

# Submit Your Entries for SMARTIES X GLOBAL 2025

## Submitter Contact Information

\* denotes required field

The submitter contact is from the company that is submitting the case study entry. This information will be used to notify the shortlisted and the finalists and if we have questions about your submission. In case of winning an award, the trophy will be sent to the submitter of the case study entry.

<b>First Name*:</b>	<input type="text"/>	<b>Last Name*:</b>	<input type="text"/>		
<b>Email Address*:</b>	<input type="text"/>	<b>Phone*:</b>	<input type="text"/>	<b>Job Title*:</b>	<input type="text"/>
<b>Create your Username*:</b> (email address recommended)					
<input type="text"/>					
<b>Create your Password*:</b>	<input type="text"/>	<b>Re-type Password*:</b>	<input type="text"/>		

## Submitting Company Information

<b>Company*:</b>	<input type="text"/>		
<input type="checkbox"/> I am an MMA member.			
<b>Street Address*:</b>	<input type="text"/>	<b>Suite or Floor:</b>	<input type="text"/>
<b>City*:</b>	<input type="text"/>		
<b>State / Province*:</b>	<input type="text" value="- SELECT ONE -"/>	<b>Zip / Postal Code*:</b>	<input type="text"/>
<b>Country*:</b>	<input type="text" value="- SELECT ONE -"/>		
<b>How did you hear about The Smarties?*</b>	<input type="text" value="- SELECT ONE -"/>		

## Secondary Contact

This individual will be contacted only if we are unable to contact the submitter listed above.

<b>First Name*:</b>	<input type="text"/>	<b>Last Name*:</b>	<input type="text"/>		
<b>Email Address*:</b>	<input type="text"/>	<b>Phone*:</b>	<input type="text"/>	<b>Job Title*:</b>	<input type="text"/>

Create Your SMARTIES Account

## Entry Details

\* denotes required field

### Entry Title\*

**Maximum 50 characters.** 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](mailto:awards@mmaglobal.com).

### Advertiser\* (e.g. "Unilever")

Enter the full name of the advertiser / brand owner.

### Brand\* (e.g. "Lifebuoy")

Enter the full name of the Brand that the campaign is for.

### Client:

Enter the details of the main contact on the brand / advertiser team who you have partnered with for submitting the case study entry.

#### Client Contact Name\*

#### Client Job Title\*

#### Client Email\*

### Submitting Company\*

The submitting company name will be published on the shortlist and the trophy along with the lead agency and affiliated submitters, if applicable. This cannot be changed and edited at a later stage and requests to update the name will not be possible.

### Submitting Company Type\*

### Affiliated Submitters:

The affiliated submitters will be published on the shortlist and the trophy along with the lead agency and submitting company name, if applicable. In the case of the agency as a submitting company or affiliated submitter, this can only be an individual agency and not an agency group or holding agency. The affiliated submitters cannot be changed or edited at a later stage and requests to update the name will not be possible.

#### Affiliated Submitter Company Name\*

1)

2)

3)

+ add more

#### Affiliated Submitter Type\*

- SELECT ONE -  delete

- SELECT ONE -  delete

- SELECT ONE -  delete

### Campaign Contributors:

Please list any other agencies and partners that were involved in the project. The names below will be allocated points for all industry, agency, advertiser and Best-in-Show awards calculations. These will be listed under "Other Credits" on the shortlist if different from submitting company.

	Type*	Company*	City*	Country*	First Name*	Last Name*	Email*	Phone:
1)	Creative Agency	<input type="text"/>	<input type="text"/>	- <input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
2)	Digital Agency	<input type="text"/>	<input type="text"/>	- <input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
3)	Agency Specialist	<input type="text"/>	<input type="text"/>	- <input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
4)	Agency Holding Group	<input type="text"/>	<input type="text"/>	- <input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
5)	Technology Enabler	<input type="text"/>	<input type="text"/>	- <input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
6)	AdTech Provider/Platfo	<input type="text"/>	<input type="text"/>	- <input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
7)	Publisher Partner	<input type="text"/>	<input type="text"/>	- <input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
8)	Research Partner	<input type="text"/>	<input type="text"/>	- <input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
9)	- SELECT ONE -	<input type="text"/>	<input type="text"/>	- <input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/> x
10)	- SELECT ONE -	<input type="text"/>	<input type="text"/>	- <input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/> x

+ add more

### Region Where Campaign Ran\*

### Campaign Run Dates\*

January  2024  to January  2024   This campaign is still running.

## Categories

Choose the categories and regions in which you'd like your submission to be judged. You may only submit each entry into 5 categories per award region. Example: 5 in India, 5 in APAC, and 5 in X Global.

