

SMARTIES

Celebrating Marketing Excellence



2026 SMARTIES SUBMISSION GUIDE

[SMARTIES AWARDS WEBSITE](https://www.smartiesawards.com)



SMARTIES AWARDS—Celebration of Excellence

The world's only innovation award recognizing leaders, brands, agencies, and tech providers that use technology to pioneer new approaches in modern marketing. An annual competition honoring and awarding outstanding innovation resulting in significant business impact



RECOGNITION AND PRESTIGUE



Gain Recognition Worldwide Global, Region, Country

In addition to the SMARTIES X program, there are 5 regional programs: North America, APAC, Europe, Hispanic LATAM, and Middle East & Africa; and 15 country programs: Brasil, Cambodia, China, DACH, India, Indonesia, KSA, MENA, Philippines, Qatar, South Africa, Sub-Saharan Africa, Thailand, Turkey, and Vietnam.

Gain worldwide recognition by entering your campaign in SMARTIES X. If your campaign ran regionally and/or in a country, enter your country, your region, and SMARTIES X. Select from a combination of options. Entering your campaign in X, regional and country programs achieves local, region and global recognition, as well as improving your rank on the MMA Business Impact Index.



SMARTIES Business Impact Index (BII)

[SMARTIES Business Impact Index](#) Identifies and ranks the top agencies, marketers, brands, networks, holding companies, and technology enablers that drive significant business impact through modern marketing campaigns. The index which ranks finalist and winner data from the SMARTIES programs around the world, is the most comprehensive global ranking of marketing campaigns that drive business impact. ***In collaboration with WARC***



WARC MEDIA 100 RANKING

[The WARC Media 100](#) is a ranking of the world's most awarded campaigns and companies for media. It tracks the results of media award shows around the world, and acts as a benchmark for media excellence, allowing marketers to compare their performance with that of their peers.

SMARTIES Global and Regional Award winners are featured in WARC's Media 100 Ranking.



RECMA

[RECMA](#) is a Research Company that evaluates the media agencies worldwide, delivering a qualitative evaluation of media agencies based on 19 criteria in 45 countries. These criteria are not financial but marketing, reflecting agencies' capabilities. SMARTIES Awards winning media agencies are included in this evaluation reporting.



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WHAT'S NEW FOR 2026 SMARTIES PROGRAM

In 2026 the SMARTIES Awards continues to celebrate with a renewed vigor and energy to recognize creativity, innovation and to celebrate the future of marketing excellence.

In addition to the SMARTIES X program, there are 5 regional programs: North America, APAC, Europe, Hispanic LATAM, and Middle East & Africa; and 15 country programs: Brasil, Cambodia, China, DACH, India, Indonesia, KSA, MENA, Philippines, Qatar, South Africa, Sub-Saharan Africa, Thailand, Turkey, and Vietnam.

The world of Marketing aided with technology adoption continues to evolve at a rapid pace. As we have every year since 2020, we reshape, rework and refine our categories,

CHANNELS

The award categories are grouped under four channels:

- ♦ Creative and Innovation Impact
- ♦ Impact Marketing
- ♦ Media and Growth
- ♦ Purpose Driven Marketing

Refer to pages 17-24 for the full list of categories



SMARTIES PROGRAMS DEADLINE & FEES

SMARTIES X

X GLOBAL	DEADLINE	MEMBER	NON-MEMBER
Early Bird	May 5, 2026	\$435	\$490
On-Time	July 23, 2026	\$495	\$550
Extended	August 6, 2026	\$570	\$625

NORTH AMERICA

NORTH AMERICA	DEADLINE	MEMBER	NON-MEMBER
Early Bird	May 5, 2026	\$365	\$410
On-Time	July 23, 2026	\$405	\$450
Extended	August 6, 2026	\$480	\$525

APAC REGION & COUNTRIES

APAC	DEADLINE	MEMBER	NON-MEMBER
Early Bird	May 5, 2026	\$365	\$410
On-Time	July 9, 2026	\$405	\$450
Extended	July 21, 202	\$480	\$525

INDONESIA, PHILIPPINES, THAILAND, VIETNAM, INDIA	DEADLINE	MEMBER	NON-MEMBER
Early Bird	May 25, 2026	\$240	\$270
On-Time	July 9, 2026	\$270	\$300
Extended	July 21, 2026	\$320	\$350

CAMBODIA	DEADLINE	MEMBER	NON-MEMBER
Early Bird	May 25, 2026	\$140	\$180
On-Time	July 9, 2026	\$160	\$200
Extended	July 21, 2026	\$200	\$240

X GLOBAL, NORTH AMERICA, APAC & COUNTRIES ENTRY DISCOUNTS

3 or more entries—5.0%	5 or more entries—7.5%
10 or more entries—10.0%	25 or more entries—15.0%
50 + entries —20.0%	



SMARTIES PROGRAMS DEADLINE & FEES

EUROPE REGION & COUNTRIES

EUROPE	DEADLINE	MEMBER	NON-MEMBER
Early Bird	May 25, 2026	\$445	\$500
On-Time	July 9, 2026	\$495	\$550
Extended	September 14, 2026	\$505	\$560

DACH (GERMANY/ AUSTRIA/SWITZERLAND)	DEADLINE	MEMBER	NON-MEMBER
Early Bird	May 25, 2026	\$445	\$500
On-Time	July 9, 2026	\$495	\$550
Extended	September 14, 2026	\$505	\$560

EUROPE REGION & COUNTRIES ENTRY DISCOUNTS

3 or more entries—5.0%	5 or more entries—7.5%
10 or more entries—10.0%	25 or more entries—15.0%
50 + entries —20.0%	

BRASIL

BRASIL	DEADLINE	MEMBER	NON-MEMBER
1 Case x 1 Category	August 14, 2026	\$675	\$899
Additional Categories	August 14, 2026	\$225	\$299

HISPANIC LATAM

HISPANIC LATAM	DEADLINE	MEMBER	NON-MEMBER
1 Case x 1 Category	August 21, 2026	\$675	\$899
Additional Categories	August 21, 2026	\$225	\$299

BRASIL AND HISPANIC LATAM ENTRY DISCOUNTS

5 or more entries—5.0%	10 or more entries—10.0%
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SMARTIES PROGRAMS DEADLINE & FEES

MEA REGION AND COUNTRIES

MEA	DEADLINE	MEMBER	NON-MEMBER
Early Bird	September 18, 2026	\$440	\$495
On-Time	October 9, 2026	\$495	\$550
Extended	October 16, 2026	\$555	\$610

KSA	DEADLINE	MEMBER	NON-MEMBER
On-Time	July 30, 2026	\$495	\$550
Extended	August 13, 2026	\$560	\$615

MIDDLE EAST & NORTH AFRICA	DEADLINE	MEMBER	NON-MEMBER
On-Time	March 13, 2026	\$495	\$550
Extended	March 31, 2026	\$550	\$615

QATAR	DEADLINE	MEMBER	NON-MEMBER
On-Time	July 23, 2026	\$495	\$550
Extended	August 6, 2026	\$560	\$615

