

# AGENCY ENTRY KIT

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## ABOUT THE IMC EUROPEAN AWARDS

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The Integrated Marketing Communications European Awards reward the best integrated marketing communications campaigns in Europe.

Only national award winners are eligible to enter the competition.

The IMC European Awards are organised by the [European Association of Communications Agencies \(EACA\)](#) and its Integrated Marketing Communications Council Europe (IMCC). The competition is kindly sponsored by WARC and adforum.com.

The IMCC is the EACA Council which represents agencies and companies which deliver integrated marketing communications services. For further details on the IMCC Europe please consult <http://www.eaca.eu>.

The key dates for **IMC European Awards 2017** are:

<b>2 May – 7 July</b>		<b>- Call for Entries</b>
<b>24 July – 1 September</b>		<b>- Round 1 Judging</b>
<b>TBC</b>		<b>- Final Round Judging</b>
<b>TBC</b>		<b>- Winners Announced</b>

## ENTRY PROCEDURE

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Please make sure you read the Entry Procedure and Rules before registering or filling in your entry form.

**Before** you submit your entry, check that you have:

- received the country organisation's approval
- provided sufficient details on your choice and use of communications/media
- reinforced your story with credible and accurate data in the Evidence of Results document
- referenced all your data sources
- provided any additional information to support your entry
- filled in the credits correctly
- uploaded your creative material (**a max. 3 minute case movie is mandatory**)

Click on 'submit' to submit your entry only once the entry is finalised and double checked.

**Once you have submitted your entry it cannot be changed.  
Entries must be received by 3pm (15h00) on Friday 7 July 2017**

## ENTRY FEE & PAYMENT

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To enter your campaign, follow the following steps:

1. Register
2. Fill in the online entry invoice and pay

### **Members:**

- € 300\* per campaign for 1<sup>st</sup> category
- € 150\* for each additional category

### **Non-members:**

- € 500\* per campaign for 1<sup>st</sup> category
- € 250\* for each additional category

Payment must be received by **7 July 2017 at the latest** on the account of:

### **European Association of Communications Agencies s.c. (EACA).**

Fortis Bank, Rue des Begonias 5-7-9, 1170 Brussels, Belgium

Account No. 001-5806853-24

Swift: GEBA BE BB 36A

IBAN: BE81 0015 8068 5324

VAT No. BE 0422.332.060

One entry fee includes:

- registration processing
- entry processing
- judging
- one trophy (sent via courier)

Upon receipt of your payment, you will automatically be sent a login and password to access your online entry. Should we not receive payment by 7 July 2017 your entry will be automatically disqualified. Online payment by credit card accepted.

Fill in your online entry form (we will only accept online entries).

Attach your Evidence of Results as a PDF.

## RULES

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- 1) Campaigns entered into the IMC European Awards should be the highest winning campaign in any national category. If there is no Gold winner, then the Silver winner should be considered and if no Silver, then the selection passes to Bronze. The eligible judged campaign must initially be entered into the same European category as it was in the national competition and only in case there is no equivalent, is allowed to enter in the closest related category. The campaign may then also be entered in multiple categories but must be written appropriately each time to reflect the category's particular emphasis (see 'emphasis note' below each category description'. Member countries are: Belgium, Czech Republic, France, Germany, Greece, Ireland, Italy, Spain, and United Kingdom.
- 2) Agencies are responsible for registering and uploading their case(s) but must have the approval of the country organisation.
- 3) Advertising companies and agencies may enter more than one campaign.
- 4) Campaigns must have run in one IMCC member country between 1 January and 31 December 2016.
- 5) An 'entry' means one case with one choice of category. Should you enter the same case in three categories, this represents three entries and therefore three entry fees.
- 6) Every entry is liable to pay an entry fee. Should the entry fee not be paid by 7 July 2017 the case will be automatically disqualified. Entries can be paid online by credit card or by bank transfer.
- 7) Case description is limited to a word count of 1100 words split into:
  - a. Campaign Background & Summary (200 words)
  - b. Description of National Context (200 words)
  - c. Objectives (100 words)
  - d. Strategy (300 words)
  - e. Creative Strategy (300 words)

**Plus:** A maximum of 5 pages of **evidence of results** (data proving achievement against objectives) is allowed and can be accompanied by key visuals explaining creative strategy/execution.

In order for the judges to understand your market situation and the national context of the campaign please make sure you give as much information as possible.

