

MMA EMEA SMARTIES 2020 EFFECTIVE ENTRY INSIGHTS





2020 SMARTIES

Get recognised for Innovation in Modern Marketing within EMEA

EMEA SMARTIES honours the most effective modern marketing across Europe, the Middle East and Africa. If you had a campaign that ran in any country within the EMEA region, enter your campaign for the EMEA Awards, and your originating country Awards, to be rewarded for all your hard work and achieve the recognition you deserve. It will also help improve your rankings on the MMA SMARTIES BUSINESS IMPACT Index.

You can enter EMEA awards and tick a box to enter the awards programme in any or all of the countries where it ran.

Or enter your originating country awards and then tick a box to enter the EMEA awards.

Region: EMEA

Countries: MENA, South Africa, Spain, Turkey, UK

||| 2020 SMARTIES – Benefits of winning a Smarties

- ✓ For your company: Promotes the agency and brand as a highly effective shop
- ✓ For your company: Impress your clients, your management, your peers and colleagues
- ✓ For your company: Attract new business
- ✓ For you: Build your resume
- ✓ For you: Enhances your career marketability
- ✓ All: Get industry kudos

WRITING AN EFFECTIVE ENTRY

This PowerPoint is a brief outline of effective entry insights

It is important that you read the General Rules on the SMARTIES website:

<https://www.mmaglobal.com/smarties/awards/programs/emea>

WRITING AN EFFECTIVE ENTRY

Read the entry overview and general rules

Note the requirements and formats for creative materials

Start building your entry offline first

Once you've proofed it, cut and paste each section into the online form

WRITING AN EFFECTIVE ENTRY

Engage the judges and build your business case for winning a Smarties award

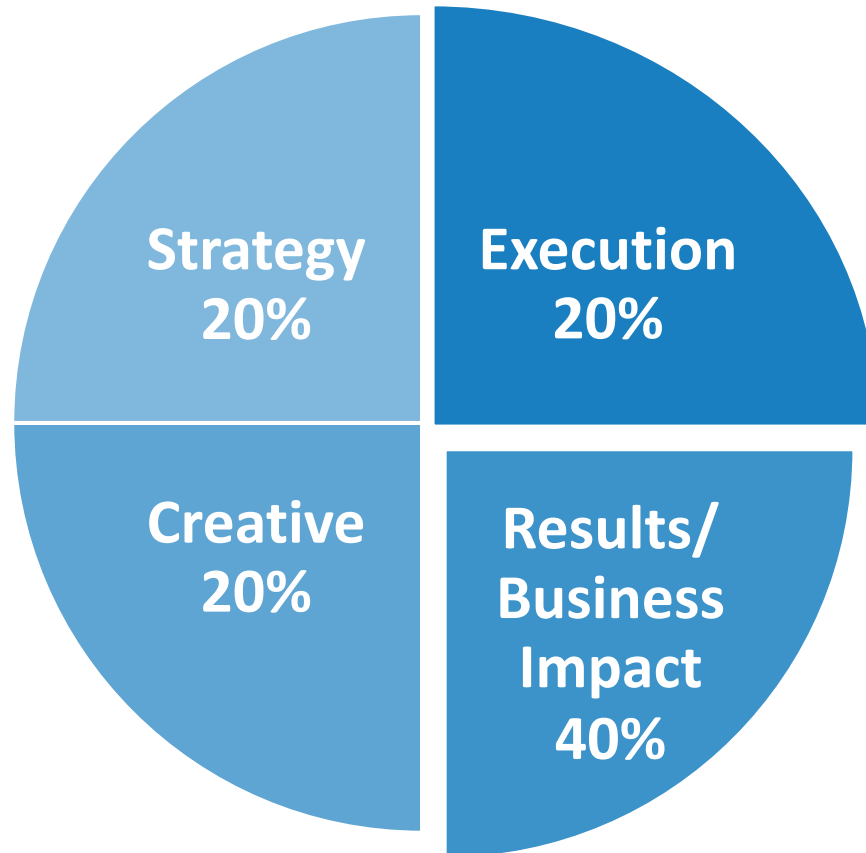
Write your entry like a short story, but keep it simple, clear, and concise