ENTRY DISCOUNTS

3 or more entries—5.0%
10 or more entries—10.0%
50 + entries —20.0%

5 or more entries—7.5%
25 or more entries—15.0%



SMARTIES PROGRAMS DEADLINE & FEES

MEA REGION AND COUNTRIES

SUB-SAHARAN AFRICA	DEADLINE	MEMBER	NON-MEMBER
Early Bird	August 15, 2026	\$240	\$270
On-Time	September 30, 2026	\$270	\$300
Extended	October 5, 2026	\$310	\$340

SOUTH AFRICA	DEADLINE	MEMBER	NON-MEMBER
Early Bird	February 12, 2026	\$240	\$270
On-Time	March 5, 2026	\$270	\$300
Extended	April 9, 2026	\$310	\$340

TURKIYE	DEADLINE	MEMBER	NON-MEMBER
Early Bird	September 19, 2026	\$280	\$315
On-Time	October 9, 2026	\$315	\$350
Extended	October 16, 2026	\$360	\$395

ENTRY DISCOUNTS

3 or more entries—5.0%
10 or more entries—10.0%

5 or more entries—7.5%
25 or more entries—15.0%



PAYMENT GUIDELINES

All materials, documentation and payment must be completed and submitted by the deadline dates. Entry fee will be based on date submitted. Example, if early bird is May 5, payment must be received latest May 5. After May 5, the on-time fee will apply.

- ◆ Payments for entries under USD 1,500 must be made online via credit card.
- ◆ Invoices will only be raised for totals greater than USD 1,500.
- ◆ Invoices will only be issued when all the invoiced submissions are FINAL. The fee will reflect the date of the invoice request.

The Online Entry Portal will process payment at checkout. Upon completion of your order, you will receive a confirmation email with an attached PDF document containing your entry forms as well as an Invoice/Receipt for your records. VISA, MasterCard, Discover and America Express credit cards are accepted.

All entries intended for judging must be paid in full and submitted prior to the entry deadline.

Refunds

- ◆ There will be no refunds for withdrawals by entrants after the official entries deadline, regardless of any extension of the original deadline.
- ◆ Entrant requests for withdrawals of entries after the deadline will not be eligible for a refund or credit, but are entitled to submit a replacement entry (up to the closing date of submissions)
- ◆ Credit Notes will be issued for any entries eligible for refunds after the Gala event.
- ◆ Refunds can only be requested after a credit note has been issued. This credit note entitles you to a refund

To request a refund, email awards@mmaglobal.com.



PROGRAM ELIGIBILITY

SMARTIES AWARDS ELIGIBILITY PERIOD

Each SMARTIES program has different eligibility periods as to when campaigns must be active in the marketing place. Please [click here](#) to see the eligibility period for each SMARTIES Program.

Your work must have made an impact during the eligibility period and the results you provide must be within this time frame.

Elements of the work may have been introduced earlier than eligibility periods, and may have continued after, but your case must be based on data relative to the qualifying time. Judges will evaluate success achieved during the eligibility time period.

RE-ENTERING PAST WINNING WORK

If your work continued running in this year's eligibility period and you have results from this eligibility period, you may re-enter the past winning work.



ADDITIONAL ELIGIBILITY REQUIREMENTS

- ◆ The competition is open to all of those involved in modern marketing, including agencies, marketers, technology providers, media, public relations, publishers, design, and the creative industry.

- ◆ It is the responsibility of the entrant to ensure that the client has the rights to use the intellectual property of the brand advertised/promoted. Entries cannot be made without the prior permission of the client/owner of the rights of the case. At our request, you shall immediately provide us with a copy of such permission.
- ◆ For each SMARTIES program, entries cannot be cancelled or removed from the competition after the extended deadline date. To view entry deadline dates for each program, [click here](#).
- ◆ In the event that additional information regarding results and the outcome of the campaign becomes available after you have submitted your entry, we will accept updated and additional information relating to the results section only up to 1 week after the entry deadline date.
- ◆ In the event that a campaign runs over an extended period of time (with multiple implementation dates), it is the responsibility of the entrant to provide adequate proof of the campaign's evolution from year to year.
- ◆ Only one party may enter an entry, i.e. the agency, client, vendor, public relations firm, etc. You may enter a piece that both parties have worked on, but not both.
- ◆ The SMARTIES staff may contact the agency/client related to any entry at the request of the jury at any time during the voting process should any questions about the implementation or presentation of the work arise.
- ◆ All entry forms must be completed online.
- ◆ Entries will not be considered completed until full payment has been made.

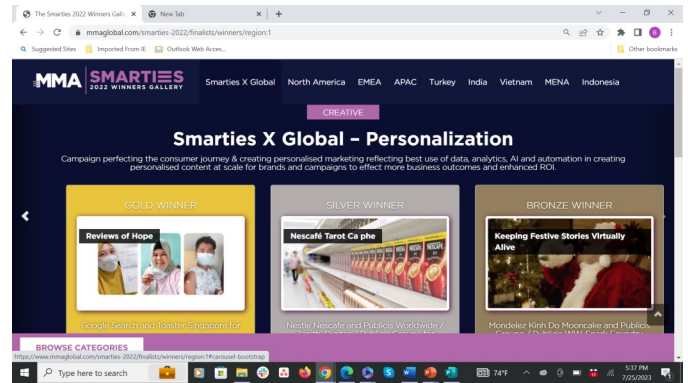


ENTERING MULTIPLE CATEGORIES / REGIONS

You can enter a campaign into multiple categories and/or regions. You will need to complete a separate entry form, submit a separate set of creative samples and pay the entry fee for each additional category/region/country. Each entry should be customized to the specifics of each category whenever possible.

When entering into multiple categories, regions, and/or country, you should complete all information for one entry, then copy & paste the entry so you do not have to enter the same information over again. Or you could type the information in sections on a word document and then copy & paste into the online form for each additional category/region/country.

Note that there are discounts for entering 5 or more entries in each program. Please see Entry Deadlines & Fees on Pages 5-8.



MISCELLANEOUS

- ◆ The SMARTIES Awards is a competition owned by MMA Marketing & Media Alliance, a global organization headquartered in New York City.
- ◆ Each entrant accepts full responsibility for the quality of entries and discharges the MMA from any responsibility in respect of third parties.
- ◆ All entrants will strictly observe the entry rules. Completion and signature/sending of the entries payment form will imply full acceptance by each entrant of the entry rules.
- ◆ Non-compliance with any of the entry rules will result in automatic disqualification of the entry.
- ◆ The decisions of the MMA in all matters relating to the SMARTIES Awards shall be final and binding.



TIPS FOR COMPLETING THE ENTRY FORM

All entries must be submitted for judging exactly as implemented. Entries that are not originally in English may be translated as long as the presentation is exactly the same as the original version.

Entries must be entered using the entry online tool which cannot be altered or modified in any way. Failure to provide complete information will be subject to disqualification. An entry is considered submitted after payment has been made.

Answer all questions in the four main areas: Strategy, Execution, Creativity and Business Impact. Each section is word truncated so be specific and as concise as possible. Winning entries are well written entry forms.

Write your entry like a short story, but keep it simple, clear, and concise. SMARTIES judges are highly experienced modern marketing experts, and review several campaigns in a judging session. Consider the readability of each entry and attempt to tightly edit your write-ups, using short, brief paragraphs wherever possible.

When providing results, hard numbers and context will have a great impact on how your entry is judged. Judges are reviewing a variety of cases across a number of different industries. Providing context for your marketplace/category is helpful to understand just how challenging your situation was. Context is crucial in helping to understand your challenge and the significance of your results.

