

THE BEACON AWARDS 2014

CALL FOR ENTRIES

 THE
BEACONS

CAANZ 

Communication Agencies Association

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HOW TO CREATE AN AWARD WINNING ENTRY

Book yourself and your team into the writing workshop with your industry peers.

Facilitated by Andrew Reinholds, OMD NZ
and Rufus Chuter, DraftFCB Media.

TO BOOK email: kelly@caanz.co.nz

DATE: Tuesday 21st January 2014

VENUE: AUT WF710

TIME: 9.00 am – 10.30 am

COST: \$25 + GST per person (members)
\$35 + GST per person (non-members)

IMPORTANT DATES FOR 2014

ENTRIES CLOSE: Wednesday 12th February @ 4pm

48HR DEADLINE CLOSURES: Friday 14th February @ 4pm

MEDIA AGENCY OF THE YEAR ENTRIES OPEN: Monday 24th February

PRELIMINARY JUDGING (Wellington): Tuesday 11th March

PRELIMINARY JUDGING (Auckland): Wednesday 12th March

CAMPAIGN MATERIAL DUE: Thursday 20th March

CATEGORY JUDGING (Auckland): Wednesday 26th March

EXECUTIVE PANEL JUDGING: Monday 31st March

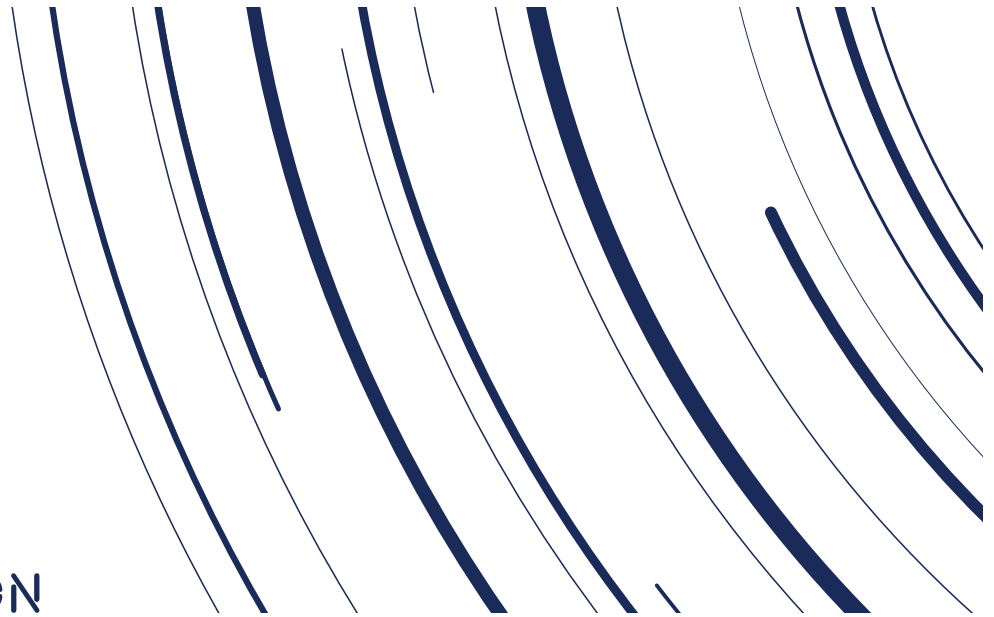
FINALISTS ANNOUNCED: Friday 1st April

MEDIA COMMITTEE JUDGING: Thursday 10th April

MEDIA AGENCY OF THE YEAR ENTRIES CLOSE: Tuesday 15th April @ 4pm

MEDIA AGENCY OF THE YEAR JUDGING: Tuesday 22nd April

THE BEACON AWARDS SHOW: Thursday 1st May at Viaduct Events Centre



1. INTRODUCTION



Welcome to the inaugural CAANZ Beacon Awards. A new brand to reflect the changing environment we operate in.

The entire communications industry is in the middle of rapid and fundamental change as media channels proliferate; consumer media habits fragment; technology leaps ahead and marketers become more demanding about return on investment and accountability.

Despite this, as an industry we are often undervalued by clients for the impact we make on their businesses and we have a challenge to reposition ourselves in the minds of many clients. Our task as an industry is to prove our value, build eminence and respect and thereby improve the returns we make as individual businesses.

