

ABBI AWARDS 2018 - ENTRY TEMPLATE

This template is designed to ensure you have all the relevant information at your fingertips to complete your submission. Once you have completed it, you must register in the entry site and fill in the form online:

KEY DATES

- Open for entries: Friday, March 30, 2018
- Entry deadline: Friday, September 14, 2018
- Shortlist announcement: Monday, October 1, 2018
- Awards ceremony: Thursday, November 1, 2018

ENTRY PRICES

- **Standard entry price:** \$395 for entries submitted and paid for after Friday, September 14, 2018 (23:59h PST).
- **Discounts:** Discounts are available for multiple entries
 - **2 Entries** - \$785
 - **3 Entries** - \$1,165
 - **4 Entries** - \$1,400

The organizer reserves the right to extend the entry period if there is demand. Any entries submitted after Friday, September 14, 2018 will cost \$100 late fee added to the standard entry fee.

ENTRY GUIDELINES

- To be eligible for the entering categories, the majority of the campaign must have run between 1 January 2017 and 30 March 2018.
- You will be asked to enter a written entry plus 2 images. Only if you are shortlisted, you will be asked to provide a 2-minute video reel and a 30 second video reel. These will be used for further judging and for play during awards ceremony.
- Campaigns may be entered in more than one category. It is advised to adjust your written entry if you are entering in more than one category as judges will be looking for different information in each category.
- All campaigns must be entered in English.
- Please ensure the listing of your company name and any other credits on your entry form are correct and approved before completing and submitting it. These will be used publicly when the Shortlist is announced online based on the information you have provided on your entry form. Once the shortlist is announced there is a five working day window for any credit change requests belonging to the "other credit" section. After the five working days period, all information on the shortlist will be considered final and no further information or request for credit amendments will be considered.
- Ensure your submissions have been properly spell checked before being entered.
- Information in the entry form and its creative will remain confidential until the end of the first round of judging. Once the Shortlist is announced, GABBCON Inc. and ABBI Awards. reserves the right to reproduce submitted material and summaries of entries for the Awards promotion and its other events and publications.

ENTRY PROCESS

We recommend you to fill all your information in this template first, and then copy & paste it into our entry system: **XXXXXXXXXX**. Our entry system has the tendency to time out, so this is the best way to fill in your information & also have a record of your entries.

WHAT OTHER INFORMATION CAN I FIND IN THIS PACK?

- [How to upload supporting images and in what format?](#)
- [Uploading videos – if shortlisted](#)
- [Payment process](#)
- [Contact information](#)
- [Categories](#)
- [Written entry template](#)

UPLOADING YOUR SUPPORTING MATERIALS

1. IMAGES

You must upload 2 images of the campaign in action to support your entry.

- **Image specifications:** format: jpeg 300 dpi, RGB; each image must not exceed file size 10MB.
- The images may be a screen shot from a video or web activity, copy of a press/outdoor advertisement, image of an event in progress, image of an ambient advertisement, etc.
- Note: the images do not need to be a mood board, but should support the entry.
- All creative submissions should not include entering company names or any contributing creative companies.

2. SHORTLISTED VIDEO REELS (only if shortlisted).

ONLY IF SHORTLISTED, you will be required to submit a **2 MINUTE CASE FILM** and a **30-45 SECOND VIDEO EDIT** from the case film of each shortlisted campaign by **Monday October 7, 2018**.

2 MIN VIDEO

- **This is important because it will be the main element used in the final round of judging.**
- Entries for which no reel is provided will not be disqualified, but may be at a disadvantage in the final judging.
- This video reel should be a **summary of the campaign**, including some key images/video and explanation of the insight, strategy, execution and results.
- **The video should not include entering company names** or any contributing creative companies.
- You should ensure the video can work as a **stand-alone piece** as it will act as the main element of the entry at the final judging stage; judges may not necessarily read the written entry.
- Your video reels must be in **English or have English subtitles**.

- If you are fortunate enough to have had your campaign shortlisted in more than one category, it is recommended that you tweak your videos, depending on the category criteria. Judges will watch the same video more than once, but if they do not see the relevance to the category then they will not be able to reward it.
- Please note, judges may not view the complete video if it is longer than 2 minutes. However, the video may be less than 2 minutes.
- When submitting your video, please include: title of entry, contact person and categories where your entry has been shortlisted.
- You must submit your video to marketing@gabbcon.com. We suggest you use [WeTransfer](#)
- **Reel specification:** HD (720p or 1080p), mp4, file size no larger than 250MB. **Maximum length: 2 minutes.**

30-45 SECOND VIDEO

- This will be used at the Awards ceremony in the event that it is a winner.
- It must be a shortened version of the full video reel. It should include key images/video with a shortened summary of the campaign including results.
- Your video reels must be in English or have English subtitles.
- You must submit your video to marketing@gabbcon.com, we suggest you use [WeTransfer](#)
- Reel specification: HD (720p or 1080p), mp4, file size no larger than 250MB. Maximum length: 45 seconds.