Some entries may include information deemed confidential by the client. 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. But if you do, be sure to explain what that standard is. Index numbers are meaningless if out of context.

To protect the integrity of the judging, do not include the agency name except where asked on the entry form. Any mention of the submitting agency in the body of the Entry Form is grounds for disqualification. The only exception would be for agency self-promotion campaigns.

CREDITS FOR YOUR ENTRY

An area to list companies and individuals who worked on your campaign is part of the entry form. List agency and client individuals. If you are shortlisted or a winner, these credits will be published on our website exactly as you have typed them. Credits cannot be altered until after the SMARTIES Gala when a specific period of time will be allocated to entrants to make amendments or additions to credits.

The person submitting the entry form will be considered the entrant and will be advised of the competition results. If submitter is no longer a part of your organization, please send an email to: awards@mmaglobal.com with new contact information.

FOREIGN LANGUAGE ENTRIES

All foreign language copy must be translated into English. Clear translations must be provided for all work not in English. Entries may be dubbed or subtitled in English or include a complete written translation. Local idioms that may not be understood in the US, must be explained. Entries not accompanied by translations and/or explanations will not be judged. Submit translations electronically via URL.



TIPS AND INSIGHTS FROM THE JURY

BRING THE IDEA TO LIFE

Write your entry like a short but you don't want to overwrite it. Don't just answer the questions. Your case study should read like a story – make your story interesting and compelling. Remember that various people are judging your campaign so try to appeal to all of them by making it easy, enjoyable and entertaining.

Present the case in a clear, concise and simple manner. Substance and impact is important, so be clear about the impact and results delivered. Use visuals to highlight the data you are presenting. It can be more impactful when seen in a chart.

It is imperative that you check for grammar, typos, math, and inconsistencies. Judges review 20-40 entries in a sitting, and get frustrated when not being able to properly read the campaign due to incorrect grammar and typos.

Help judges understand the challenges faced and how the campaign met or exceeded these challenges.

Carefully read and answer all questions on the entry form. Judges look to be sure all information is provided.

Be sure the written entry form and video case study complement each other. It isn't about the quality of the video itself but more about the content. And don't completely repeat the case in video form. Use the video to bring to life the key elements of the campaign. Judges read the written cases and then review the video.

Do not show examples that have no relevancy to the campaign.

CONTEXT IS KEY

Do not just provide percentage growth but also benchmarks. Without the context for these percentages, it is hard to tell what is truly great. And if possible, show how your results compare to the relative success of your competition. Identify KPIs and how your campaign met or exceed them.

Ensure that the results tie to the objectives. The objectives should be measurable and they should include performance against benchmarks. If possible, use charts and graphs.



Tie together the story of how your work drove the results (back to your objectives), explaining how or why. Do this in a storytelling manner rather than just listing the results.

Remember - make the context clear, simple and concise. Judges are reviewing 20-40 cases in a judging session, so the easier it is for them to understand your case, the better

Jury Feedback on winning submissions from last years' Jury Session





CREATIVE REQUIREMENTS

It is highly recommended that entrants supplement the written entry form with a video showcasing how you brought your idea to life.

This video should provide an explanation of the project, and may include cultural background. It should focus on the IDEA of the project and its creative execution. The video should summarize the challenge, strategy, objectives, execution and outcome of your entry. This clip will be viewed by the judges during the judging sessions. If your entry is a winner, the clip will also be used at the SMARTIES Gala, in the SMARTIES Gallery, on the SMARTIES website, in the SMARTIES Case Studies Hub, partner programs with WARC, RECMA, and ANA, and for media and educational purposes.

Please indicate when you enter your submission if there are reasons, such as music licensing, that restrict your video showcase from being shown.

Your video showcase should be no longer than 2.5 minutes.

This explanatory clip must be concise and should contain key visuals — video, still images or any other relevant footage — along with simple, clear commentary in English summarizing your entry.

It is preferred that commentary summarizing your entry is in English. If this is not possible, please add subtitles for all non-English creative materials.

Upload your Video Showcase to the online entry area using the following specifications:

Label videos as "Entry Video Showcase"

Requirements:

- ◆ 2.5-minute video (2.5 minute maximum)
- ◆ 16:9 aspect ratio with minimum resolution of 1280x720
- ◆ QuickTime or an embedded link (as in YouTube, Vimeo, etc.)
- ◆ .H264 QuickTime .mov format
- ◆ If possible, your video should be hosted by a third party

View the [2025 Winners Gallery](#) for ideas on how you should put together your video showcase.



Finalists whose videos do not meet these requirements may be asked to submit a video for use at the SMARTIES Gala.

Prohibited:

- * **Voiceovers:** Any mention of, or explanations about, the agency, ad tech, or partner company expertise and contributions should not be included.
- * **Logos:** The inclusion of agency or ad tech company logos in the video is not allowed.
- * **Official Account:** Videos should not be uploaded on the agency's or ad tech partner's YouTube or other platforms. Instead, they should only be uploaded from the official brand's account.



JURY SCORING CONSIDERATIONS AND ADDITIONAL TIPS

Submissions are considered according to:

STRATEGY

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

Consider these four questions:

1. What was your strategic objective? (Increased market share, brand awareness, time engaged with the brand, sales, leads etc.)
2. Who was your intended target audience?
3. What was your creative and media strategy?
4. Context – is this the first year of the campaign? If not how has your strategy adapted to previous results and new technology?

EXECUTION

Please provide an explanation of how the campaign was implemented and its level of success

Consider these seven questions:

1. How did the execution or enabling technologies help achieve results?
2. How was the enabling technology integrated into the overall marketing strategy?
3. How creative or sophisticated was the campaign in its use of media
4. What did the enabling technology bring to the overall campaign that other marketing channels missed?

4. How was the enabling technology matched to specific markets and demographics relevant to the overall campaign execution?
5. How well was technology leveraged?

CREATIVITY

Criteria such as consumer engagement, unique use of media types, and creativity dynamics and integration with the overall campaign will be considered. Samples of marketing materials and case studies should be provided and must be received at the time of submission to be considered with the application. The video must be hosted by a third party. Please make it as easy as possible for judges to experience the creative as originally intended.

Creative Samples Guidelines:

- ◆ Active URL to landing page or FTP site with links to each creative element of the campaign or multiple active URLs (separate each URL with a comma). If providing links, please make sure sites are live.
- ◆ Login information—if applicable:
 - User name
 - Password
 - Additional instructions (for example, “click on the XYZ campaign tab”)

It is strongly recommended that you submit a case study video with your entry: A short (2.5 minute) case study video, or brief written case study (2 pgs. Maximum) that captures the creative and actual interactive experience.

[SMARTIES COACH](#)

To help you craft an even stronger case, [click here](#) to use our SMARTIES Coach for guidance and practical advice throughout the submission process.



JURY SCORING CONSIDERATIONS AND ADDITIONAL TIPS

Creative Video Guidelines:

You cannot upload video directly to the submission form. Creative samples must be accessible via URL or they cannot be viewed or scored by the judges.

