

Global Mobile Marketing Awards Submission Guidelines

The Global Mobile Marketing Association presents a number of awards, annually, to recognize significant contribution within the global mobile marketing industry. The following document outlines the judging criteria for the awards. The awards in the 2008 Mobile Marketing Association Awards program include:

- Best Use of Mobile Marketing
 - o There are seven categories for the Best Use of Mobile Marketing Award which include:
 - Branding
 - Direct Response
 - Promotional
 - Relationship Building
 - Product/Services Launch
 - Search Marketing
 - Cross Media Integration
- Innovation Award
- Innovation Award for Creativity
 - o Technology
 - o Media
- Mobile Marketing Academic of the Year
- Outstanding Individual Achievement in Mobile Marketing
- Mobile Marketing Association Award for Overall Excellence (Company/ Committee)

Awards may be presented by geographic region, dependent on the applications received. The four global regions which may be recognized with separate awards include:

- North America
- Central & Latin America
- Europe, Africa & Middle East
- Asia Pacific

Cost to enter is:

100USD per entry, MMA member early bird rate (through September 8)

125USD per entry, MMA member rate (after September 8)

150USD per entry, non MMA members

Payment must be received at time of submission for entry to be considered. Please download a credit card authorization form from the website. *Note that there is no cost to enter for the Mobile Marketing Academic of Year category.*

NOTE: In all categories, if there are no suitable nominees, the Award Selection Committee may decide to forgo appointing a winner, for any category or geography, in any given year.

QUALIFICATIONS FOR BEST USE OF MOBILE MARKETING AWARDS

BEST USE OF MOBILE MARKETING

The Best Use of Mobile Marketing Award is presented to the company that used mobile marketing in an innovative manner to achieve the desired results in the following seven categories: Branding, Direct Response, Promotion, Relationship Building, Product/Services Launch, Search Marketing and Cross Media Integration.

- Branding: To impact the awareness of a brand or what the brand stands for.
- Direct Response: To seek a direct response, such as sales, conversions, trials or purchase intent among others.
- Promotion: To offer a promotional campaign or sweepstakes in a creative manner.
- Relationship Building: To build a relationship with the consumer or business in regards to your product.
- Product/Services Launch: To introduce a new product or service into the marketplace.
- Search Marketing: To offer a mobile marketing campaign utilizing search marketing tactics.
- Cross Media Integration: To show the best integration of mobile across different platforms: print, TV, online, etc

Global Mobile Marketing Awards Submission Guidelines

QUALIFICATIONS FOR INNOVATION AWARDS

INNOVATION AWARD

The Innovation Award is presented to a company that has demonstrated and applied new products and/or technology which significantly contribute to the growth of the industry, or has leveraged existing (standard) technology in a creative manner.

INNOVATION AWARD FOR CREATIVITY

The Innovation Award for Creativity is presented to a company that has led the development of a new innovation in creativity dynamics for mobile marketing. There will be two awards presented for this category in the areas of technology and media.

- Technology: Focus on creativity through a new wireless technology or media.
- Media: Focus on creativity in art or media type.

QUALIFICATIONS FOR THE MOBILE MARKETING ACADEMIC OF THE YEAR AWARD

The Mobile Marketing Academic of the Year Award is presented to the leading individual researcher or research team that has provided unique and significant conceptual, qualitative, or quantitative research contributions to the mobile industry's understanding of mobile marketing theory and practices.

General Qualifications

The Candidate(s)...

MUST:

- Be a full or part-time student(s), professor(s), and/or researcher(s) at an accredited academic institution.
- Have a demonstrable accumulated body of original research in the mobile marketing space.
- Submit a research proposal or completed study as appropriate per the nature of the work, along with the nomination form.

DOES NOT

- Have to be a member of the Mobile Marketing Association to be nominated.

Leadership

Did the candidate(s)...Generate a dialogue of importance for the Mobile Marketing industry that benefited the organization and/or the industry?

- Develop new directions, or push the industry forward, with respect to core practices or key issues facing the mobile marketing industry?
- Effectively advocate the goals of the organization to government, the public or others in the industry?
- Build value for the industry among consumers and those companies in the mobile marketing ecosystem?
- Solve problems, technical or process-related, central to the practice or well-being of the industry?
- Execute industry change, this year that the industry esteems as a defining accomplishment?

Character

Did the candidate(s)...

- Offer more of their time than reasonably expected in pursuit of a greater cause for the industry?
- Garner a reputation of leadership amongst their peers? Achieve the respect and admiration of friends and competitors, as the 'go to' person for the industry?
- Challenge the mobile marketing industry to greater achievement?
- Transcend politics and offer unbiased leadership in the tasks that were achieved?



Contact:
awards@mmaglobal.com

Global Mobile Marketing Awards Submission Guidelines

Contribution

Did the candidate(s)...

- Achieve concrete results? Are these results acknowledged by the industry? Provide samples.

Additional Guidance

- Candidates who accomplish a significant amount, but gain little recognition from their peers or the industry, will not be considered for this award.
- Leadership must be accompanied by concrete examples of results – both from the candidate, peers and the industry. Reference letters are encouraged from company, competitors and industry.

