

2010 APMA
Australasian Promotional Marketing Association
Star Awards

CONTENTS

About APMA

The Star Awards

Eligibility

Categories

How to Enter

Entry Fees

Judging

Terms and Conditions

ABOUT APMA

The Australasian Promotional Marketing Association is the industry body of Promotional Marketing Agencies in both Australia and New Zealand.

The Awards program (The Star Awards) acknowledges and rewards agencies and clients for their creativity and strategic prowess in today's highly competitive marketplace.

Promotional Marketing has been an integral part of the consumer-packaged goods marketing mix for more than 50 years. Its focus however is no longer merely on the sale. Making full use of today's technologies, promotional marketing tools are now being applied to the following:

- **Generate brand awareness**
- **Build interest in the brand**
- **Create desire for the brand**
- **Build customer databases**
- **Change customer behaviour**
- **Action the sale**
- **Reinforce the brand image**

THE APMA STAR AWARDS

The APMA Star Awards program has been developed in conjunction with MAA Worldwide (Marketing Agencies Association) in order to acknowledge the best promotional marketing campaigns.

All winners in the APMA Star Awards are then eligible to go on and compete for that same category in the world promotional marketing awards – the MAAW Globes - plus the title of overall MAAW Grand Prix for the 'Most Outstanding Promotion Marketing Campaign in The World'.

The winners of the 2010 APMA Star Awards will be announced at an Awards presentation in Sydney on Thursday July 1, 2010.

The MAAW 'Globes' awards will be presented at an Awards presentation in October 2010.

WHAT IS A PROMOTIONAL MARKETING CAMPAIGN ?

Any marketing campaign that uses tactical marketing techniques to create an immediate impulse in someone to act and engage with the idea and ultimately the brand / product / service.

It's about a measurable change in consumer behaviour that generates quantifiable results over a clearly defined time period (not just a change in perception, attitude or intended behaviour in the future).

The action generated could include:

Product purchase, promotional entry, online registration, database sign-up, product sampling, initial trial, event attendance / participation etc...

The action taken could be by a consumer, shopper, trade customer or internal sales person depending upon the objectives of the campaign.

ELIGIBILITY

Who May Enter?

Entry is open to any APMA Member Agency, Promotional, Direct Marketing or PR Agency, Consultancy, Advertising Agency, divisional team within a marketing agency or Client in Australia or New Zealand who has devised and run a bona fide promotional marketing campaign within the time period specified below.

Any agency, client or divisional team within an agency who are entering the awards must be the originating agency/team/company, in so far as they were responsible for creating the overall campaign concept/idea together with managing the main components of its' implementation.

Where multiple agencies have worked on a campaign, the campaign should only be submitted by the originating lead agency (as detailed above) and any collaborating agencies credited in the entry identification. (not within the campaign summary/write up).

**ALL campaigns submitted must have been run in field from:
January 1st, 2009 and be completed on or before 16th February 2010.
Plus quantitative results must be available for submission as part of the entry
by the due date for all entry submissions (Wed' 31st March 2010)**

Please note, any campaign entered into the 2009 APMA Star Awards cannot be entered again into the 2010 Awards.

Key Dates

Online entries Open: 9.00am Friday 12th February 2010
Online Entries Close: 5.00pm Wednesday 31st March 2010

No deadline extensions will be granted.

CATEGORIES

ANY 1 CAMPAIGN MAY ONLY BE ENTERED INTO A MAXIMUM OF 4 CATEGORIES

Please note some award categories are not featured in the Globes however, the APMA will ensure that all 2010 Star Awards winners will be placed in the most relevant category to their entry.

1. Best Integrated Communications Campaign (Under \$1 million)

Awarded to the best promotional marketing campaign utilising at least three marketing disciplines (e.g. consumer promotion, digital, direct marketing, CRM, PR, experiential marketing/sampling, advertising etc). Judges will be looking for outstanding creativity, consistency of message, intelligent use of media and whether objectives have been met via the media mix.

Note: Campaign budget must include all agency fees, production costs, digital production and prizes and INCLUDE media costs/spend.

