street, Chippendale NSW 2008 by 5pm on August 3.

ENTRY FORM

Which category would you like to enter? Please use one form for each individual award entry.

- ☐ The Mumbrella Award for bravery
- ☐ The Mumbrella Award for culture
- ☐ The Mumbrella Award for insight
- ☐ The Mumbrella Award for innovation
- ☐ The Mumbrella Award for data
- ☐ Creative agency of the year
- ☐ Media agency of the year
- ☐ PR agency of the year
- ☐ Specialist agency of the year
- ☐ Marketing team of the year
- ☐ Sales team of the year
- ☐ Media brand of the year
- ☐ Ad Campaign of the year
- ☐ TV ad of the year
- ☐ Encore production house of the year

ENTRANT INFORMATION

Lead organisation for this entry: _____

Contact person for this entry: _____

Job title: _____

Address: _____

Telephone: _____

Mobile: _____

Email: _____

Name of brand/ campaign: _____
(where relevant to category)

Other organisations to be credited if this is a joint entry: _____

PAYMENT INFORMATION:

Each award submission is \$200 plus GST.
(There is no additional charge for agency of the year entries).

☐ Visa ☐ Mastercard ☐ American Express ☐ Cheque enclosed

Name on card: _____

Credit card number: _____

Expiry date: _____ CVV Security Number: _____

(Tax invoices will be automatically despatched upon processing of payment)

To submit your entry deliver this completed form (one per entry) together with your entry and supporting material to Denise Jinks, The Mumbrella Awards, Mumbrella House, 126 Abercrombie Street, Chippendale NSW 2008.

CLOSING DATE: AUGUST 3, 2012

Declaration: The information contained in this entry is to the best of my knowledge correct. I understand that if inaccurate information is supplied, an entry may be disqualified. I understand that the final decision lies with the jury and Mumbrella. If it doesn't go our way on the night we promise to count to 10 before complaining.

Signature: _____