Award

- Trophy and Plaque
- Opportunity to present a brief summary of research at MMA Annual Members' Event (geography to be determined)
- MMA will publish research paper
- \$2,000 cash research grant for winner and \$500 cash research grant for secondary honorable mention winner

QUALIFICATIONS FOR THE OUTSTANDING INDIVIDUAL ACHIEVEMENT IN MOBILE MARKETING & THE MOBILE MARKETING AWARD FOR OVERALL EXCELLENCE

OUTSTANDING INDIVIDUAL ACHIEVEMENT IN MOBILE MARKETING

The Outstanding Individual Achievement in Mobile Marketing is the highest honor given to an individual in the mobile marketing industry. The Award highlights an individual who exhibits impressive leadership and selfless dedication to growing the mobile marketing industry and promoting standards that benefit and protect consumers. The Award is awarded only to individuals who meet the strict guidelines outlined below.

MOBILE MARKETING ASSOCIATION AWARD FOR OVERALL EXCELLENCE

The Mobile Marketing Award for Overall Excellence will recognize the overall excellence and leadership award based on significant contributions to the mobile marketing industry by a company and/or committee. It is awarded only to committees and/or companies who meet the strict guidelines outlined below.

General Qualifications

The Candidate(s)...

MUST

- Have worked in the industry during the year of the award, but does not have to be working in the industry when the award is granted.

For instance, a candidate may retire or leave a position during the year and still qualify.

DOES NOT

- Have to be a member of the Mobile Marketing Association to be nominated or considered.

Leadership

Did the candidate(s)...

- Generate a dialogue of importance for the Mobile Marketing industry that benefited the organization and/or the industry?
- Develop new directions, or push the industry forward, with respect to core practices or key issues facing the mobile marketing industry?
- Effectively advocate the goals of the organization to government, the public or others in the industry?
- Build value for the industry among consumers and those companies in the mobile marketing ecosystem?

Global Mobile Marketing Awards Submission Guidelines

- Solve problems, technical or process-related, central to the practice or well-being of the industry?
- Execute industry change, this year that the industry esteems as a defining accomplishment?

Character

Did the candidate(s)...

- Offer more of their time than reasonably expected in pursuit of a greater cause for the industry?
- Garner a reputation of leadership amongst their peers? Achieve the respect and admiration of friends and competitors, as the 'go to' person for the industry?
- Challenge the mobile marketing industry to greater achievement?
- Transcend politics and offer unbiased leadership in the tasks that were achieved?

Contribution

Did the candidate(s)...

- Achieve concrete results? Are these results acknowledged by the industry? Provide samples.

Additional Guidance

- Candidates who accomplish a significant amount, but gain little recognition from their peers or the industry, will not be considered for this award.

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JUDGING CRITERIA: Best Use of Mobile Marketing & Innovation Awards

The submission is rated according to:

Strategy (30 %)
Execution (20 %)
Creativity (20 %)
Results (30 %)

Please consider that each judge will be reviewing dozens of campaigns thus keeping your submission brief and to the point is key.

Strategy

Please provide an explanation of why you believe your entry satisfies the criteria for the category entered. Judges look for information and understanding of the business and/or marketing challenge along with a solid mobile strategy. Please ensure your submission references research, creativity, integration of cross media types, demographic targets as well as other strategic considerations for the campaign.

Execution

Please provide an explanation of why you believe your entry satisfies the criteria for the category entered. How and how well was the campaign implemented? How creative or sophisticated was the campaign in its use of mobile media and cross media integration? What percent of the campaign budget went to mobile? How well was mobile technology leveraged?

Creativity

Criteria such as consumer engagement, unique use of mobile media types, creativity dynamics and integration with overall campaign will be considered. Samples may be provided and must be received well within the award deadlines.



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Results & Return on Investment

Each application **must** contain information on campaign results in order to be considered for an award. Did the campaign achieve its objectives and goals and is there solid qualitative and quantitative material to support? What impact did the campaign have on the brand's future utilization of mobile in their business?

JUDGING CRITERIA: Individual, Academic, & Company/Committee Award

Leadership (40 %)
Character (30 %)
Contribution (30 %)

AWARDS PROGRAM ADMINISTRATION

Who Judges?

1. The MMA Award Selection Committee will be comprised of judges from MMA member companies and the industry.
2. Judges may not nominate themselves for the award category that they are judging during the year that they judge.

Deadlines for the Award

All submissions are due no later than **September 15, 2008, 5:00pm Mountain Time**. All submissions must be emailed to awards@mmaglobal.com. Please DO NOT mail or fax your submissions.

Any submissions received after the deadline will not be accepted. Please do not leave your submission to the final day as we cannot guarantee it will receive proper consideration given the volume of applications received. Please ensure you receive a confirmation of submission on each of your nominations from MMA Staff.

Eligibility

Nominations are open to companies or individuals actively engaged in the mobile marketing industry, during the year of nomination. Nominees do not have to be a member of the Mobile Marketing Association (MMA) to apply or submit.

Cost Per Entry

Cost to enter is:

100USD per entry, MMA member early bird rate (through September 8)
125USD per entry, MMA member rate
150USD per entry, non MMA members

Payment must be received at time of submission for entry to be considered. Please download a credit card authorization form from the website.

Note that there is no cost to enter for the Mobile Marketing Academic of the Year category.

Questions

Please direct all questions to awards@mmaglobal.com. No phone calls please.