

The logo features the word "campaign" in a black serif font with "Asia Pacific" in a smaller red font underneath. Below this, "DIGITAL" and "MEDIA" are stacked in large, bold, black sans-serif letters. "AWARDS" is in a large, bold, teal sans-serif font. A teal arc curves around the right side of the text. At the bottom, the Chinese characters "亚太区数码媒体大奖" are written in a black sans-serif font.

campaign
Asia Pacific
DIGITAL
MEDIA
AWARDS
亚太区数码媒体大奖

2011 ENTRY KIT

Entry Deadline: Friday, 29 July 2011

Late Entry Deadline: Friday, 12 August 2011

www.digitalmediaawardsasia.com

EDITORIAL INTRODUCTION

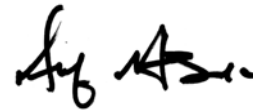
The Digital Media Awards return for their fifth year, celebrating the best that Asia's digital marketing industry has to offer. Digital marketing is now part of the mainstream. For many clients, it is no longer a niche pursuit. With more and more campaigns using digital channels as the central component of multimedia activity in the region.

Digital is also expanding, with engagement platforms becoming increasingly sophisticated. We have seen the rise in popularity of tablet devices and the advertising opportunities these bring, while social gaming, micro-blogging and online video continue to open new possibilities as marketing and PR tools. At the same time mobile is also much closer to reaching its potential as a key marketing tool, which search and display explore new frontiers.

We are delighted to introduce a number of new categories to this year's competition, covering five key areas: media and entertainment, apps, gaming, online PR and online marketing. These categories reflect the changing digital landscape and the even greater promise it offers to brands and marketers.

As in previous years, the awards will honour the best in creativity, innovation and above all effectiveness across the industry. There are awards for different aspects of digital marketing, and prizes covering individual client sectors. We'll also be handing out the Platinum Award to the best digital campaign of the year and will announce the Digital Media Awards Agency of the Year 2009. The point system for this is detailed in the entry kit.

At a time when digital expertise has never been more important, the Digital Media Awards offer clients, agencies and media owners the chance to show they have what it takes. We look forward to receiving your entries and showcasing the best in Asian digital marketing.



Atifa Hargrave-Silk
Editor Director
Brand Media Asia

campaign

**DIGITAL
MEDIA
AWARDS**

亚太区数码媒体大奖
www.digitalmediaawardsasia.com

haymarket

Digital Media Awards is organised by haymarket media

THE CATEGORIES

Launched in 2007, the Digital Media Awards recognise digital marketers and their agencies for outstanding work in promoting products and services and have become the premier annual event for the digital marketing industry.

Categories have been selected to reflect the growing maturity of digital marketing. Projects can be entered by vertical sector and by type of media engaged.

In all categories, while levels of innovation and creativity are taken into account, the judges will look primarily at the extent to which projects and campaigns have met client advertisers' objectives. Evidence of success in this respect should be demonstrated – for example, figures verified by a third party such as a media owner, industry measurement tool or industry body.

Based on the client's objectives for the project or campaign, Judges will look for entries that demonstrate:

1. a clear and compelling strategic premise
2. a creative and innovative solution
3. excellence in execution strong results

Sector Awards

Digital marketing campaigns and projects for client advertisers can be entered for the vertical sector in which the client organisation operates.

S01. Technology & telecoms

S02. Leisure/travel

S03. Retail

S04. Financial services

S05. FMCG

S06. Not-for-profit

S07. Automotive

S08. B2B (other)

S09. B2C (other)

S10. Media and entertainment

Media Awards

Campaigns and projects for client advertisers can be entered according to the predominant digital medium used.

A. Search

Awarded to the best use of search marketing to create a measurable impact. Tactics could include search engine optimisation and/or paid search.

B. Mobile

Awarded to the best use of the mobile platform, which includes advertising campaigns and applications, to create a measurable impact. Mobile use could refer to all types of advertising that can be accessed on mobile phones, PDAs, Blackberries, etc., including SMS, MMS, and in-app campaigns.

(Note: Mobile applications have a stand-alone category, please refer to Category K. Apps)

C. Display

Awarded to the campaign that uses online display advertising, including but not limited to, banners of any format, page takeovers, and rich media.

D. Website

Awarded to the campaign that best uses a website to create a measurable impact as part of an overall marketing communications strategy.

E. Best loyalty campaign

Awarded to the digital campaign that is most effective in generating customer loyalty to an existing brand, service or product, measured through increasing persistence/purchase frequency.