Deadline to send your video: Monday October 8, 2018. Please note there is no deadline extension. If we do not receive your video by this date we cannot guarantee it will be viewed for final judging. Entries are likely to be at a disadvantage if no video reel is submitted for final judging.

PAYMENT PROCESS

Please note your payment will be processed in British Pounds (£GBP).

Entry prices

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For entry payments under \$1,500 USD:

Payment must be made online by credit card (Visa, MasterCard, Discover Card or AMEX). Checks will not be accepted. Please note that card payments will always be processed in US Dollars (\$USD).

Payments over \$1,500 USD:

Payments over \$1,500 USD can be processed either via invoice or credit card. Should you require an invoice, please email marketing@gabbcon.com to request an invoice. In this case, all submissions will be submitted via the entry form

attached, not online. Once payment for invoice is received, your entries will be judged. Failure to pay invoices in a timely manner will result in disqualification.

GABBCON Inc. and ABBI Awards reserves the right to charge an admin fee of \$50USD if manual invoices are requested or required on award entries totalling less than **\$1,500**.

Entries may be withdrawn after the final deadline, however will not be eligible for a refund. No entry will be accepted without payment.

ALL SUBMISSIONS CAN BE ALTERED AT ANY TIME UP UNTIL FINAL ENTRY DEADLINE

ANY QUESTIONS?

ABBI Award Questions:

Gabe Greenberg

T: +1 (424) 322-0202

E: g.greenberg@gabbcon.com

ENTERING CATEGORIES:

Categories are divided into the awards' three key pillars: [Media](#), [Content](#), [Insight & Technology](#).

MEDIA

Addressable TV Agency of The Year

This category rewards the agency that has most effectively used addressable TV to reach, achieve and surpass the goals of the campaigns delivered and to differentiate themselves as the best agency in the space. Judges will be looking for examples of addressable TV campaigns, how the agency has differentiated themselves from others in the industry and why they should be selected as the best in the industry.

Audience-Based Buying Agency of The Year

This category rewards the agency that has most effectively deployed audience-based buying tools, campaigns and strategies for their client's. Judges will be looking for examples of how the agency has differentiated themselves from others in the industry and why they should be selected as the best in the industry.

Agency Executive of The Year

This category recognizes the media, creative or specialty agency leader who has differentiated him or herself as an innovator, coach, mentor or has distinguished themselves for other reasons that demonstrate that they are deserving of being recognized by their peers and their team as the best in the industry. Judges will be looking for nominations from the executives team's with explanation of their management style, coaching or mentoring examples, community involvement or other reasons why you believe this leader is worthy of being named Agency Executive of the Year.

Best Multi-Screen Campaign

This category rewards campaigns that have been implemented across different devices with the content being adapted to best fit the individual screen and connecting consumers to the campaign in a holistic way. Judges will be looking for compelling brand stories across multiple media and campaigns that extend their messages to engage consumers and offer positive viewing experiences over multiple screens. The successful multi-screen campaign must show an effective use of the mediums in a creative and engaging way to obtain great results on clear objectives.

Impact Awards

This category is open to campaigns achieving a positive impact on, for example, society or environment – be it a utility, service, or product that meets a public need. This can be CSR or purpose-led marketing campaigns for brands as well as campaigns for charities, not-for-profit organizations or government agencies. The media should have measurable impact on the issue, or demonstrate raised awareness of the organization's purpose, values or initiatives and winners will be able to demonstrate short and long term impact. Campaigns that have changed consumer behavior, or attitudes will gain particular credit.

The Creative Use of Media Award

This category rewards the creative and innovative use of media, whether based on the channel, placement or format. Judges will reward the interesting and innovative use of existing media channels, as well as the creation of new media channels. The winning entry will clearly demonstrate how the creative use of media achieved cut-through for the brand's communication.

Best Launch Campaign

The winning campaign will demonstrate the most successful strategy that created standout in the market and the buzz required to successfully launch or re-launch a new or existing product, service or brand. Judges will look for proven understanding of the target audience and marketplace, which is incorporated into the strategy and execution. It will be advantageous to state results in context in order to underline their success.