- 8) Each entry should be submitted in English. All creative material must be translated into English.
- 9) Any campaign can be submitted and all disciplines are welcome.

- 10) The length of the submission is limited by the entry form format. This includes charts, statistics, tables and illustrations of the campaign itself. Evidence of Results must be submitted as an attachment in PDF format.
- 11) Any agency failing to submit evidence of results for its entered campaign(s) will receive 0 points for Effectiveness by the judges.
- 12) Evidence of Results data must be referenced and entries can be disqualified if the data source is not cited.
- 13) You must submit a max. 3 minute case video to showcase the idea behind your campaign.
- 14) Entrants are required to complete & submit their entry by the closing date (3pm (GMT +1hr), 7 July 2017).

## CATEGORIES

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There are 14 categories in which a case may be entered. More than one category may be chosen per campaign; however, each case must place a different emphasis on the content, depending on the choice of category. The emphasis note, underneath each category explanation, will help to underline what the jury is looking for and the scoring weight given for any entry in that given category.

**1. Integrated Communication**

Awarded to the campaign that uses at least three different types of media/disciplines (game, direct marketing, sampling, e-mail marketing, word-of-mouth, street performance, event, skill promotion, mass-media) to most effectively market a product, service or company.

**Emphasis: media choice and integration of all media channels, creative look and feel**

**2. Sponsorship/Joint Effort/Tie-in**

Awarded to the campaign that makes the best use of a large-scale public event (sporting, launch of TV series or movie, music, cultural or travel/touristic activity) to primarily market the product, service or company.

**Emphasis: full exploitation of all channels within the sponsorship or full exploitation of all possibilities for the use of a "trendy issue" to promote a product, brand or service.**

**3. Direct 1:1 Communication**

Awarded to the campaign that uses direct marketing/ interactive communication most effectively as the major communication driver either in a traditional way (mail) or via the use of digital media, electronic or other forms of interactive communication to effectively promote a product, service or company.

**Emphasis: 1:1 communication which clearly drives customers to act directly.**

**4. Innovative Idea or Concept**

Awarded to the campaign that best demonstrates a unique marketing/creative idea or fresh interpretation of an established idea in relation to mechanics, channels of communication, type of incentive and/or approach to the target group.

**Emphasis: creativity and innovation**

**5. Brand-building**

Awarded to a campaign that does the utmost to enhance a brand's/company's image and equity in view of the market place and relevant circumstances, using all means of and appropriate communication vehicles.

**Emphasis: brand activation e.g. feasibility of brand heritage and meaning**

**6. B2B**

Awarded to the campaign that does the most to market a product or service among business customers. **Emphasis: B2B target group**



## **7. Retail or Trade Marketing – Dealer / Salesforce / Internal Motivation**

Awarded to the campaign that does the most to maximize the impact of a product or service within the retail trade or channel or promotes a retail channel itself toward brands, sales force and/or customers. This includes key account activities.

Awarded to the campaign that does the most to motivate, incentivize dealers, sales force and own personnel to sell more product or service or to promote the company to the core target audience.

**Emphasis: Retail (e.g. retailer itself or a brand within the retail channel using all possible communications channels) OR how to get dealer/sales force/personnel moving.**

## **8. Loyalty Marketing Campaigns**

Awarded to the campaign that demonstrates the best use of points (saving systems), vouchers, proof of purchase collection, loyalty cards from the industry and the retailing side (either on- or offline).

The results should demonstrate a proof of impact on the strategic development of a brand, service or company, driven by either introduction approach (get to know)/loyalty/retention or sales objectives.

The key driver is the choice and use of media channels adapted to suit each target market and/or customer insight(s).

You must state results as well as execution samples to show approach and performance.

**Emphasis: relevance, consistency, clear creative.**

## **9. Event Marketing**

Awarded to the campaign that best leverages an event, a series of events or any kind of a mobile marketing tour (music, culture, circus, movie, sport) to deliver a brand experience to the target audience.

**Emphasis: translation of an event into a brand-related event**

## **10. Product Launch/Relaunch/Trial campaigns**

Awarded to the campaign most effective in gaining brand awareness/trial/repeat/incremental volume for a new, repositioned, existing or extended product service or company.

**Emphasis: clever, innovative ideas to make a brand relevant/new, worth trying**

## **11. Digital Communications**

Awarded to the campaign that uses interactive communication most effectively as the major communication driver via the use of digital media, electronic or other forms of interactive communication to effectively promote a product, service or company.