Recommended formats:

- ◆ YouTube (embedded video or direct link) or video provided by Vimeo
- ◆ Brightcove, or other embedded means
- ◆ Flash video (embedded within a creative URL)

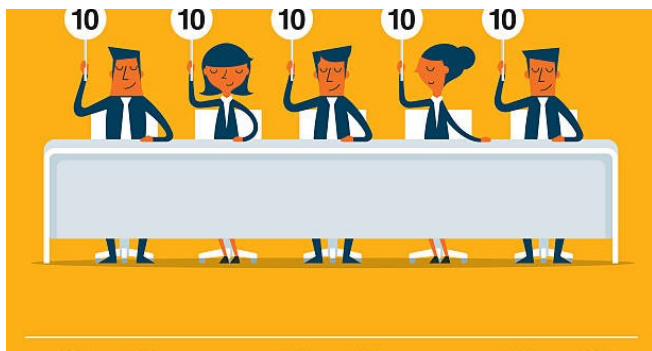
BUSINESS IMPACT

Each submission must include qualitative and quantitative data to support claims of success.

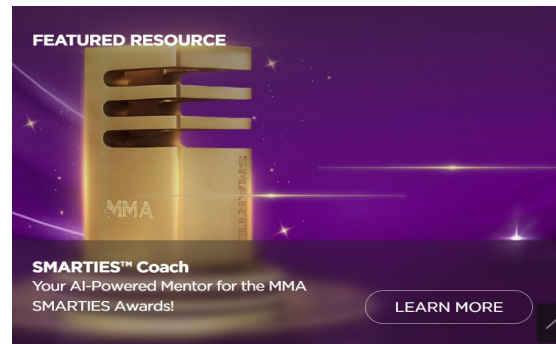
Consider these six questions:

1. Did the campaign achieve its objective and goals?
2. What impact did the campaign have on the market, if any?
3. How innovative was the campaign?
4. What impact did the campaign or enabling technology have on future utilization of technology in the client's business?
5. How did customers receive the campaign?
6. Calculate a figure for return on investment (based on sales, profit, etc.)

Please see the *Entry Channels and Categories Weightage sheet* on *page*

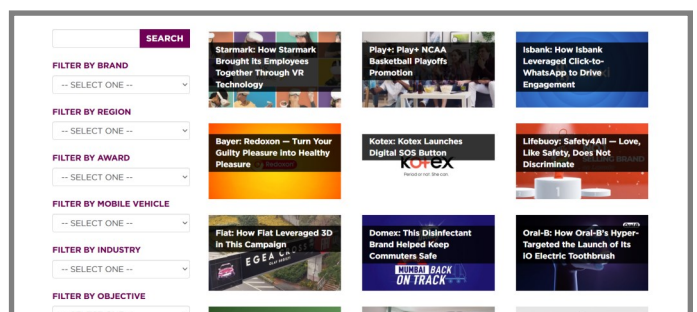
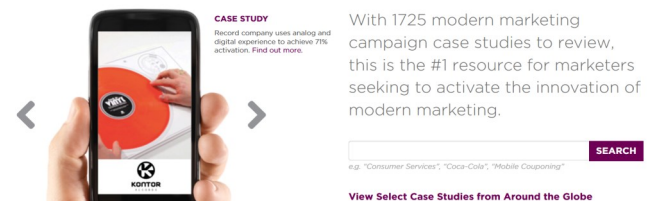
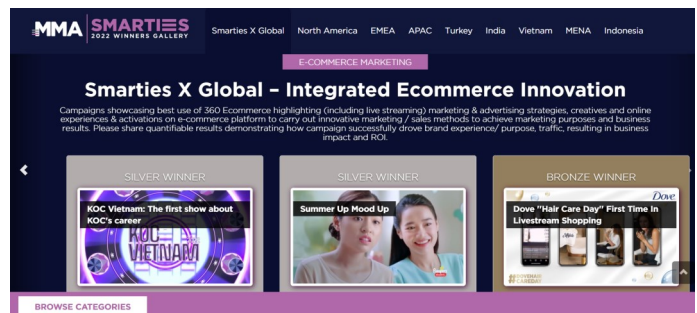


REVIEW SMARTIES INSIGHTS & TIPS



REVIEW PAST WINNING WORK

You can review a few winning case studies by visiting the [SMARTIES Winners Gallery](#), and the MMA [Case Studies Hub](#). MMA Members are able to see all case studies in the Case Studies Hub. Non-members can view those case studies that do not include a lock key.





CHANNELS AND CATEGORIES

SMARTIES Awards continues to honor **Innovation with Impact**, and recognize the modern marketing community by celebrating real work, real brands, real challenges – solutions to real problems that brands and marketers face every day. Brands have deployed new technologies to create omnichannel customer experiences for a connected yet social distance world and have adjusted their operations and messaging in order to best serve customers in the new normal. In response, we have revised the SMARTIES Channels and introduced new Categories and revamped others.

Creative and Innovation Impact

Integrated E-commerce Innovation & Live Streaming , Design / Customer / User Experience, Personalization, Short or Long Form Video, Innovative Use of AI in Advertising, AI-Driven Creative Excellence. D2C / E-commerce Marketing Excellence

Impact Marketing

Brand Experience, Instant Impact / Promotion, Customer Growth & Conversion Strategy, New Product and / or Service Launch / Re-launch, Partnership, PR & Branded Content Excellence, Real Time Marketing, Small Budget, Big Impact, Creator / Influencer / Celebrity Marketing,

Media and Growth

Omnichannel Marketing , Cross Digital Media Marketing , Social Media Marketing, AI Powered Data Insights / Contextual Marketing, Advanced Technologies Marketing, Retail Media /O2O Excellence, Audience Engagement Excellence Using AI

Purpose Driven Marketing

Brand Purpose / Activism, Social Impact Marketing, Diversity and Inclusive Excellence

When entering into these categories, you should present your entry in a way that addresses the challenge as outlined in the category definition. Be sure to review the category definitions to ensure your effort meets the criteria of the specific category definition.

Unsure where your campaign would fit best?

Click [here](#) to access the SMARTIES Coach for recommendations





Channels and Categories Continued

CREATIVE AND INNOVATION IMPACT CHANNEL

Integrated E-commerce Innovation & Live Streaming

The Integrated E-commerce Innovation and Live Streaming category recognizes campaigns that excel in leveraging integrated 360-degree digital strategies including live video content into e-commerce platforms to enhance the e-commerce experiences, masterfully combine various digital tools and strategies to revolutionize the e-commerce experience, driving substantial business growth and enhancing customer engagement.

Criteria for Excellence focuses on innovation in ecommerce, integration of digital tools, consumer engagement and conversion, measurable business impact, and sustainability and scalability. Successful entries will have demonstrated quantifiable results, exceptional skill in utilizing integrated digital solutions to improve the online shopping experience, achieving significant results in sales, customer satisfaction, and overall market presence.

Design / Customer / User Experience

This category celebrates campaigns that excel in creating online and offline superior customer and user experiences, through innovative and thoughtful design, significantly enhancing user satisfaction and engagement.

Criteria for Excellence emphasizes design innovation, impact on user engagement, seamlessness and intuitiveness of the user journey, harmony between aesthetics and function, and measurable outcomes on business objectives. Successful entries will have demonstrated exceptional design thinking in crafting experiences that not only meet user needs but also drive significant business results and customer loyalty.