Best Use of Digital Media

This category rewards the brand communication that has understood and used digital media to make a success of the campaign. It covers all digital media: from web, social, mobile, gaming and search for example, or a combination of digital media. The jury will be looking for great examples of interaction and results, which only digital media could have achieved.

Best Local Execution

This award will recognize the creative and strategic media approach that results in a qualified brand impact on the local audience. The winning work could be that for a brand campaign adapted for local execution, as long as it shows initiative specifically for the local audience, recognizing cultural nuances. In particular judges will look for great insight, execution including the use of appropriate media channels and strong results such as increases in brand perception, customer engagement and sales.

CONTENT

Best Use of Live Streaming

The winner will show how streaming live or live broadcast of original or branded content was essential for the success of the campaign and enabled community building as well as improved KPIs such as brand engagement. Includes live coverage of events. The content should be tailored to the platform and audience used. Judges will not purely focus on the quality of the content produced, but how the content and the factor that it was live has helped to further amplify and strengthen the brand message.

Best Branded Content in Digital Channels

This category recognizes the best content newly created for digital channels. The content should fit with the brand values, strategy and clearly address the marketing challenge. Judges will evaluate the content creation and creative execution, with additional credit given to storytelling across media channels, as well as the customer experience as evidenced by consumer engagement metrics.

Best Use of Content

This category is searching for a campaign that either has the use of content at the heart, or where content was the main driver for the success of the campaign. The entry should demonstrate how the content was distributed, displayed or amplified. It does not need to be original or newly created content, and can be in any format, eg: video, traditional media or native advertising.

MEDIA

Addressable TV Agency of The Year

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2018 Impact

This category is open to campaigns achieving a positive impact on, for example, society or environment – be it a utility, service, or product that meets a public need. This can be CSR or purpose-led marketing campaigns for brands as well as campaigns for charities, not-for-profit organizations or government agencies. The media should have measurable impact on the issue, or demonstrate raised awareness of the organization's purpose, values or initiatives and winners will be able to demonstrate short and long term impact. Campaigns that have changed consumer behavior, or attitudes will gain particular credit.

Most Creative Use of Media

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Most Innovative Use of Digital Media

This category rewards the brand communication that has understood and used digital media to make a success of the campaign. It covers all digital media: from web, social, mobile, gaming and search for example, or a combination of digital media. The jury will be looking for great examples of interaction and results, which only digital media could have achieved.

Best Local Execution

This award will recognize the creative and strategic media approach that results in a qualified brand impact on the local audience. The winning work could be that for a brand campaign adapted for local execution, as long as it shows initiative specifically for the local audience, recognizing cultural nuances. In particular judges will look for great insight, execution including the use of appropriate media channels and strong results such as increases in brand perception, customer engagement and sales.

INSIGHT & TECHNOLOGY

Most Innovative Use of Addressable Television

This category recognizes the best campaigns that are using an effective audience-based buying strategy to reach TV addressable homes and devices. The jury will reward campaigns specifically designed for addressable TV/video, and will judge these based on the success/outcome of the actual campaign as it relates to its ability achieve the stated goals of the campaign.

Global DSP of The Year

This category recognizes the DSP who has demonstrated leadership in technology, features, functionality as a DSP. Judges will focus how the DSP has been differentiated itself by either new product innovation, revenue growth or client growth (or a combination of all of these features).

Most Innovative Use of Audience-Based Buying Technology

This category seeks to reward the most innovative use of technology for audience-based buying. Judges will need to appreciate how the winner's use of technology has delivered in the space, and what measurable results and/or competitive advantage it has given for the client. Entries are welcome from the user of the technology as well as the technology provider.

Audience-Based Buying Platform of The Year

This category seeks to reward the most innovative technology built and deployed for audience-based buying. Judges will need to appreciate how the winner's use of their platform has delivered value for the industry, and what measurable

results and/or competitive advantage it has given the company. Entries are welcome from the user of the technology as well as the technology provider.

Most Innovative Use of Data & Insight

The winner in this category will demonstrate the most innovative use of data and reflect the achievement of effectively reaching consumers where the successful campaign has been notably enhanced, or even made possible through learning gained from econometrics or insights. Campaigns can reach from social media to e-commerce as long as they have data and insights at their heart. The winning entry should demonstrate the best use of small or big data and the resulting insights, which has ultimately improved results, as evidenced by metrics, increases in the average order value, a reduction in online CPA or increase in ROI. Pre and post-campaign statistics will be another useful benchmark for judges.