F. Best viral marketing

Awarded to the digital content or campaign that combines creativity and engaging and targeted content or leverages consumer created content to build viral buzz and achieve proven results in relation to the objectives set.

G. Online marketing

Awarded to the campaign that uses multiple online elements together as the key engagement driver and to achieve proven results in relation to the objectives set. Entries must build a complete picture by showing how the campaign played across digital channels. Should include multiple online elements (for example banners, viral videos, landing sites, etc.). This means that the elements of the campaign were designed to ensure that the combination of different channels produced an effect greater than the sum of its parts.

H. Best integrated

To be considered for the integrated media award, projects must show how they used a range of media, including offline channels, in the best possible way to promote a product or service. This means that the creative, media, online and offline elements of the campaign were designed to ensure that the combination of different channels produced an effect greater than the sum of its parts.

I. Media innovation award

Awarded to the campaign that uses existing or newly created digital media in fresh and innovative ways to explore new channels of communication and achieve marketing success during the review period.

J. Best use of social media

Awarded to the campaign that innovatively uses social media most effectively and creatively to reach target customers to build or maintain their brand and market share while attaining marketing objectives set during the review period. Entries should truly make use of social media platforms beyond simply the viral reach of a campaign.

K. Apps

Awarded to an innovative, entertainment or informative app developed (for operating platform) specifically as part of an ongoing campaign or stand alone addition to a brand that effectively and creatively reached target customers to build or maintain their brand and market share while attaining marketing objectives.

L. Gaming

Awarded to the strategic development of a game that effectively and creatively reached target customers to build or maintain their brand and market share while attaining marketing objectives.

M. Online PR

Awarded to the campaign where Online PR (including blogs or online journals) was integral to the success of achieving the business objectives set.

Editorial Award Digital brand of the year

This award is not open for entry though nominations are welcome.

Awarded to the brand that used digital media to execute innovative ideas and achieve marketing success during the review period. Campaign Asia-Pacific will consider the advertiser's vision: direction and focus on goals; boldness: innovative solutions that build a return on marketing investment; brand stewardship; understanding of competitive or industry challenges and plans to overcome them, and of course challenges and roadblocks that the client has faced and overcome to achieve proven business and marketing results. There will only be one winner in this category.

Please email all nominations to vic.ho@haymarket.asia

Special Awards Platinum Award

This category cannot be entered directly. Judges will decide and present this ultimate accolade to the most outstanding of all the Gold winners in sector and media categories.

Digital Media Awards 2011 Agency of the Year

This category cannot be entered directly. This award will be given to an **individual agency office** that obtains the highest aggregate score from points allocated for all of the categories. Points allocation as follows:

Gold – 10pts, Silver – 8pts, Bronze – 6pts

GENERAL ENTRY RULES AND INFORMATION

Who should enter?

Entry is open to clients and media owners, as well as their agencies, digital agencies, advertising agencies, production or design companies, or other relevant marketing service suppliers. Any entry for a particular project should be coordinated between the different parties involved.

Eligibility period

Any work launched or current during the period from 1 August 2010 to 31 July 2011 is eligible to enter the Awards.

Dates & deadlines

- Entry deadline:
Friday, 29 July 2011, 6pm (HK/SG Time)
- Late entry deadline:
Friday, 12 August 2011, 6pm (HK/SG Time)
- Awards presentation:
Thursday, 10 November 2011 (Beijing, China)

Entry fees

- Entries received on or before 29 July:
US\$195 / HK\$1,521
- Entries received after 29 July:
US\$215 / HK\$1,677
- The last date on which entries will be accepted is Friday, 12 August.
- Upon submission of the online entry form, entry fees are chargeable and you will be liable to pay for the entries, even in the case of disqualification, withdrawal of entries, duplicate submissions or non-endorsement by clients.
- Entries unpaid by 19 August may be disqualified and Haymarket Media Ltd will retain the right to claim for unpaid entry fees.

Payment methods

Entry fees are payable in USD or HKD. On the online registration form, there are four payment methods to select from:

■ Credit card online

You will be redirected to our secure payment gateway, SecureTrading, where you key in all your credit card details. For this payment option, a 2.65% bank surcharge is applicable for the use of Visa/Master credit cards; while a 3.909% bank surcharge is applicable for the use of AMEX credit cards.

■ Credit card offline

Print out the confirmation email sent to you, fill up your credit card details as requested and fax it back to +65 6224 6102 or scan/email to catherine.chane@haymarket.asia (cc: vic.ho@haymarket.asia). For this payment option, a 2.65% bank surcharge is applicable for the use of Visa/Master credit cards; while a 3.909% bank surcharge is applicable for the use of AMEX credit cards.