Personalization

The Personalization category recognizes campaigns that achieve excellence in delivering highly customized content to consumers, leveraging data and technology to enhance engagement and drive business results.

Criteria for Excellence focuses on the depth of personalization, innovation in personalization techniques, consumer engagement and response, impact on marketing objectives, and integration across channels. Successful entries will have demonstrated an outstanding ability to use personalization to significantly improve consumer experiences, leading to enhanced engagement, loyalty, and measurable improvements in marketing effectiveness and ROI.





Channels and Categories Continued

Creative & Innovation Impact Channel (continued)

Short or Long Form Video

The Short or Long Form Video category acknowledges campaigns and content that leverage video content (not necessarily high production quality) including micro-dramas to captivate audiences, utilizing creative storytelling and high production quality to achieve significant engagement and business outcomes. Highlight campaigns that leverage the power of video to convey compelling messages, drive consumer engagement, and enhance brand identity across digital and traditional platforms, including micro-dramas.

Criteria for Excellence centers on creativity and storytelling, production quality, engagement and impact, strategic use of video- Successful entries will have demonstrated an exceptional ability to engage viewers through compelling narratives or presentations, integrating video seamlessly into their marketing strategies to drive awareness, engagement, and measurable success in achieving their objectives. Pls submit the actual video for review along with the case study.

Innovative Use of AI in Advertising

The category, Innovative Use of AI in Advertising, recognizes campaigns that innovatively integrate artificial intelligence (AI) to revolutionize advertising strategies, enhancing personalization, and overall campaign engagement using Generative / Predictive AI. The campaigns showcasing how AI has been used to transform traditional creative practices. like new product or Customer offering development like customer services to enhance customer engagement and personalize experiences in creative ways integrating advertising content and strategies, enhancing the overall consumer experience.

Criteria for Excellence focuses demonstrable improvements in ROI and other key performance indicators, illustrating the tangible benefits of using AI in advertising campaigns while focused on the innovation and implementation for effectiveness in targeting and personalization, Successful entries will have demonstrated how AI can significantly improve advertising results, leading to higher engagement, better consumer experiences, and increased return on investments.

AI-Driven Creative Excellence

The AI-Driven Creative Excellence category recognizes campaigns that outstandingly integrate artificial intelligence with creative strategies, enhancing advertising effectiveness and delivering innovative marketing solutions. This category celebrates outstanding achievements in the creative use of AI tools—including image and video generation, voice synthesis, multilingual translation, and real-time streaming—to enhance the adaptability and impact of marketing campaigns. Recognizing entries that not only optimize costs but also tailor content dynamically for diverse audiences, this award spotlights pioneers who seamlessly integrate AI to drive engagement and deliver measurable business outcomes.

Criteria for Excellence focuses on innovation in AI integration, creative impact, execution and effectiveness, enhancement of consumer experience, and measurable results and ROI. Successful entries will have demonstrated exceptional use of AI to transform creative processes, resulting in compelling, personalized content that significantly boosts engagement and business outcomes.





Channels and Categories Continued

Creative & Innovation Impact Channel (continued)

D2C / E-commerce Marketing Excellence

This category aims to meet the rapidly growing needs of local regional D2C brands, e-commerce companies, and game enterprises expanding into overseas markets, this category recognizes outstanding digital marketing campaigns in global market promotion practices. It aims to establish benchmarks for international marketing and provide valuable references for industry practitioners. This category applies to digital marketing case studies conducted in regional and overseas markets for D2C brands, e-commerce, or gaming companies, helping clients reach overseas users and ultimately achieve increased brand awareness and influence, or efficient conversion outcomes.

Criteria focuses on market insights and strategy; creativity and execution; media selection and integration; user reach and engagement; enhancement of brand awareness and influence; conversion performance; return on investment and sustainability. Successful cases should clearly demonstrate performance across all the above dimensions, provide quantifiable data to substantiate the effectiveness of the marketing initiatives, and summarize key learnings and insights to serve as references for other enterprises.

IMPACT MARKETING CHANNEL

Brand Experience

The Brand Experience category honors campaigns that create immersive, memorable brand interactions, leveraging innovative strategies and technologies to foster deep consumer connections, human centric design and brand loyalty. Campaigns that redefine the interaction between brands and consumers, setting new standards for how brands engage, inspire and connect with their audiences creating a 360-customer experience.

Criteria for Excellence evaluates campaigns on their ability to engage innovatively, connect meaningfully with customers, integrate technology, deliver impactful results, and sustain interest over time. Successful entries will demonstrate a unique blend of creativity and technology, crafting experiences that resonate deeply with consumers and drive significant brand growth.

Instant Impact / Promotion

The Instant Impact/Promotion category aims to recognize campaigns that not only creatively engage consumers but also drive immediate promotion driven business results, showcasing the power of promotions in today's competitive market. Campaigns that deliver business impact/results through creative and effective promotional tactics, driving consumer engagement and sales.

Criteria for Excellence assesses campaigns on their innovative creativity, engagement effectiveness, measurable business impact and executional excellence. Successful entries will have demonstrated an outstanding ability to quickly activate their target audience, aligning promotional strategies with brand goals to achieve significant, immediate business impact/outcomes.





Channels and Categories Continued

Impact Marketing Channel (continued)

Customer Growth & Conversion Strategy

The category recognizes campaigns designed to acquire, nurture, and convert customers through data-driven and automation, strategies and marketing technology and honors initiatives that elevate business performance by using CRM, automation, AI, segmentation, and predictive modeling to generate qualified leads, optimize the customer journey, and drive measurable sales and retention outcomes. Winning campaigns demonstrate a clear focus on acquisition efficiency, conversion impact, and long-term customer value.

Criteria for Excellence focuses on the strategic integration of technology, innovation in engagement, acquisition and intention of customers. Successful entries will demonstrate how their use of CRM and related technologies has not only generated leads but also significantly improved customer interactions and business impact.

New Product and / or Service Launch / Re-launch

The New Product and/or Service Launch category celebrates marketing campaigns that have successfully introduced, or reintroduced, products or services to the market. This category recognizes the crucial role of strategic marketing in making a launch effective, highlights campaigns that have managed to capture consumer interest, generate buzz, and ultimately drive sales and market share growth from the outset.

Criteria for Excellence evaluates campaigns on innovation, strategic execution, market impact, measurable results, and the potential for sustainability and growth. Successful entries will have demonstrated a profound ability to not only launch but also solidify a product or service's market presence and trajectory towards long-term success.

Partnership, PR & Branded Content Excellence

This category recognizes campaigns that combine PR strategies to generate earned media, expand organic reach, strengthen brand reputation and create impact. It celebrates projects that leverage contemporary communications practices, original content, partnerships, powerful narratives, and innovative formats to engage audiences, shape perceptions, and drive meaningful business outcomes. Eligible entries include initiatives executed at festivals, sporting events, concerts, exhibitions, large public gatherings, proprietary brand events, and any high-visibility occasion capable of driving immersive experiences, multichannel activations, or live/digital integration.

Criteria for Excellence focuses on innovation to leverage contemporary communications practices, original content, partnerships, powerful narratives, and innovative formats to engage audiences driving measurable results and ROI. Successful entries will have demonstrated exceptional use of creative processes, resulting in compelling, personalized content that significantly boosts engagement and business outcomes.