If you would like to submit your entry into more than 5 categories, create a new entry. You should re-work the campaign title and executive summary for the case study to suit the categories chosen, so it is contextually relevant to those categories.

Unsure where your campaign would fit best? Contact us, and we will get back to you with recommendations.

[Request Category Recommendation](#)

### Category

Hover over any category name to view its description

Enter Program

Enter Program

Enter Program

## Purpose Driven Marketing

Brand Purpose / Activism	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Social Impact Marketing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Diversity&Inclusion	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## Marketing Impact

Brand Experience	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Instant Impact / Promotion	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Customer Journey Marketing - Lead Generation / CRM	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Product and / or Service Launch	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Real Time Marketing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Small Budget, Big Impact	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## Impact Media

Omnichannel Marketing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cross Digital Media Marketing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Social Media Marketing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Creator / Influencer / Celebrity Marketing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Gaming, Gamification & E-Sports	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## Emerging Tech Marketing

Enabling Technologies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Data Insights / Contextual Marketing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Programmatic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Connected TV	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
WEB 3.0 Technologies Marketing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## E-commerce marketing

Integrated Ecommerce Innovation & Live Streaming	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
O2O / New Retail / Innovative & New Tech Sales Channels	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## Creative

Customer (CX) / User Experience (UX) & Design	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Personalization	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Short or Long Form Video	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## AI Marketing

AI-Powered Audience Engagement	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Innovative Use of AI in Advertising	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
AI-Driven Creative Excellence	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## Key Team Members

Please include representatives from client, creative and media planning/buying. These credits will be shown for winning entries. If you do not have all credit information when you submit your entry, please add those you do have and others may be added later if your submission wins.

Please make sure information and spelling is accurate. It may appear on printed materials, Gala materials and in the online Winners' Gallery.

**Please complete all details of all key team members at the time of submission. This information cannot be edited later.**

	First*	Last*	Job Title*	Company*	Email*	Phone:	
1)	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	delete
2)	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	delete

[+ add more](#)

NEXT

## Case Study

\* denotes required field

The judges would like to review a short case study about your entry. A typical case study length is approximately 500-800 words. It is highly recommended that you supplement the written entry form with a video that summarizes the challenge, strategy, objectives, execution and outcome of your entry. Review video clip instructions in the creative requirements section on the Smarties website.

If a case study answer section is not relevant to your campaign, please include a short statement letting us know why.

### Executive Summary

Why should this case study win a SMARTIES award? (150 words max)

### Strategy

Maximum 600 words for entire Strategy Section (includes objective, target audience, creative strategy, and context sections below).

**a) Objectives\***: What was your strategic objective (increased market share, brand awareness, time engaged with the brand, sales, leads)? What were the key performance areas you are measuring your objectives against, and how did you measure them? State specific objectives on a global and country-by-country basis or regional/market basis as necessary. *Word limit 150 words. Remember that the maximum word limit for the total Strategy section is 600 words.*

List Your Objectives\*:

- 1)  [delete](#)
- 2)  [delete](#)
- 3)  [delete](#)
- 4)  [delete](#)
- 5)  [delete](#)

[+ add more](#)

Provide the source of your data referenced above, if any:

**b) Context\***: Is this the first year of the campaign? If not, how has your strategy adapted to previous results and new technology? If yes, how does it measure against previous efforts for a similar product or idea? *Word limit 150 words. Remember that the maximum word limit for the total Strategy section is 600 words.*

Provide the source of your data referenced above, if any:

**c) Target Audience\***: Who was your intended target audience? Include a definition of the audience you were trying to reach. Please include specific demographic information such as attitudes, behaviors, age, sex, culture, etc. indicating how you defined your target audience. *Word limit 100 words. Remember that the maximum word limit for the total Strategy section is 600 words.*

Provide the source of your data referenced above, if any:

**d) Creative & Media Strategy\***: What was your creative and media strategy? Describe and provide rationale for your communications strategy that brings the idea to life, as borne from the insights and strategic challenge described above.