■ Cheque / Bank draft

The cheque / bank draft should be made payable to "Haymarket Media Ltd". Please attach it to the print out of your confirmation email and send it to:

Digital Media Awards 2011

Attention: Vic Ho
35A Kreta Ayer Road, Singapore 089000

■ Bank transfer

For this option, you will have to bear ALL bank charges related to this transaction. Please do indicate that to the bank clearly when making the transfer.
Beneficiary Name: Haymarket Media Ltd
Banker: Citibank N.A., Hong Kong
Bank Address: 10th Floor, Two Harbour Front, 22 Tak Fung Street, Hunghom, Kowloon, Hong Kong
USD Account No.: 006-391-61553174
HKD Account No.: 006-391-61553182
Swift Code: CITIHKHX
Upon successful bank transfer payment, please email catherine.chane@haymarket.asia (cc: vic.ho@haymarket.asia) a scanned copy of the proof of transaction, clearly stating which registration the payment is for.

Awards presentation

Winners will be announced at the Digital Media Awards presentation dinner on 10 November 2011 in Beijing, China.

Terms & conditions

Please ensure that each entry complies with the following rules. Failure to follow the rules may result in your entry being disqualified at an early stage in the judging process.

- Upon submission of the online entry form, entry fees are chargeable and you will be liable to pay for the entries, even in the case of disqualification, withdrawal of entries, duplicate submissions or non-endorsement by clients.
- Online entry forms must be fully completed by 12 August. Client endorsements must be completed by the nominated clients by responding to the automated email sent out to them before 19 August 2011.
- Formats and file size of the supporting materials must be strictly adhered to.
- You may enter the same campaign in more than one category. However, for each entry you must provide separate documentation, support materials and entry fee. Judges may reassign the campaigns at their discretion.
- Except where indicated on the entry form, agency names and logos should NOT appear on your written submission or support materials.
- Only the entries that follow the prescribed format as stated in the entry kit will be accepted.
- Entries not in English should be accompanied by a translation.
- The judges' decisions are final and neither the organisers nor the judging panel will enter into any correspondence about them.
- The organisers reserve the right to publish all entries wholly or in part, as case studies or for publicity purposes.
- Entrants may specify various sensitive parts of their submission as "Not for publication" on the online form and tick the "Confidentiality request" box on the entry form, provided these restrictions are not used excessively.
- Entries are non-returnable.
- Entries unpaid by 19 August may be disqualified and Haymarket Media Ltd will retain the right to claim for unpaid entry fees.

JUDGING

An independent jury consisting of leading client marketers, digital media practitioners, agency strategists and other experts will judge the entries. Great care is taken in selecting a judging panel comprising the right balance of specialist knowledge, experience and objectivity. Strict guidelines, designed to eliminate vested interest or breaches of rules of entry, will be followed.

Judging criteria

A detailed quantitative methodology has been developed to fairly and accurately benchmark and analyse each entry on its merits. This includes the following:

Strategy (20%)

Concise and proven evidence of an insightful approach to the overall issue and target audience while being true to this strategy throughout each of the campaign elements.

Creativity and innovation (25%)

Judges will look for originality of idea or concept, creative selection of communications channels and innovation in measurement of results.

Execution (25%)

Judges will look for a convincing argument made establishing a cause and effect between the objectives, strategy and results of the campaign. They will also consider other factors such as the effective use of resources, and technical excellence in implementing integrated campaigns.

Results (30%)

Judges will consider the difficulty of the task at hand, the scale of the results, how well the strategies and communications methods chosen met the objectives set. Judges will be looking for quantification of results from a credible source (and seek third party verification of awards winners). In addition, judges will qualitatively be looking for clear definitions in the written submission of the campaign overview, challenges and constraints, objectives, strategy and results. Wherever possible, provide facts and figures substantiating claims to give judges the most comprehensive and informed view of your campaign.

HOW TO ENTER

All entries are to be submitted online at www.digitalmediaawardsasia.com

Each entry must include the following:

- Completed online entry form
- Agency name, Campaign Title, Advertiser, Country as per credits to be published
- A 1000-word written submission
- Up to five (5) supporting materials to be uploaded online or hosted on a microsite/landing page
- Three (3) compulsory hi-res images used to showcase the entry if awarded
- Details of nominated client to complete client endorsement
- Nominated person to collect trophy should entry win
- Client reply to auto-generated client endorsement request
- Total payment for all entries submitted
- Send three (3) copies of DVDs containing hi-res versions of all videos submitted (in H264 compression, 720 x 576, aspect ratio 4:3, and in .mov, .mpeg2, or .avi formats) to:

Digital Media Awards 2011

Haymarket Media Ltd
Attention: Vic Ho
35A Kreta Ayer Road
Singapore 089000
Tel: +65 6579 0538

Written submission

Each entry must include a write-up no more than 1000 words.