Channels and Categories Continued

Impact Marketing Channel (continued)

Real Time Marketing

The Real Time Marketing category celebrates campaigns (campaign activation and /or targeting) that excel in leveraging current data and trends demonstrating agility and strategic innovation. It recognizes the agility and creativity of brands in using real-time information to craft marketing messages that are highly relevant, engaging, and effective in achieving business objectives.

Criteria for Excellence focuses on agility, relevance, innovative technology use, impact on business objectives, and measurable results. Successful entries will have demonstrated exceptional ability to engage audiences by dynamically responding to real-time events, trends, or data, leading to significant business impact.

Small Budget, Big Impact

The Small Budget, Big Impact category recognizes campaigns that achieve significant marketing success with limited financial resources, with a budget from \$5k to \$25k, highlighting the power of creativity and strategic efficiency. This total budget must include all campaign-related costs, including but not limited to production, media spend, talent, technology, partnerships, and any other executional expenses. It is mandatory to include the budget converted to USD dollars.

Criteria for Excellence focuses on creativity and innovation, strategic efficiency, impact and reach, measurable results, and sustainability and scalability. Successful entries will have demonstrated an exceptional ability to maximize a small budget, achieving notable results in market presence and consumer engagement, and setting a benchmark for cost-effective marketing strategies.

Creator / Influencer / Celebrity Marketing

The Creator/Influencer/Celebrity Marketing category celebrates campaigns that effectively leverage personalities to enhance brand engagement and achieve marketing objectives through authentic and persuasive collaborations. Brands that use creators, influencers, or celebrities as part of their campaign in a strategic manner to reach and engage target audiences. Showcase the brand narrative, resulting in enhanced consumer interaction and engagement driven by the campaign highlighting the said segments.

Criteria for Excellence focuses on strategic alignment with brand goals, authenticity and content quality, audience engagement and reach, measurable impact on marketing objectives, and innovative content execution. Successful entries will demonstrate a harmonious blend of influencer or celebrity influence with brand messaging, resulting in significant engagement, brand awareness, and business impact.





Channels and Categories Continued

MEDIA AND GROWTH CHANNEL

Omnichannel Marketing

The Omnichannel Marketing category honors campaigns that achieve a seamless customer experience across multiple channels, showcasing strategic coherence and integration. It celebrates the strategic and tactical prowess of using various media touchpoints like TV, print, radio, outdoor - D/OOH, PR, direct marketing, and digital platforms to craft a coherent brand story that engages consumers at multiple touchpoints on their journey.

Criteria for Excellence emphasizes strategic coherence across channels, seamless integration, creative utilization of media, impactful business results, and effective measurement and optimization. Successful entries will demonstrate how their coordinated use of various channels has enhanced brand presence, engaged consumers throughout their journey, and driven notable business impact/outcomes.

Cross Digital Media Marketing

This category celebrates digital campaigns that integrates the diversity of various digital platforms to create an engaging, and impactful brand experience, showcasing the power of a comprehensive digital only strategy. Importance of a unified digital strategy that spans various applications and devices (minimum of 3), including desktop, mobile, wearables, digital installations etc. Campaigns should emphasize the ability of brands to navigate the complexities of the digital landscape to develop meaningful consumer engagements that drive business impact.

Criteria for excellence is to use of digital media, across each platform, engaging consumer interactions, delivering measurable business impact. Successful entries will have adeptly combined various digital technologies to foster meaningful connections with consumers, achieving significant outcomes in brand awareness, engagement, and overall business impact.

Social Media Marketing

The Social Media Marketing category is dedicated to recognizing outstanding campaigns that utilize social media platforms to achieve marketing objectives, where social platforms themselves are the primary / major channel and strategic driver of the campaign. This category celebrates the strategic use of social networks, messaging apps, and text messaging services to engage audiences, drive sales, enhance brand visibility, and foster meaningful connections with communities or consumers emphasizing strategic engagement and innovative content to drive business results.

Criteria for Excellence centers on strategic planning and execution, content creativity and quality, audience engagement and community building, impact on business goals, and innovation in adapting to social media trends. Successful entries will have demonstrated an exceptional ability to connect with audiences through social media, resulting in tangible enhancements to brand visibility, engagement, and overall business performance.





Channels and Categories Continued

Media and Growth Channel (continued)

AI Powered Data Insights / Contextual Marketing

This category celebrates campaigns that effectively utilize AI driven data analytics clearly articulated insight uncovered through research, data analysis or a deep understanding of consumer, cultural or business pain points, A contextual information and technology to deliver personalized marketing experiences to tailor marketing messages of the target audience. Importance of data-driven decision-making in crafting marketing strategies are paramount to the success of a highly engaging and effective campaign meeting business objectives.

Criteria for Excellence emphasizes the strategic use of AI driven data, personalization and relevance, innovative application of insights, impact on business objectives, and measurable outcomes. Successful entries will have demonstrated an exceptional ability to leverage customer insights to enhance marketing effectiveness, resulting in significant improvements in engagement, conversions, and overall business performance.

Advanced Technologies Marketing

The Advanced Technologies Marketing category recognizes campaigns that creatively apply emerging or advanced technologies to transform consumer engagement, elevate brand interaction, and pioneer new forms of marketing innovation. This category includes initiatives leveraging AR/VR, spatial computing, audio/voice/sonic experiences, NFTs and Web3, as well as location intelligence, Bluetooth, sensors, IoT, automation, and other breakthrough digital capabilities. Campaigns in this category push the boundaries of what technology can unlock for brands and consumers, delivering interactive, intelligent, and future-ready experiences that redefine how audiences connect with brands.

Criteria for Excellence focuses on unlock for brands and consumers, delivering interactive, intelligent, and future-ready experiences that redefine how audiences connect with brands, innovative use of technology, creation of immersive experiences, alignment with brand messaging, fostering engagement and interaction, and demonstrable impact on brand objectives and ROI.

Retail Media /O2O Excellence

Honours campaigns or initiatives that leverage retail-media channels (online or in-store) to deliver meaningful business impact. This could include sponsored product placements, in-retail digital media, branded content within retailer ecosystems, retail display & media, online retail-platform advertising, “shop-the-ad” activations, or integrated omnichannel retail-media strategies.

Criteria for Excellence centers on innovative retail strategies, seamless integration of online and offline experiences, consumer engagement and experience, sales impact and business growth, and the strategic use of technology and data. Successful entries will have demonstrated a pioneering approach to retail, effectively merging digital and physical touchpoints to create unique, integrated shopping journeys that significantly contribute to business performance and customer satisfaction.





