

**Digital  
Media  
Awards**

亚太区数码媒体大奖

**Entry Kit**

**Closing Deadline:**

**Wednesday, 19 August, 2009**

[www.digitalmediaawardsasia.com](http://www.digitalmediaawardsasia.com)

# INTRODUCTION

The Digital Media Awards return for their third year, celebrating the best Asia's digital marketing industry has to offer.

The past 12 months have thrown up huge challenges to all forms of marketing, but the signs are the digital sector is weathering the storm better than most. China's online sector goes from strength to strength, while in Singapore the launch of the Interactive Advertising Bureau shows that the industry is ready to take joint action to drive the industry onwards.

Digital marketing continues to break new ground. For a growing number of clients, it is no longer a niche pursuit; we have seen more and more campaigns using digital channels as the central component of multimedia activity.

Digital is also expanding – the rise of sites such as Twitter (and its local equivalents) has been one of this year's big stories. We have seen the rise of social media and even search as PR tools, and new possibilities for advertising as 3G spreads around the region.

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 campaign of the lot and crowning the Digital Media Awards Agency of the Year 2009.

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.



**David Tiltman**  
Managing Editor  
*Media*



Digital Media Awards is organised by haymarket media

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# THE CATEGORIES

Launched in 2007, the Digital Media Awards recognise the 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 media.

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 body.

## Sector Awards:

Digital marketing campaigns and projects for client advertisers can be entered for the vertical sector in which the client organisation operates. Judges will look for entries that demonstrate the effectiveness with which the project or campaign met the objectives of the advertiser.

- S1. Technology & telecoms
- S2. Leisure/travel
- S3. Retail
- S4. Financial services
- S5. FMCG
- S6. Not-for-profit
- S7. Automotive
- S8. B2B (other)
- S9. B2C (other)

## Media Awards:

Campaigns and projects for client advertisers can be entered according to the pre-dominant digital medium used. Judges will once again look for entries that demonstrate the effectiveness with which the project or campaign met the objectives of the client advertiser.

### A. Search

Awarded to the campaign that uses search marketing (could include search engine optimisation and pay-per-click advertising) as a key component of its communications strategy.

### B. Mobile

Awarded to the best use of the mobile platform, which includes advertising campaigns and applications, to create a measurable impact as part of an overall marketing communications strategy. Mobile use could refer to all types of advertising or applications that can be accessed on mobile phones, PDAs, blackberries, etc., including SMS and MMS campaigns.

### C. Online advertising

Awarded to the campaign that uses online as a key engagement driver in its marketing campaign 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. Could include banners, viral videos, landing sites, etc.

### D. Website

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

### E. Best loyalty campaign

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

### G. 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 and media 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. Media innovation award

Awarded to the campaign that use digital media in exploring new channels of communication or making use of existing ones in new and innovative ways to achieve marketing success during the review period. There will only be one winner in this category.

## Industry Award:

### Digital brand of the year

Awarded to the brand that used digital media to execute innovative ideas and achieve marketing success during the review period. The judges 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.

## 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 2009 Agency of the Year

This category cannot be entered directly. The agency network with the highest aggregate score from points allocated to the awarded agencies for all of the categories will be given this award.

### Points allocation as follows:

- Gold Award – 10 points
- Silver Award – 8 points
- Bronze Award – 6 points

# GENERAL ENTRY RULES AND INFORMATION

## Who should enter?

Entry is open to clients and media owners, as well as their 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 2008 to 31 July 2009 is eligible to enter the Awards.

## Dates & deadlines

Entry deadline: Friday, 31 July 2009, 6pm (HK/SG Time)

Late entry deadline: Wednesday, 19 August 2009, 6pm (HK/SG Time)

Awards presentation: Monday, 16 November 2009 (Beijing, China)

## Entry fees

Entries received on or before 31 July: US\$170 / HK\$1,330

Entries received after 31 July: US\$190 / HK\$1,485

The last date on which entries will be accepted is Wednesday, 19 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 28 August may be disqualified and Haymarket Media Ltd will retain the right to claim for unpaid entry fees.**

## Awards presentation

Winners will be announced at the Digital Media Awards presentation dinner on 16 November 2009 in Beijing, China.

## 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. In all categories, judges will look primarily for projects that have delivered against the client

advertiser's objectives. Winning projects will be able to offer demonstrable success in this regard.

However, judges will also take into account the 'level of difficulty' of those objectives and the degree to which they have been met using innovative and creative treatments.

## 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%)

Originality of the 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.

## 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 and a client endorsement email response from the nominated senior manager must be received by the organisers before 28 August 2009.
- 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 mark various sensitive parts of their submission as "Not for publication" and tick the "Confidentiality request" box on the entry form, provided these restrictions are not used excessively.
- Entries are non-returnable.
- Entries unpaid by 28 August may be disqualified and Haymarket Media Ltd will retain the right to claim for unpaid entry fees.

# HOW TO ENTER

Submit your entries online at  
[www.digitalmediaawardsasia.com](http://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 500-word written submission
- Supporting materials in a microsite/landing page
- 3 compulsory hi-res images used to showcase the entry if awarded
- Nominated client details 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 3 copies of DVDs containing hi-res versions of all videos submitted in .mov or .avi formats to:

Digital Media Awards 2009  
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 500 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 should include the following points:

- Brief and marketing challenges/objectives
- Strategy behind the work
- Solution/creative idea
- Results/achievements
- Awards and recognition
- Why the campaign/brand is deserving of an award

## 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.

All 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 19 August to 23 November 2009. Please supply passwords, if needed, for access to the URL.
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 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 judging.
5. Any supporting data must be accompanied by an indication of their source.

## 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
- File formats: .doc, .ppt, .pdf

### Pictures/Photographs

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

### Audio

- File size: Less than 5MB
- File formats: .mp3

### Videos/Animations

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

For more details, please visit  
[www.digitalmediaawardsasia.com](http://www.digitalmediaawardsasia.com)

For enquiries, please contact:  
Vic Ho  
Tel: +65 6579 0538  
Email: [vic.ho@haymarketasia.com](mailto:vic.ho@haymarketasia.com)

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# 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'. Choose your category wisely depending on the strength of the campaign.

## B) Individualise the 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 personalise 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 media owner, industry measurement tool or 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:  
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