Most Effective Use of Video

Entries in this category will have used premium video, TV or OTT to deliver a brand or direct response campaign. Winning campaigns will show the effective use of premium video within their marketing strategies and can prove how the campaign generated tangible results for the client’s brands.

Best Use of Technology

This category recognizes the campaign seen to exploit new or existing technology to its full potential for the benefit of the brand. The winning campaign will be able to demonstrate a good brand/technology fit and show innovation in the use of new or existing technology to reach an audience. This category is open to any existing media channel and any new one created by the use of the technology. Technology can include, but not limited to, Blockchain, AI, chatbots, IOT, voice activations, drones, AV technologies, etc. Judges will focus how the technology has been applied to meet the marketing challenge.

Most Innovative Use of AR / VR Technology

The winner will demonstrate the successful use of virtual or augmented reality technology as an essential part of the campaign. Judges will be considering the brand fit, user experience, storytelling and the outcome that can be attributed to the use of this technology.

WRITTEN ENTRY TEMPLATE - MEDIA

Please fill out Section A and Section B of the form for all categories.

SECTION A: Basic Entry Information

<p>Entry title</p> <p>This is the name given to the entry for a certain campaign that was launched or aired. In the case of the entry being shortlisted this is the title used in publication. The entry title should be the same over different categories for the same campaign.</p>	
<p>Entering category</p> <p>The category you would like to enter your work into. Once one entry is completed, you will be able to clone the same entry in different categories.</p>	

Entering company The entrant company is the business that submits an entry for the consideration of GABBCON. In the case of the entry being shortlisted, this is the company being named on the shortlist. In case of winning an award, the entrant company is the entity receiving the trophy. There can be only one entrant company.	
Agency network A group of a media agencies, with offices around the globe sharing the same network name in their name a, e.g. Mindshare or OMD.	
Agency group A group of a networks, with offices around the globe, owned with 51% or more by the Parent media group. This would be GroupM, Omnicom Media Group, Publicis Media, Mediabrands, Havas or Dentsu Aegis Network.	
Type of company e.g. advertiser, media agency, advertising agency, media owner, etc.	
Entering country The entering country is based on the location of the entrant company. In case of the entry being shortlisted, this is the country being named on the shortlist.	
Brand e.g. Dove (if applicable)	
Brand owner e.g. Unilever (If applicable)	
Secondary contact (email address) <u>Note:</u> We will be contacting this person too if the entry is shortlisted	

Date range of activity (DD/MM/YY - DD/MM/YY) <u>Note:</u> eligible campaigns must have run between 1 January 2017 and 31 January 2018.	
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Markets activity covered Where was the activity deployed?	
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Client name <u>Note:</u> it is compulsory to have the client's approval in order to submit your entry. Should your client require an official letter from the organisers confirming the confidentiality of the written submissions, in order to approve your participation in the awards, please get in touch with marketing@gabbcon.com	
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Client job title	
Client email address	

Credits – Agency The agency who has been the media lead for the campaign (this agency will be awarded grand prix points for Agency Network of the Year). They'll be listed under "Other Credits" on the shortlist if different from entrant company. <u>Note:</u> Just list the agency, no individual credits	
Credits – Additional Agencies Please list any other media agency that might have been involved in the project (if applicable, grand prix points will be split between the involved media agencies). They'll be listed under "Other Credits" on the shortlist if different from entrant company. <u>Note:</u> Just list the agency/ies, no individual credits	
Credits – Publisher/Media Owner Please list the media owner if you worked with a dedicated partner on this campaign	
Credits – Ad Tech Provider Please list the ad tech provider / platform, if you worked with a dedicated supplier.	
Credits - Other credits Please list any other companies (e.g. creative agencies, technology partners, PR agency) that have been involved in the campaign. They'll be listed under "Other Credits" on the shortlist if different from entrant company. <u>Note:</u> Just list the agency/ies, no individual credits	

SECTION B: Draft Written Entry

Please share the details of your campaign activity as indicated below. Please be aware of the word count as the submissions site will not allow you to exceed this.

All written submissions should not include entering company names or any contributing creative companies.