Channels and Categories Weightage

CHANNEL	CATEGORY	STRATEGY	EXECUTION	RESULTS	CREATIVE
Creative & Innovation Impact	Integrated E-commerce Innovation & Live	20	20	45	15
Creative & Innovation Impact	Design / Customer / User Experience	15	15	30	40
Creative & Innovation Impact	Personalization	15	15	30	40
Creative & Innovation Impact	Short or Long Form Video	15	15	30	40
Creative & Innovation Impact	Innovative Use of AI in Advertising	15	15	30	40
Creative & Innovation Impact	AI-Driven Creative Excellence	15	15	35	35
Creative & Innovation Impact	D2C / E-commerce Marketing Excellence	20	20	30	30
Impact Marketing	Brand Experience	25	20	35	20
Impact Marketing	Instant Impact / Promotion	15	25	40	20
Impact Marketing	Customer Growth & Conversion Strategy	15	30	30	20
Impact Marketing	New Product and / or Service Launch / Re-launch	20	35	35	15
Impact Marketing	Partnership, PR & Branded Content Excellence	15	30	35	20
Impact Marketing	Real Time Marketing	15	25	40	20
Impact Marketing	Small Budget, Big Impact	20	20	40	20
Impact Marketing	Creator / Influencer / Celebrity Marketing	25	25	40	10
Media and Growth	Omnichannel Marketing	15	30	40	15
Media and Growth	Cross Digital Media Marketing	20	30	35	15
Media and Growth	Social Media Marketing	20	25	35	20
Media and Growth	AI Powered Data Insights / Contextual Marketing	20	30	35	15
Media and Growth	Advanced Technologies Marketing	20	30	35	15
Media and Growth	Retail Media /O2O Excellence	25	15	40	20
Media and Growth	Audience Engagement Excellence Using AI	20	30	30	10
Purpose Driven Marketing	Brand Purpose / Activism	30	25	20	25
Purpose Driven Marketing	Social Impact Marketing	35	25	20	20
Purpose Driven Marketing	Diversity and Inclusive Excellence	30	35	20	30





PUBLICATION OF ENTRIES



Any material submitted to the awards becomes the property of the MMA and cannot be returned. SMARTIES Awards competition will be showcased in various ways. Publication is at the sole discretion of the MMA.

Work submitted must be original or you must have received rights to submit it.

In order to promote the SMARTIES Awards, each entrant hereby grants to MMA a non-exclusive, right and license to:

Publicity Purposes

- ◆ Reproduce and display all campaign materials submitted to the SMARTIES – for education and publicity purposes—including creative materials, case summaries, and statements of effectiveness - in the SMARTIES Gallery, programming, conferences, at MMA public or private presentations, and offline.
- ◆ Reproduce and publish all campaign materials submitted to the SMARTIES on the website, SMARTIES Case Studies Hub, ANA Knowledge Center, and WARC Knowledge Center.
- ◆ Use any/all content included with the entry for the purposes of research. Information used for research will be kept confidential. Also award-winning campaigns may be published as part of an annual mobile marketing guide, and/or additional publications approved by MMA.

Each entrant confirms to the MMA that they have the legal right to enter the SMARTIES Awards on the terms of these entry rules. Each entrant indemnifies the MMA against all liability to any other person, firm or company and all loss arising from a breach by the entrant of any of these entry rules.

We respect that entries may have information considered confidential by the client. If you have these concerns, please contact: awards@mmaglobal.com.



ENTRY FORM STEP-BY-STEP GUIDE AND CHECKLIST

STEP-BY-STEP GUIDE

- ◆ Familiarize yourself with the SMARTIES Awards.
- ◆ [Review the categories](#) and determine which of your campaigns is the best fit for each one. If you need assistance, please email awards@mmaglobal.com.
- ◆ Take a close look at [the guidelines](#), which includes eligibility requirements and judging criteria for each category. Think about how your campaign excels in the following areas: strategy, execution, creativity and results.
- ◆ Gather your case studies, videos and creative supporting documents to support your entry.
- ◆ [Create your SMARTIES™](#) account; you can begin the entry form and return anytime to complete prior to submitting.
- ◆ Please make sure all campaign, client, agency names and contact details provided are accurate. We will use this for all our communication materials if your entry wins.
- ◆ Get any necessary client or internal approval. You must have the client's approval in order to submit your entry. Should your client require an official letter from MMA confirming the confidentiality of the written submissions, in order to approve your participation in the awards, please email awards@mmaglobal.com.
- ◆ Complete the entry form for all your eligible categories and hit submit by the deadline dates listed for each program. There is an increase in submission fees from one deadline to the next.
- ◆ Use [SMARTIES Coach](#) for guidance and practical advice throughout the submission process to help craft an even stronger case.

ON-LINE ENTRY FORM CHECKLIST



- √ Lead Agency & Client Contacts
- √ Additional Agencies/Technology Providers
- √ Brand Owner
- √ Time-Period Campaign Ran
- √ Case Study Summary
- √ Strategy/Creativity/Execution/ (Results) Business Impact
- √ Categories
- √ Credits
- √ Publication Permission (permission to publish the campaign video and case study)

Creative Materials

- √ Video Case Study (2.5-minute maximum)
- √ Uploaded Materials, PDFs. URLs, etc.



JOIN YOUR PEERS AND MODERN MARKETING INDUSTRY LEADERS

1-800-Flowers.com	Excedrin	MEC	Skylight/Shazam
8112 Studios	Facebook Creative Shop	Mediaplus/Serviceplan	S4M
Adidas	Fiat	Mercedes-Benz USA	Sony Pictures
AdColony	Ford Motor Co.	McDonald's	Spotify
Adsmovil	FunMobility	Microsoft	Starcom
Africa Agency	Garanti Bank	Mindshare	State Farm
AlmapBBDO	Gatorade	Mobiento/Deloitte Digital	360i
Amazon Media Group	Goodwill	Mood/TBWA	Toaster
Agencia3	Google	MRM/McCann	T-Mobile
Audi AG	GroundTruth	Nissan NA	Taco Bell
Arc Worldwide	GroupM	Nice'n Easy	Target Corp.
BBDO	GTB	Nike	Televisa Televisión
Ben & Jerry's	Havas Worldwide	Ogilvy & Mather	The Miami Heat
Beats Music & Dr. Dre	HBO	Only IF	The Marketing Store
Best Buy	Heineken	Opera Mediaworks	Thinfilm
Billboard Magazine	Hellman's	OMD	Team Detroit
Bloomberg L.P.	Hershey's	P&G/Oral-B	Trilia/Hill Holiday
BMW	Hudson Rouge	Paramount Pictures	Singapore Red Cross
Cadillac	IBM Watson	PepsiCo	UM
Carat Media	Initiative	Pernod Ricard	Unilever
Chevrolet	InMobi	PHD	Universal Pictures
Chiquita	Intel	Preparation H	USA Today
Clinique	IPG	Publicis Groupe	Virgin Mobile
Colgate Palmolive	Johnnie Walker	R/GA	Vodafone
Dell	Juan Valdez Coffee	Ray Donovan and Showtime Networks	Volvo Cars
Dentsu	Kargo	Ready Set Rocket	Walgreens
Digitas	Kenneth Cole	Reckitt Benckiser	Waze
Discovery Channel	Kimberly Clark	Red Bull	Weber Shandwick
Disney	Kraft Foods	Revolution Digital	Weve
Dove	LA Rams	Sam's Club	Wunderman Thompson
DPZ&T	Lane Bryant	Rovio/Angry Birds	Xbox
DreamWorks	Levi's	Saatchi & Saatchi	Yonder Media
DSW	Leo Burnett	Samsung	Yum Brands
Dunkin' Donuts	Lincoln	Shell	VMLY&R
Emergen-C	L'Oreal Paris	Sinch	Zynga
Engine Creative Agency	Macy's		
ESPN			