Be sure to articulate objectives, strategies, and tactics

Attempt to tightly edit your write-ups, using short, brief paragraphs wherever possible

2020 SMARTIES

SMARTIES are judged by four areas, and are weighted as follows:



STRATEGY

Represents **20%** of total judging score

There is a 650-word maximum for this section. Includes objective, target audience, creative strategy, and context

Build your story in this section of the entry form

Judges look for information and understanding of the business and/or marketing challenge along with a solid mobile strategy



Include:

- Strategic objectives
- Increased market share
- Brand awareness
- Time engaged with the brand
- Sales
- Leads



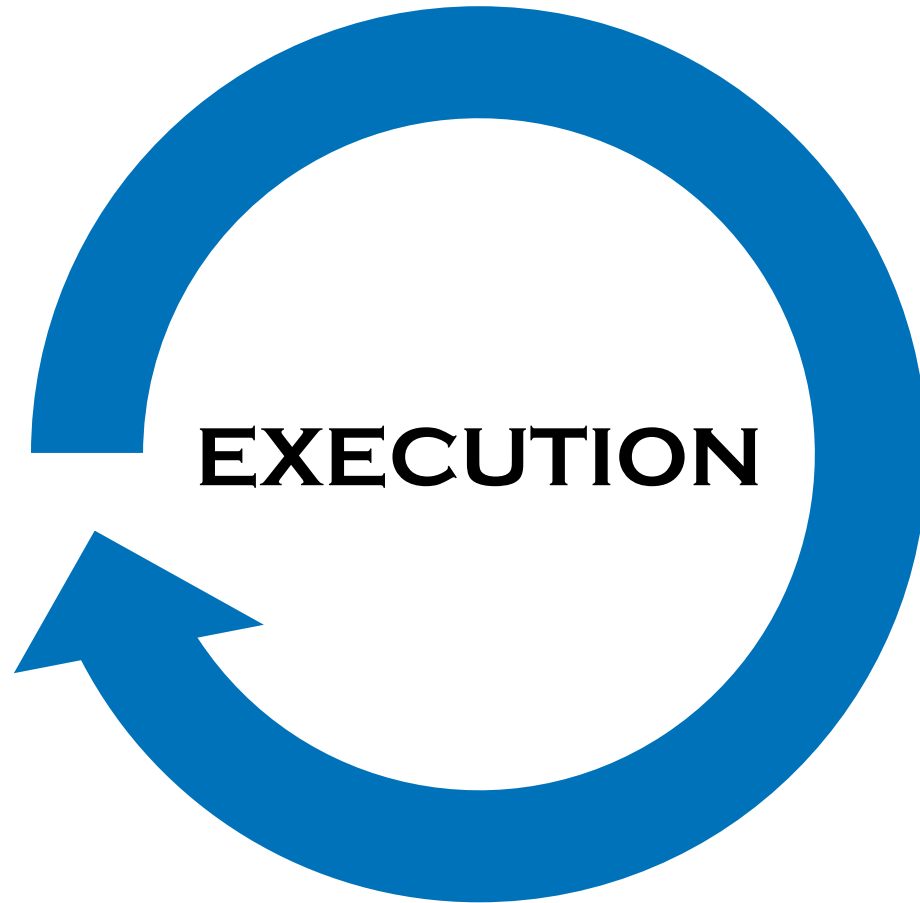
- Who was the intended target audience?
- What was the creative and media strategy?
- Context - First year of campaign?
 - If not, how has the strategy adapted to previous results and new technology?

EXECUTION

Represents **20%** of total judging score

There is a 475-word maximum for this section. Includes overall campaign, execution and mobile execution

Describe how the campaign was implemented and its level of success



- How did the execution or enabling technology help achieve results?
- How was the mobile component or enabling technology integrated into the overall marketing strategy?
- How creative or sophisticated was the campaign in its use of mobile media?



- How was it matched to specific markets, demographics relevant to the overall campaign execution?
- What percent of the campaign budget went to mobile?
- How well was mobile technology leveraged?



- What impact did the campaign have on the market?
- What did the mobile channel or enabling technology bring to the overall campaign that other marketing channels missed?