**Creative Strategy\***: One sentence; 25 words max

**Media Strategy\***: One sentence; 25 words max

How did your creative and media strategies work together to reach your specific audience? Explain your media strategy and why the channel choices were right for your audience & idea. Did your communications strategy adapt over time to real time results? If so, how? Describe why certain strategies for different markets were chosen if applicable to your campaign. *Word limit 150 words. Remember that the maximum word limit for the total Strategy section is 600 words.*

Provide the source of your data referenced above, if any:

## Execution / Use of Media

Maximum 400 words for the entire Execution Section (includes overall campaign execution and mobile execution sections below)

**a) Overall Campaign Execution\***: How did the execution or enabling technology help achieve results? What percent of the campaign budget (if any) went to mobile / digital? What was the overall campaign budget and why was that % allocated to mobile / digital? *Word limit 200 words. Remember that the maximum word limit for the total Execution section is 400 words.*

**Total Budget\***:

**Digital Budget\***: either as a percentage or actual number, of total budget

**Provide the source of your data referenced above, if any:**

**b) Execution\***: How was channel or enabling technology integrated into the overall marketing strategy? How creative or sophisticated was the campaign in its use of media? What did the channel or enabling technology bring to the overall campaign that other marketing channels missed? How was the channel or enabling technology matched to specific markets, demographics relevant to the overall campaign execution? How well was technology leveraged? *Word limit 200 words. Remember that the maximum word limit for the total Execution section is 400 words.*

**Provide the source of your data referenced above, if any:**

## Business Impact

Maximum 450 words for the entire Results Section (includes context, evaluation, market impact, and ROI sections below).

**a) Context\***: What was the state of the brand's/client's business and the marketplace or category in which it competes before your effort began? *Word limit 150 words. Remember that the maximum word limit for the total Results section is 450 words.*

**Provide the source of your data referenced above, if any:**

**b) Evaluation\***: Did the campaign achieve its objectives and goals? Please provide specific numerical results. What impact did the campaign or enabling technology have on future utilization in their business? *Word limit 150 words. Remember that the maximum word limit for the total Results section is 450 words.*

**Objectives (From Strategy Section):**

**List Your Results\*:**

1)

2)

3)

4)

5)

**Provide the source of your data referenced above, if any:**

**c) Market Impact\*:** What impact did the campaign have on the market, if any? How innovative was the campaign? How did consumers receive the campaign? *Word limit 150 words. Remember that the maximum word limit for the total Results section is 450 words).*

**Business Impact Metrics\*:**

	<b>Sales Growth*:</b> e.g. 5% sales growth	<b>Brand Lift*:</b>	<b>Brand Metric*:</b>	<b>vs. Competition*:</b>	<b>Source*:</b>	
1)	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	delete
2)	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	delete
3)	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	delete
	<a href="#">+ add more</a>					

**Campaign Metrics\*:**

	<b>Platform / Media*:</b> e.g. Facebook	<b>Metric*:</b> e.g. Engagement Rate	<b>Achievement*:</b> e.g. 3.3%	<b>vs. Benchmark</b> e.g. 2.6%	<b>Source*:</b>	
1)	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	delete
2)	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	delete
3)	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	delete
	<a href="#">+ add more</a>					

**Provide the source of your data referenced above, if any:**

**d) ROI (optional):** Calculate a figure for return on investment (based on sales, profit, etc.). *This section is voluntary - entrants that cannot calculate an ROI figure will still be included in judging.* Please express ROI figure as a ratio - example 4:1.

## Creative Samples

Please provide as close to an original user experience as possible. Judges will consider engagement, use of medium, art direction, copywriting, integration with overall campaign (if applicable), and use of technology. **A case study video showcasing the creative and giving an overview of the entry is strongly recommended. Length: No longer than 2 minutes 30 seconds.** NOTE: Use streaming services such as Google Drive, YouTube, or Vimeo. (Do not use WeTransfer etc. or set expiry dates)

Provide URL(s) where the creative can be found online:

1)	<input type="text"/>	delete	<input type="checkbox"/> <b>These URLs require special instructions and/or username &amp; password</b>
	<a href="#">+ add more</a>		

## Trophies

Should you win a SMARTIES Award and you are unable to attend the Gala and accept your trophy, please provide the following information so we may ship it to you.

**Company\*:**

**Attn\*:**

*First Name*

*Last Name*

**Street Address\*:**

**Suite/Floor:**

**State/Province\*:**

**Zip / Postal Code\*:**

**Country\*:**

## SMARTIES Business Impact Index

All SMARTIES Awards winner and finalist data will be analyzed to create the 2024 SMARTIES Business Impact Index. Should you receive a ranking on the Index, whom do we notify?

**First name\*:**

**Last Name\*:**

**Job Title\*:**

**Email\*:**

**Phone:**

## Permission\*

I have read and agree to these [terms and conditions](#) as they apply to my submissions to be considered for The Smarties Awards Program.

If everything looks good, you can

[CREATE ANOTHER ENTRY](#)

or

[CHECKOUT](#)

*(Your current work will be saved.)*