JOIN YOUR PEERS AND MODERN MARKETING INDUSTRY LEADERS

Adidas	E*TRADE from Morgan Stanley	mCanvas	Singapore Red Cross
Adsmovil	Facebook	Mediaplus/Serviceplan	Spark Foundry
Al Joumhouria	Fbiz	Mercado Libre	Standard Bank
Akbank	Freshive Digital	Merck & Co.	Starcom
Al Nabooda Automobiles	Ford Motor Co.	McDonald's	State Farm
AlmapBBDO	Game Science	Microsoft	T&A-Ogilvy
Amazon	Garanti Bank	Mindshare	TBWA Buenos Aires
AT&T	GM	Mondelēz	Team Red Dot
Audi AG	Google	Moutain Dew	The Lion Creative
AXA	Grab Vietnam	MRM/McCann	Toaster
Bayer	GroupM	MullenLowe	Televisa Televisión
BBH Singapore	Havas Worldwide	Nestlé	Uber
Beiersdorf	Hearts & Science	Netflix	UM
BETC HAVAS	Hellosquare	Nike	Unilever
Blis MENA	Heineken	Ogilvy	Versuni
Blizzard Entertainment	Hyundai Motor Initiative	O Boticário	Veyron Marketing
Cadillac	InMobi	Old Mutual	Vicinity Media
Carat Media	Johnnie Walker	OMD	Volkswagen
Castrol	Juan Valdez Coffee	OmniCom Media	Vodafone
Clorox	Kellogg's	OpenMind	Yili
Colgate Palmolive	Kenneth Cole	Oreo	Yonder Media
Conscious Lab	Kimberly Clark	P&G	Yum Brands
DAVID São Paulo	KitKat	PepsiCo	VML
Dentsu	Kraft Foods	Pernod Ricard	WeBee Social
Danone	Knorr	PHD	Weber Shandwick
Deutsche Telekom	Lay's	Publicis Groupe	MENAT
Diageo Brasil	Leo Burnett	R/GA	Wieden+Kennedy
Digitas	Linkedin	Reckitt Benckiser	WMcCann
Disney	L'Oreal	Revolution Digital	WPP Media
Droga5	Mars Wrigley	Saatchi & Saatchi	Zenith
Dove	M+C Saatchi Performance	Sabancı University	Zon Global
Emergen-C		Samsung	ZÜBER
EssenceMediacom		Shell	



FREQUENTLY ASKED QUESTIONS

How do I submit an entry?

All submissions MUST be submitted online via our Submission Tool. Click [here](#).

What is the eligibility period to submit a campaign?

Each SMARTIES program has different eligibility periods as to when campaigns must be active in the marketing place. Please [click here](#) to see the eligibility period for each SMARTIES Program.

Can I submit in more than one award program?

Yes, you can submit in more than one award program. You can submit to a country, a region, and globally (SMARTIES X). Note there are discounts for submitting more than 3 campaigns. Refer to Eligibility, Deadlines & Fees section for more information.

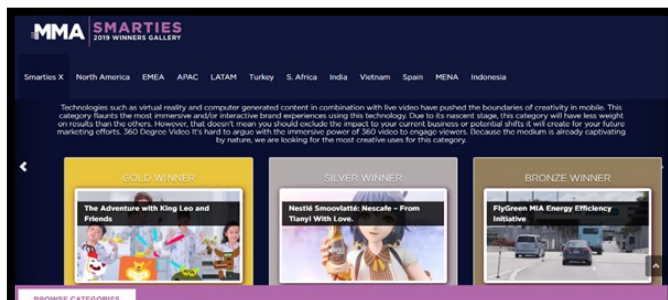
What is the deadline to submit a campaign for the SMARTIES?

Deadlines vary based on SMARTIES Program. [Click here](#) to see the deadline dates for each SMARTIES program.

How much does it cost to enter?

The cost to enter varies based region and country. All programs offer discounts. Go to pages 5-8 for more details. All fees listed are in U.S. Dollars (USD). Please note fees are per submission.

Payments for entries under USD 1,500 must be made online via credit card. Invoices will only be raised for totals greater than USD 1,500. For invoices, please contact the appropriate person for each SMARTIES program (see page 32)



Is there a limit to the number of submissions I can enter?

No, there is no limit to the number of submissions an organization may submit. You may submit a single campaign in multiple categories or regions, or submit several campaigns in a single category or regions. Entrants are encouraged to customize the submission based on the category for which they enter.

Should I include a video with my submission?

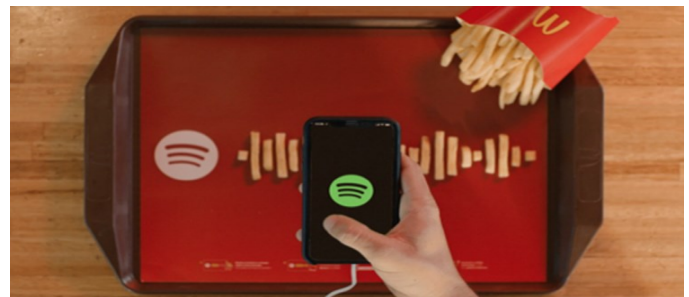
Yes, it is highly recommended you include a video with your submission. A third party must host all videos, unless it is a self-promoting campaign. Go to page 14 for details.

What are the entry categories this year?

Go to pages 17-24 for details

Can I submit an entry in more than one category?

Yes, you can enter a single campaign in multiple categories. Please note fees are per submission. Go to page 11 for more details.



FAQ's continued on next page



FAQ's continued

How do I become a judge or serve on the Screening Council?

You may submit your interest in screening or judging by sending an email to awards@mmaglobal.com. You must be an MMA member to serve as a jury member

Our judges represent the leaders in the modern marketing industry and come from wide array of companies and geographies. View our [Smarties X Screening and Jury Panel](#).



When will the shortlist be announced?

The shortlist will be announced publicly once judging is complete and the results are tallied.

When will winners be announced?

Please refer to the SMARTIES programs separate websites for Celebration dates.

The SMARTIES Jury, for each program, will make the final selection of winners. If there are no suitable nominees, judges may decline to appoint a winner, for any category or geography, in any given year.

FAQ's continued on next page

What do winners receive?

Winners will receive a SMARTIES trophy recognizing their achievement. Attendees at our awards ceremonies will receive their trophy on site. All other will be mailed to the submitter contact name and address. Only one SMARTIES trophy will be given to each winner. Duplicate awards are available for purchase. Details will be emailed after the celebration





FAQ's continued



Will my submission be made public?

The MMA reserves the right to use any/all content included with the submission for the purposes of research, education, and publicity purposes. Submitters should assume that MMA will use any/all content included in the winning submissions accordingly. All creative materials, case summaries, and statements of effectiveness may be used in MMA conference/event sessions, at MMA public or private presentations, SMARTIES Case Studies Hub, SMARTIES Business Impact Index, ANA Knowledge Center, and WARC Partner Awards. If you wish to review content prior to publication, please do so by sending an email to awards@mmaglobal.com

Where do I find information about past winners and finalists?

Information on past winners and finalists can be viewed here, for [2023](#), [2024](#), [2025](#) winners.



Who can I contact for more information?

Please direct all additional inquiries to awards@mmaglobal.com. Please note that as the submission deadline approaches, we receive a heavy volume of inquiries and may be delayed in responding.





SMARTIES AWARDS CONTACTS BY PROGRAM

SMARTIES X, NORTH AMERICA

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Additional contacts on next page



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