Objectives Please state your objectives for the campaign. This section is not scored by the judges. (50 words max)	
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<p>Insight</p> <p>The marketing challenge, brand insight and consumer insight. (250 words max)</p>	
<p>Strategy</p> <p>The communications strategy, how did your strategy meet business objectives? (300 words max)</p>	
<p>Execution</p> <p>The creativity of the communication and activation or delivery. If applicable, please describe the different steps of the campaign's execution. You may state any Media Owner involved.</p> <p>For CONTENT categories: a link with no agency branding should be added to showcase the work. (250 words max)</p>	
<p>Results</p> <p>Please refer to the category description for the relevant metrics. (200 words, except for The Effectiveness Award category where this section calls for 350 words)</p>	
<p>Budget</p>	<p><i>What was the media budget for this campaign?</i></p> <ul style="list-style-type: none"> • <i>Less than USD \$ 500K</i> • <i>USD \$ 500K+ to USD \$1 Million</i> • <i>USD \$ 1 Million+ to USD \$ 10 Million</i> • <i>USD \$ 10 Million+ to USD \$ 25 Million</i> • <i>USD \$ 25 Million+</i>

CONTENT

Best Launch Campaign

The winning campaign will demonstrate the most successful strategy that created standout in the market and the buzz required to successfully launch or re-launch a new or existing product, service or brand. Judges will look for proven

understanding of the target audience and marketplace, which is incorporated into the strategy and execution. It will be advantageous to state results in context in order to underline their success.

Most Innovative Use of Digital Media

This category rewards the brand communication that has understood and used digital media to make a success of the campaign. It covers all digital media: from web, social, mobile, gaming and search for example, or a combination of digital media. The jury will be looking for great examples of interaction and results, which only digital media could have achieved.

Best Local Execution

This award will recognize the creative and strategic media approach that results in a qualified brand impact on the local audience. The winning work could be that for a brand campaign adapted for local execution, as long as it shows initiative specifically for the local audience, recognizing cultural nuances. In particular judges will look for great insight, execution including the use of appropriate media channels and strong results such as increases in brand perception, customer engagement and sales.

WRITTEN ENTRY TEMPLATE - CONTENT

Please fill out Section A and Section B of the form for all categories.

SECTION A: Basic Entry Information

<p>Entry title</p> <p>This is the name given to the entry for a certain campaign that was launched or aired. In the case of the entry being shortlisted this is the title used in publication. The entry title should be the same over different categories for the same campaign.</p>	
<p>Entering category</p> <p>The category you would like to enter your work into. Once one entry is completed, you will be able to clone the same entry in different categories.</p>	
<p>Entering company</p> <p>The entrant company is the business that submits an entry for the consideration of GABBCON. In the case of the entry being shortlisted, this is the company being named on the shortlist. In case of winning an award, the entrant company is the entity receiving the trophy. There can be only one entrant company.</p>	
<p>Agency network</p> <p>A group of a media agencies, with offices around the globe sharing the same network name in their name a, e.g. Mindshare or OMD.</p>	
<p>Agency group</p> <p>A group of a networks, with offices around the globe, owned with 51% or more by the Parent media group. This would be GroupM, Omnicom Media Group, Publicis Media, Mediabrands, Havas or Dentsu Aegis Network.</p>	
<p>Type of company</p> <p>e.g. advertiser, media agency, advertising agency, media owner, etc.</p>	

Entering country The entering country is based on the location of the entrant company. In case of the entry being shortlisted, this is the country being named on the shortlist.	
Brand e.g. Dove	
Brand owner e.g. Unilever	
Industry the brand belongs to e.g. FMCG	
Secondary contact (email address) <u>Note:</u> We will be contacting this person too if the entry is shortlisted	

Date range of activity (DD/MM/YY - DD/MM/YY) <u>Note:</u> eligible campaigns must have run between 1 January 2017 and 31 January 2018.	
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Markets activity covered List the countries or regions in which the campaign operated.	
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Client name <u>Note:</u> it is compulsory to have the client's approval in order to submit your entry. Should your client require an official letter from the organisers confirming the confidentiality of the written submissions, in order to approve your participation in the awards, please get in touch with marketing@gabbcon.com	
Client job title	
Client email address	