Your written entry is of utmost importance as the judges will base their initial decisions on the strength of the arguments made.

The written submission for Sector and Media Awards should include the following points:

- Brief and marketing challenges/objectives
- Strategy behind the work
- Solutions / innovations / creative ideas
- Execution
- Quantifiable results / achievements and recognitions

Support materials

To accompany your written submission, entries may be supported with relevant back-up material to show evidence of the success of your work.

A maximum of five (5) support materials should be provided online either in the form of a microsite, via a web address or as files uploaded on a server, so that these can be accessed by the judges at the time of judging.

Notes:

1. All sites must be live from 12 August to 23 November 2011. Please supply passwords, if needed, for access to the URL. Only http sites are accepted, no ftp sites are allowed.
2. All materials in languages other than English must be submitted with a translation.
3. To protect the integrity of the judging, creative samples and URLs must not have names or markings that could identify the creative group or agency, including letterheads, visible watermarks, labels, or credits in the code of digital entries. Any supporting materials with agency name or marketing may be disqualified.
4. No support material can be returned after submissions.
5. Any supporting data must be accompanied by an indication of their source
6. All supporting materials must adhere strictly to the stipulated support material formats
7. Three (3) copies of DVDs containing the hi-res versions of the video files submitted must be delivered to the organiser, labelled with the entry number assigned upon completion of the online submissions

Support material formats

If you are not using a microsite, please submit a server link hosting a maximum of 5 examples of creative work in the following formats:

Documents

File size: Less than 5MB per file
File formats: .doc, .ppt, .pdf

Pictures/Photographs

File size: Less than 5MB per file
File formats: .jpg, .png, .gif

Audio

File size: Less than 5MB per file
File formats: .mp3

Videos/Animations

File size: Less than 10MB per file
File formats: .mov, .wmv, .mpg, .mpeg2, .swf

For enquiries, please contact:

Vic Ho
Tel: +65 6579 0538
Email: vic.ho@haymarket.asia

NOTE TO ENTRANTS

We have compiled a list of hints and tips below – to help ensure that the work is recognised if it is good and had achieved success. These notes might answer some of the questions you may have after reading through this entry kit.

A. Choose the right category

It sounds simple, but the sheer breadth, depth and versatility of the digital sector mean that there is potential overlap between some of the categories in the Digital Media Awards.

For instance, it is clear that, say, a campaign based around mobile marketing creative and execution fits into Category C: 'mobile'; it can also form an element of a project entered into a bigger category, such as 'Category H: integrated'. You may enter the same campaign into more than one category but please choose your categories wisely depending on the strength of the campaign.

B. Customise your entry

Where projects and entries can be appropriately entered into many different categories, judges do look for different attributes and successes in different categories. Always customise your written submission based on the category being entered for and showcase results and element relevant to the category.

C. Use verified results

In all of the categories, judges look for evidence of commercial success. This can be demonstrated in a number of ways but justified facts and figures often tell the story best.

It always helps to explain the basis of a successful return on investment for a campaign, project or business success story.

Results must be quantifiable. Always name your source and be clear on the link between the campaign and the results.

The judges look for figures that have been verified, measured or audited by a third party such as a research company, media owner, industry measurement tool or industry body.

D. Less is best

Rather than piling the judges with all your works, be selective and showcase the best and the most relevant.

With the judges having to go through hundreds of entries, it's best to be concise and poignant in your entry presentation to avoid being lost in the crowd. Winning entries clearly articulate a business issue, a clear communications strategy to address this, and specific results that prove the case.

Also, please ensure file sizes are manageable for the judges' downloads – long loading and downloading periods should be avoided at all costs.

E. 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 (particularly in the Best Business-to-Business service category). 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 international market for purple widget manufacture.

F. Do not ignore rules of marketing or business

As digital work has increasingly had to prove its worth as a cost effective and good ROI medium – and started to successfully do so – many of the key principles and measurements used in offline marketing and business (branding, profit, direct response etc. metrics) can be applied to online projects. If they have been, they should be mentioned in the entry.

For enquiries, please contact:

Vic Ho

Tel: +65 6579 0538

Email: vic.ho@haymarket.asia

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