Against this background, the annual CAANZ Media Awards have for many years been the premiere awards for the media agency industry and are a true celebration of the best work in the industry.

The awards have always recognised and celebrated the best of the media industry. Perhaps most importantly they have been about proving that media can make THE difference...

However, unlike most awards in the industry (locally and globally) the “Media Awards” brand has been a simple functional descriptor. Most industry awards have a brand associated with them that has value in and of itself (Axis, Effies, Cannes Lions, Spikes).

Given the changing nature of the market and the desire to build eminence and respect for the industry amongst clients we believe it is time to refresh and rebrand the Media Awards.

In doing so our objective is to create a new, relevant brand that positions both the awards themselves and media agencies at the forefront of the communications industry, both in the minds of the broader industry and clients and to use the rebrand as an opportunity to communicate the value that media agencies add to the communications process and to their clients businesses.

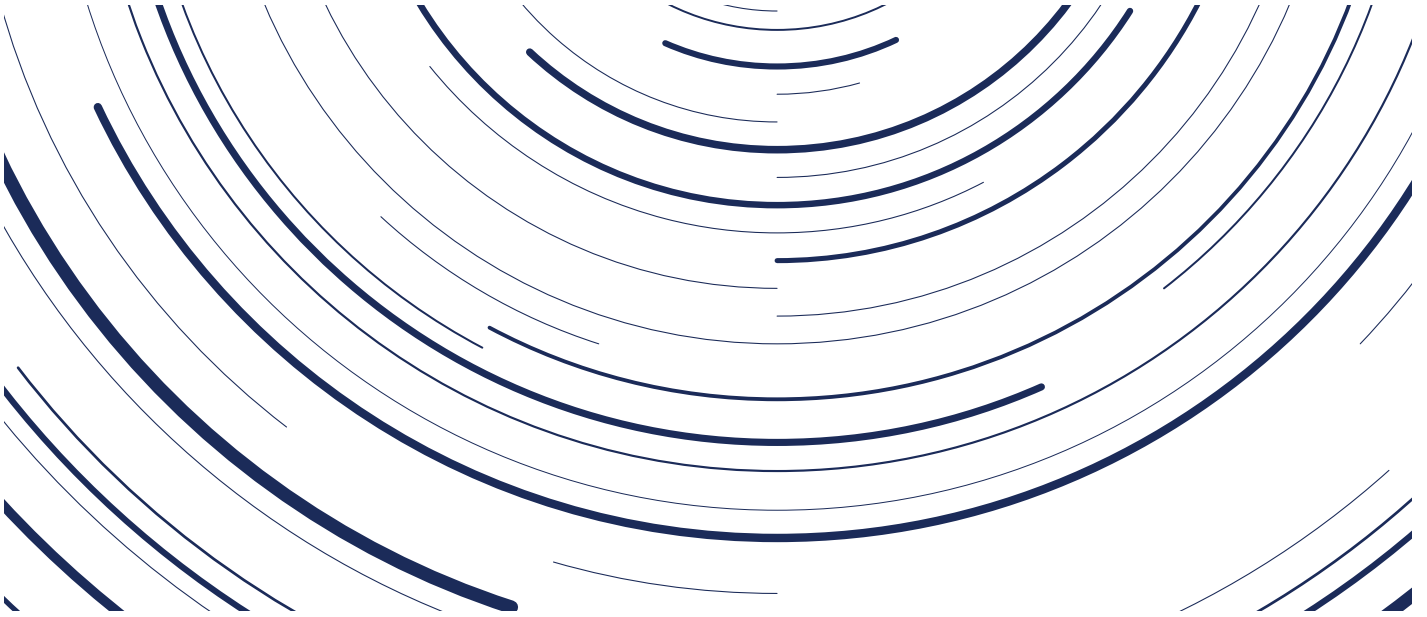
The new brand is the result of a long and thorough process that involved many people across the industry to gain genuine insight into the value that media can add to a campaign.

Hopefully the metaphor is obvious, but we believe that the new brand reflects an awards programme that recognises and rewards work that shines above the rest. Work that stands out gets noticed and delivers for clients.

Huge thanks must go to the team at DraftFCB for their development of the new brand along with the call-for-entries campaign and also the new Beacons trophy, which will be revealed next year.