**Emphasis: use of digital media which clearly drives customers to act directly.**

## **12. Cause, Charity/Non-profit Marketing or Social Responsibility**

Awarded to the campaign that does the most to market a charity or product, service or company while making a positive impact on a social cause or charity.

**Emphasis: relate non-profit to a brand/service; raise profile of the cause or charity; create awareness on issues: social, economic, political**

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### **13. Small budget campaign**

Awarded to the campaign that achieves all stated objectives while adhering to a small budget. A small budget is considered as less than € 25,000.

**Emphasis: maximum result with a minimum of budget (cleverness)**

### **14. Branded content**

Awarded to the campaign that uses the generating of content as a way to promote the particular brand, generally funded entirely by a brand or corporation as a form of advertising production.

The brand is the hero, not the commercial message through the combination of content as added value in a form of entertainment and/or information.

Used as video, viral video, product placement in movies or series, film, video games, promoted stories, music events, online, blogs.

The results should show that the brand philosophy and message is translated into a creative concept that was able to add value to the brand so that target group(s) are convinced in an emotional, relevant and reliable way.

**Emphasis: message from a brand that overcomes “advertising suspicion”.**

## CASE VIDEO

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### Content

The **3-minute case video** that you are required to submit should showcase the idea behind your campaign and how the idea was ultimately brought to life. This video helps jurors understand your case better and visualise how your creative work ran in the marketplace; the jury want to experience your creative work as your audience. All of the creative and communications elements outlined in your written case must relate to your objectives and results which should reflect on the case video.

In your case video, you must touch upon the most important points of your communications and creative strategy. You must also present your objectives and results.

### Do Not Include:

- Agency names, logos or images
- Any work that you do not have the rights to (e.g: any music/images that are not part of your creative execution)

### Rights & IMC European Awards' Publishing Video Policy

Work submitted must be original or you must have secured rights to submit it. You cannot include any work that you do not have rights to. However, stock music/images are allowed if you have the rights to use them.

Creative material becomes the property of the IMC European Awards. By entering your work into the competition, the IMC European Awards are automatically granted the right to make copies, reproduce or display the creative material, including the 3-minute case video, for education and publicity purposes. If you are a winner, your case video and any other material submitted will be used in the [online winners' gallery](#) on the IMC European Awards website.

## JUDGING PROCEDURE & CRITERIA

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Judging of the IMC European Awards takes place in two rounds. Round 1 is conducted purely online and round two takes place over half a day in September among the IMCC Board members.

The selection of up to 60 senior jury members from the a variety of marketing disciplines (up to 6 from each country organisation) aims to evaluate entries based on proof that integrated marketing communications was key to the success of the campaign.

A judge is not allowed to review and provide a score for any entry from their own country.

Judges will be given information for each member country on the economic, political and environmental climate. This will enable them to better understand the different markets and marketing/communication context.

Judges will score on **4 criteria**:

- 1 Strategy
- 2 Choice of media
- 3 Creative Strategy
- 4 Effectiveness (Evidence of Results)

### Scoring system

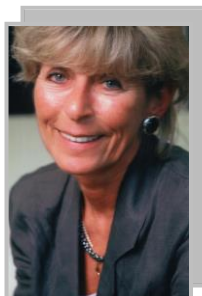
The entry briefs are scored on a 1-25 scale per criterion (1 = not effective, 25 = excellent). 100 is the maximum score.

Scoring is based on each campaign's success in achieving its specific objectives and demonstrating a strong strategy and use of marketing communications.

### Jury members

The **IMC European Awards Jury** consists of around 60 senior professionals representing a variety of communications and marketing disciplines from each of the country organisations.

**Renate Vogt**, Senior Consultant at Wijsman BV, will chair the IMC European Awards 2017.



## WINNERS

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The finalists will be announced on the IMC European Awards website ([www.imcceurope.com](http://www.imcceurope.com)) in September. The full list of winners and the Grand Prix announcement date is yet to be confirmed.

All winners will be awarded with one trophy which will be couriered to the agency stated on the entry form. Extra trophies can be ordered by contacting Kasia Gluszak via email [kasia.gluszak@eaca.eu](mailto:kasia.gluszak@eaca.eu).

Each country representative will organise an appropriate awards presentation to reward winners in his/her country if they wish to do so.

## CONTACT US

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If you have any questions about the Awards, please do not hesitate to contact:

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