2. Best Integrated Communications Campaign (Over \$1 Million)

Awarded to the best promotional marketing campaign utilising at least three marketing disciplines (e.g. consumer promotion, digital, direct marketing, CRM, PR, experiential marketing/sampling, advertising etc). Judges will be looking for outstanding creativity, consistency of message, intelligent use of media and whether objectives have been met via the media mix

Note: Campaign budget must include all agency fees, production costs, digital production and prizes and INCLUDE all media costs/spend.

3. Best Sponsorship or Tie-in Campaign

Awarded to the campaign that best leverages a Sport or Sporting Event, Movie, Music, Licensed Property, Cultural Event or Travel/Tourism event as the primary method of marketing a product or service. The judges will be looking for creative use of the sponsorship and/or tie-in, clarity of message, strong calls to action and high quality execution of the campaign idea.

4. Best Use of Direct Marketing and CRM in a Promotional Campaign

Awarded to the best promotional marketing campaign utilising direct marketing and/or CRM as the major communication strategy. Judges will be looking for the campaign that demonstrates the best use of successful target marketing and the tools of DM/CRM to achieve the set objectives.

- 5. Best use of Digital/Interactive marketing in a Promotional Campaign**
Awarded to the promotional marketing campaign that most successfully utilises digital/electronic or other interactive media as a major element of the overall Promotional Campaign. Judges will be looking for strategic relevance as well as creativity and innovative thinking/execution.
- 6. Best use of Social Marketing in a Promotional Campaign**
Awarded to the promotional marketing campaign that uses Social and/or Viral marketing as part of a promotional marketing campaign, in the most creative, original and effective way. Judges will be particularly looking for campaigns that achieve measurable results against clear objectives.
- 7. Best Brand Building Campaign**
Awarded to the best promotional campaign for a product or service, which measurably builds the brand's image and brand equity in the marketplace during the course of the campaign. In particular judges will be looking at the likely longer-term impact of the campaign beyond just the immediate tactical execution period.
- 8. Best Business-to-Business Campaign**
Awarded to the best business-to-business promotional marketing campaign where the client has targeted business customers rather than the traditional shopper / consumer. Judges will be looking for campaigns which show original thinking that achieved quantifiable results.
- 9. Best Retail Account Specific or Channel Specific Campaign**
Awarded to the best promotional marketing campaign developed for a specific retail account, customer or channel. Campaigns can either be originated by retail clients themselves or be promotions developed specifically by manufacturers for one of their key retailers/channels.
- 10. Best Event or Experiential Marketing Campaign**
Awarded to the best campaign that either maximises and leverages one event (or a series of events) or creates a new event/series of events that provide a tangible brand experience to the target audience. Judges will be looking for strategic brand/market relevance, innovative thinking and execution plus quantitative measurable results.

11. Best Activity Generating Brand Awareness and Trial

Awarded to the promotional marketing campaign that has been most effective in gaining brand awareness and/or trial for a new, re-positioned or existing product. Judges will be particularly looking for strategic relevance to brand equity and quantitative measurable results from the campaign.

12. Best Activity Generating Brand Volume

Awarded to the promotional marketing campaign that has been most effective in increasing brand volume for a product, service or company. Campaigns should show evidence of quantitative measurable results that are independently substantiated and which relate back to the original campaign objectives set – in a way that is strategically relevant to the brand.

13. Best Activity Generating Brand Loyalty

Awarded to the promotional marketing campaign that has been most effective in increasing brand loyalty for a product, service or business directly over the specified period of the promotion. Judges will be looking for original thinking and quantitative results from campaigns that are strategically relevant to the brand's overall positioning.

14. Most Innovative Idea / Concept

Awarded to a genuinely new marketing idea or a truly fresh interpretation of established ideas and techniques in relation to mechanics, channels of communication, types of incentives etc.

15. Best Use of Creative in a Promotional Marketing Campaign

Awarded to the campaign that demonstrates the highest level of creativity, design and innovation in respect to the graphics and copywriting used (including Typography, Art Direction, Illustrations, photography, headline etc) to create impact and engagement with the target audience

16. Best Cause or Charity-Related Promotional Campaign

Awarded to the best campaign developed for any product or service whose purpose is to make a positive impact on that specific charity, social issue or cause. Judges will be looking for campaigns with strong impact that led to genuinely measurable results - not just the "feel good" factor.