Credits – Lead Media Agency The agency who has been the media lead for the campaign (this agency will be awarded grand prix points for Agency Network of the Year). They'll be listed under "Other Credits" on the shortlist if different from entrant company. <u>Note:</u> Just list the agency, no individual credits	
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<p>Credits – Additional Media Agencies</p> <p>Please list any other media agency that might have been involved in the project (if applicable, grand prix points will be split between the involved media agencies). They'll be listed under "Other Credits" on the shortlist if different from entrant company.</p> <p>Note: Just list the agency/ies, no individual credits</p>	
<p>Credits – Media Owner</p> <p>Please list the media owner if you worked with a dedicated partner on this campaign</p>	
<p>Credits – Ad Tech Provider</p> <p>Please list the ad tech provider / platform, if you worked with a dedicated supplier.</p>	
<p>Credits - Other credits</p> <p>Please list any other companies (e.g. creative agencies, technology partners, PR agency) that have been involved in the campaign. They'll be listed under "Other Credits" on the shortlist if different from entrant company.</p> <p>Note: Just list the agency/ies, no individual credits</p>	

SECTION B: Draft Written Entry

Please share the details of your campaign activity as indicated below. Please be aware of the word count as the submissions site will not allow you to exceed this.

All written submissions should not include entering company names or any contributing creative companies.

<p>Objectives</p> <p>Please state your objectives for the campaign. This section is not scored by the judges. (50 words max)</p>	
<p>Insight</p> <p>The marketing challenge, brand insight and consumer insight. (250 words max)</p>	
<p>Strategy</p> <p>The communications strategy, how did your strategy meet business objectives? (300 words max)</p>	

<p>Execution</p> <p>The creativity of the content and activation with a link to the execution that has no agency branding.</p> <p>(250 words max)</p>	
<p>Results</p> <p>What were the outcomes of the content execution?</p>	

INSIGHT & TECHNOLOGY

Most Innovative Use of Addressable Television

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The winner will demonstrate the successful use of virtual or augmented reality technology as an essential part of the campaign. Judges will be considering the brand fit, user experience, storytelling and the outcome that can be attributed to the use of this technology.

WRITTEN ENTRY TEMPLATE – INSIGHT AND TECHNOLOGY

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SECTION A: Basic Entry Information

<p>Entry title</p> <p>This is the name given to the entry for a certain campaign that was launched or aired. In the case of the entry being shortlisted this is the title used in publication. The entry title should be the same over different categories for the same campaign.</p>	
<p>Entering category</p> <p>The category you would like to enter your work into. Once one entry is completed, you will be able to clone the same entry in different categories.</p>	

Entering company The entrant company is the business that submits an entry for the consideration of GABBCON. In the case of the entry being shortlisted, this is the company being named on the shortlist. In case of winning an award, the entrant company is the entity receiving the trophy. There can be only one entrant company.	
Type of company DSP, Agency, Publisher, Etc.	
Entering country The entering country is based on the location of the entrant company. In case of the entry being shortlisted, this is the country being named on the shortlist.	
Secondary contact (email address) <u>Note:</u> We will be contacting this person too if the entry is shortlisted	
Date range of activity (DD/MM/YY - DD/MM/YY) <u>Note:</u> eligible campaigns must have run between 1 January 2017 and 31 January 2018.	

Markets activity covered Where was the activity deployed?	
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Credits – Lead Company The company who has been the lead for the entry	
Credits – Agency Please list the agency and contacts for the agency and team that have been involved in the project	
Credits – Media Owner Please list the media owner if you worked with a dedicated partner on this campaign	
Credits – Ad Tech Provider Please list the ad tech provider / platform, if you worked with a dedicated supplier.	
Credits - Other credits Please list any other companies (e.g. creative agencies, technology partners, PR agency) that have been involved in the campaign. They'll be listed under "Other Credits" on the shortlist if different from entrant company. <u>Note:</u> Just list the agency/ies, no individual credits	

SECTION B: Draft Written Entry

Please share the details of your campaign activity as indicated below. Please be aware of the word count as the submissions site will not allow you to exceed this.

All written submissions should not include entering company names or any contributing creative companies.

<p>Objectives Please state your objectives for the campaign. This section is not scored by the judges. (50 words max)</p>	
<p>Insight The marketing challenge, brand insight and consumer insight. (250 words max)</p>	
<p>Strategy The communications strategy, how did your strategy meet business objectives? (300 words max)</p>	
<p>Execution Please refer to the category description for the relevant metrics. (250 words)</p>	
<p>Results Please refer to the category description for the relevant metrics. (200 words)</p>	

Budget (If Applicable)	<p><i>What was the media budget for this campaign?</i></p> <ul style="list-style-type: none">• <i>Less than USD \$ 500K</i>• <i>USD \$ 500K+ to USD \$1 Million</i>• <i>USD \$ 1 Million+ to USD \$ 10 Million</i>• <i>USD \$ 10 Million+ to USD \$ 25 Million</i>• <i>USD \$ 25 Million+</i>
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