CREATIVE

Represents **20%** of the total judging score

Make it as easy as possible for judges to experience the creative as originally intended

A 90 seconds case study video is recommended. If not available, submit a brief written case study (2 pages maximum) that captures the creative and actual interactive experience

Include active URL to landing page or FTP site with links to each creative element of the campaign
Multiple active URLs should be separated with a comma

Make sure links are live



Judges will consider

- Consumer engagement
- Unique use of mobile media types
- Creativity dynamics and integration with overall campaign

RESULTS (BUSINESS IMPACT)

Represents **40%** of total judging score

There is a 450-word maximum for this section. Includes context, evaluation, market impact and ROI

Include qualitative and quantitative data to support claims of success



- Did the campaign achieve its objectives and goals?
- What impact did the campaign have on the market, if any?
- How innovative was the campaign?



- What impact did the campaign or enabling technology have on future utilization of mobile in their business?
- How did consumers receive the campaign?
- When providing results, hard numbers and context will have a great impact on how your entry is judged



If your client won't let you reveal results in terms of actual response rates or sales, express results in relative terms

- Percentage improvement over control or return on investment ratio
- Index results against your allowable; your past campaigns' successful performance or another standard



- If you do index against past campaigns' performance, be sure to explain what that standard is
- Index numbers are meaningless if out of context
- You can also calculate a figure for return on investment (based on sales, profit, etc.)

Additional Details on completing the [Entry Form](#), and [Entry Guidelines and Rules](#) can be found in the EMEA SMARTIES website

For additional Insights and Tips from the Jury, visit the [How to win at the Smarties Awards](#) section on the MMA website

WINNING ENTRIES FROM PREVIOUS YEARS

Award winning work is searchable via our winner's console here:
<https://www.mmaglobal.com/smarties/awards#winners>

If you'd like to see the Best in Shows, the Gold winners, a specific country they are all [here](#) covering the last five years.



Deadlines & Fees



2020 SMARTIES

DEADLINES EMEA & COUNTRY PROGRAMMES

EMEA	MENA	South Africa
Early Bird – May 22, 2020	Early Bird – July 1, 2020	Early Bird – May 22, 2020
OnTime – July 27, 2020	OnTime – September 25, 2020	OnTime – July 31, 2020
Extended – August 14, 2020	Extended – October 23, 2020	Extended - August 21, 2020

Spain	Turkey	United Kingdom
Early Bird – May 29, 2020	Early Bird - June 1, 2020	Early Bird - May 22, 2020
OnTime – July 31, 2020	OnTime - August 4, 2020	OnTime – July 27, 2020
Extended – August 14, 2020	Extended – August 21, 2020	Extended – August 14, 2020



EMEA AND COUNTRY PROGRAM FEES
 CALL FOR ENTRIES FOR THIS PROGRAM OPENS IN LATE MARCH

MEMBER FEES

EMEA	Early Bird	On-Time	Extended
<i>First Submission</i>	\$275	\$350	\$425
Additional Categories			
<i>First Additional</i>	\$200	\$275	\$350
<i>Each Additional After</i>	\$175	\$250	\$325

Country (MENA, South Africa, Spain, Tukey, UK)	Early Bird	On-Time	Extended
<i>First Submission</i>	\$175	\$250	\$325
Additional Categories			
<i>First Additional</i>	\$100	\$175	\$250
<i>Each Additional After</i>	\$75	\$150	\$225

NON-MEMBER FEES

EMEA	Early Bird	On-Time	Extended
<i>First Submission</i>	\$300	\$375	\$450
Additional Categories			
<i>First Additional</i>	\$225	\$300	\$375
<i>Each Additional After</i>	\$200	\$275	\$350

Country (MENA, South Africa, Spain, Tukey, UK)	Early Bird	On-Time	Extended
<i>First Submission</i>	\$200	\$275	\$350
Additional Categories			
<i>First Additional</i>	\$125	\$200	\$275
<i>Each Additional After</i>	\$100	\$175	\$250



QUESTIONS – WHAT ELSE WOULD YOU LIKE TO KNOW?

Contact:

mmasmartiesemea@mmaglobal.com

or

Your MMA Country Director