17. Best Small Budget Campaign (\$75,000 and under)

Awarded to the best campaign developed for any product or service with a total campaign cost/budget of no more than \$75,000 – including all design, artwork, printing, premiums, agency fees and media spend. Judges will be particularly looking for smart thinking in the way the campaign makes the most of the limited (under \$75,000) budget.

18. Young Achiever in Account Service

Entry open to employees of member agencies 27 years and under as nominated by their management. Nominations are required to provide a hot summary of the nominee and the reasons why they should win.

19. Young Achiever in Creative

Entry open to employees of member agencies 27 years and under as nominated by their management. Nominations are required to provide a hot summary of the nominee and the reasons why they should win.

20. Lifetime Achievement Award

Awarded to an individual who has made a significant contribution to the industry. The recipient will be nominated by the Australasian Promotional Marketing Association executive committee.

21. Grand Prix Winner

Awarded to the campaign that stands out as Best Overall as awarded by the Judges.

HOW TO ENTER

Preparing Your Entry Document

All entries into the 2010 AMPA Star Awards will need to complete the entry submission document. Once completed, your entry document can then be submitted online through the official APMA Star Awards entry site at www.eawards.com.au/apma. Please note, entries must be uploaded by the call for entry closing date - 5pm Wednesday 31st March 2010. Please allow ample time to upload entries as high traffic to the site may slow the process down. We advise that entries be uploaded a few days prior to the close of Call For Entries as **no extensions will be granted**.

Entries are limited to 1000 words. **No entrant company branding including reference to company name and/or logo is allowed.** Any entries that do not comply with the word limit, branding restriction or have significantly altered the format of the official entry submission template will be disqualified.

Each entry must be supported by the following:

- 1. Entry submission document (word doc' saved as pdf format)**
 - Maximum of 1,000 words
- 2. Visual campaign references (pdf format)**
 - Campaign imagery must all be saved as ONE PDF document and uploaded in one pdf document separate to your entry submission.

FILE RESTRICTIONS:

- * PDF - **maximum of 6 pages** (including website screen grabs)
- * SIZE - **maximum file size limit of 3MB.**

- 3. Radio, TV and new media elements**

- Radio, TV and any new media elements must be uploaded to a YouTube channel/account (or an alternate media playing service). Be sure to test your link (ensuring it does not change or expire) before adding it in the designated field prior to finalising your entry. A **maximum of 6 moving image / sound files** can be included, and a **file size limit of 3MB applies to each file.**

Please note, should your entry be selected as a finalist in the 2010 APMA Star Awards, you will then also need to re-supply ALL imagery as individual high resolution files. Should you be unable to supply high resolution files then the quality of your finalist images in the AV presentation on the night may not be as clear as your fellow finalists.

CHECKLIST:

- 1. Online entry registration form completed
- 2. Entry submission pdf document uploaded (maximum 1,000 words)
- 3. Visual campaign reference pdf document uploaded
(maximum of 6 images with maximum file size limit of 3MB)
- 4. Radio, TV and/or new media elements uploaded to media playing service and link added to entry site
(maximum of 6 files each with a file size limit of 3MB each)

ENTRIES MUST BE SUBMITTED ONLINE BY 5.00pm WEDNESDAY 31ST MARCH, 2010

ENTRY FEES

	APMA Members	Non-Members
Young Achiever entries	\$50 + GST = \$55	Not eligible
First entry	\$390 + GST = \$429	\$450 + GST = \$495
Second & subsequent entries	\$340 + GST = \$374	\$400 + GST = \$440

Please note, the entrant contact will be invoiced for the total entry(s) amount within 7 days of the call for entry period closing. All invoices are payable within 7 days. If payment is not received by the due date, entries will not be included in the judging process.

Payment options will be as follows:

1. Cheque
2. Direct bank transfer
3. Credit Card
 - merchant fees apply at 3.2% for AMEX and 1.8% for Visa & Mastercard.

**WINNERS FROM EACH CATEGORY WILL BE ENTERED INTO THE MAAW GLOBES
 AT NO ADDITIONAL COST**

JUDGING

The judge's task is to select the best Promotional Marketing campaign in each category. Each campaign must reflect the highest industry standards of strategic relevance, originality, creative execution and effectiveness.

Judging of entries will be undertaken by approximately 40 marketing professionals, including Senior Client Personnel, Creative Directors and Agency Principals (non-APMA Member principals).

Each entry will be individually scored by a minimum of 5 judges, with points being awarded out of 100. The entry with the highest overall points in each category will be declared the winner (gold), the second and third highest entries will then be awarded silver and bronze awards. No judge will be eligible to score entries in which they have a vested or conflict of interest.

Judging Criteria & Scoring

1. Campaign Strategy (20 points)

Judges are looking for: Appropriateness, relevance and quality of strategic thinking, plus its ability to achieve the objectives.

2. Promotional Concept (20 points)

Judges are looking for: Originality, relevance & impact of the core concept/idea and its ability to achieve the objectives.

3. Communication channels/media used (20 points)

Judges are looking for: Evidence of strong channel planning and creative use of above and below the line media and mediums - specifically chosen to suit the strategic objectives of the brand, target audience and the nature of the idea/concept.

3. Creative Execution (20 points)

Judges are looking for: An effective translation of the campaign strategy into the Promotional Concept with the emphasis placed on overall creative impact through visual elements (including Typography, Art Direction, Illustrations) and copywriting used in the execution of all elements.

4. Campaign Results (20 points)

Judges are looking for: Actual, quantifiable Indexed Results, which will be compared to the Campaign Strategy and its objective(s).

Whilst the above scoring applies to most categories, there are some which have been adjusted to reflect the specific emphasis relevant to the category:

- **Best Activity Generating Brand Volume**
Strategy 15 points, Concept 15 points, Media 5 points, Execution 15 points, Results 50 points.
- **Best Activity Generating Brand Loyalty**
Strategy 20 points, Concept 20 points, Media 15 points, Execution 20 points, Results 25 points.
- **Most Innovative Idea/Concept in a Promotional Campaign**
Strategy 10 points, Concept 50 points, Media 10 points, Execution 20 points, Results 10 points.
- **Best Use of Creative in a Promotional Campaign**
Strategy 15 points, Concept 15 points, Media 10 points, Execution 50 points, Results 10 points.
- **Young Achiever categories**
Demonstrated ability to do role 20 points, Creative ability and Campaign examples 40 points, Ability to grow, learn and lead others 20 points, Level achieved 20 points.

TERMS AND CONDITIONS

1. Entry is open to bona fide practitioners of Promotional Marketing in Australia and New Zealand, being companies, individuals or other entities which are either existing members of the Australasian Promotional Marketing Association (APMA) or would be able to meet the associations membership criteria or clients that are submitting an eligible campaign directly. APMA reserves the right to decide on the eligibility of any entrant against the above criteria with its decision being final and binding.
2. Entries must be submitted online in the form stated in the entry instructions.
3. Entries which are incomplete, do not comply with the word limit or have significantly altered the format of the official entry submission will be disqualified.
4. Only campaigns which commence and finish in the period from 01.01.09 – 16.02.10 and for which results are available at the date of entry are eligible.
5. Entries must be approved by both client and agency and will be treated as confidential.
6. All entries should be linked to or include a promotional marketing element and should contain some form of call to action or offer added value and have a closing date.
7. All entries must be received by **5:00PM Wednesday 31st March, 2010.**
8. No submissions will be returned. All entries become the physical property of the APMA immediately upon submission.
9. The judges reserve the right to disqualify any entry which they consider, in their sole discretion, to be in breach of any law, or the relevant codes of promotional business practice.
10. Judges will not be entitled to vote on their own submissions or on any promotion in which they have any vested interest.
11. Judges' decisions are final on all matters and no correspondence will be entered into.

12. The client and consultancy concerned, as appropriate, grant to the APMA the right to publish the submission and/or its contents. The APMA may publish the submission itself or commission a third party to publish it, in both cases without making payment to the client or consultancy and without further permission being required.
13. The entrant agrees that the APMA will not accept responsibility for errors or omissions reproduced in the Presentation or the Winners Supplement or for work lost or damaged under any circumstances.
14. No refunds shall be made under any circumstances.
15. The APMA reserves the right, in extenuating circumstances, to cancel the awards program at any time and shall not have any liability of whatsoever nature to entrants in such circumstances or otherwise.

Any queries in relation to the awards can be directed to:

Jessica Havard

Phone: (02) 9281 8788

Email: Jessica@twodefence.com.au