Welcome to the inaugural Beacon Awards – it’s only great if it gets noticed!

Paul Head
CEO CAANZ



The media menu grows wider and the competition for consumer engagement gets more sophisticated every year. In the struggle for media professionals to deliver great results for clients this creates a major challenge in how to balance solid campaign building blocks with the need for innovation.

Fresh media thinking is a vital ingredient in any campaign. Marketing needs 'new'. But the danger is that experimental ideas can sound great in theory but only serve to dilute results. It can also make it challenging for award judges to distil quality and true effectiveness from ideas that simply add to marketplace noise.

In this inaugural year of The Beacons we want to strip back the layers of noise and gimmickry to focus on the first principle of media: 'It's only great if it gets noticed'. The best campaigns of the year will prove how they have delivered on this core campaign requirement, using a compelling, proven mix of great strategy and creative campaign construction.

With The Beacons we are also introducing the scrutineering process that was successfully introduced in the 2013 Effies. This provides an initial screening to help identify entries that do not meet the administration ground rules. We want to ensure that no campaign is disqualified for technicalities and that every campaign entry is ready to compete.

Lew Bentley

2014 Convener of Judges

2. HOW TO ENTER

CONDITIONS OF ENTRY

The entrant agrees that CAANZ will not accept responsibility for errors or omissions reproduced in award publicity material, or for work lost or damaged.

The entrant grants CAANZ permission to show the entries at the Beacon Awards show and at other times deemed appropriate after the Beacon Awards show. It is a condition of entry that CAANZ reserve the right and shall be permitted at all times to use at their discretion any material submitted for the Beacon Awards on the CAANZ website, in promotional and educational books, videos, articles and such other means as they deem appropriate for case study purposes.

The entrant has to have been responsible for the development of the media strategy.

HOW TO ENTER

Entry forms and associated documentation are available from www.caanz.co.nz (under Awards then Beacon Awards). Please ensure you use the correct entry form for the category being entered.

Click on the link to the online registration and submit the following details: Agency Name, the category entered, postal address, entrant contact details (the individual responsible for that entry), title of the campaign, product or service, first media appearance date and advertiser details.

When you have completed your online registration an entry number is automatically generated. This will be emailed to you together with details of your entry/ies.

You must include the entry number in the header of each page of your entry.

Each individual entry must have a unique entry number.

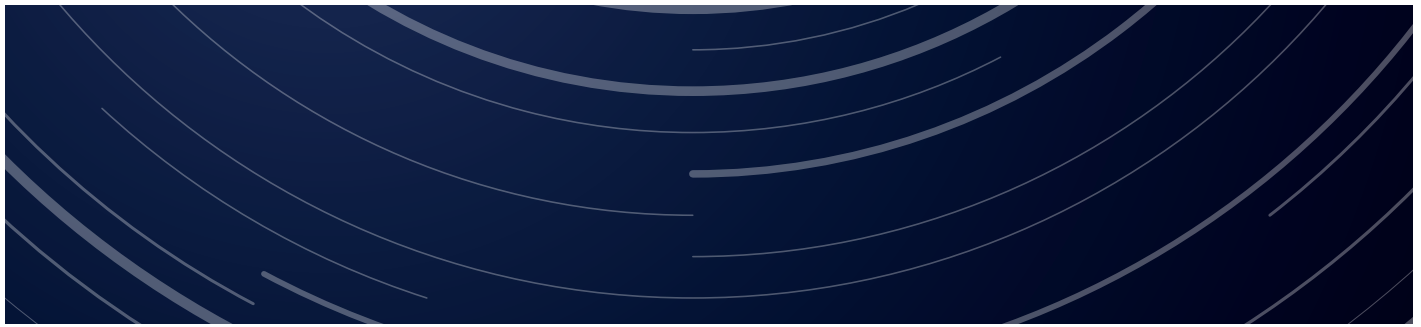
The same entry may be submitted in more than one category (under the rules), but please note that each individual entry must have its own entry form, entry number and copy of supporting materials.

Your username and password allows you to update or change the details captured on the online registration form if need be.

Download and save the appropriate entry form to your hard drive from www.caanz.co.nz (it is not an online entry form).

The entire entry must be completed on the CAANZ official entry form. Please ensure you use the correct entry form – entry forms are specific to the category you are entering. The media schedule and a maximum of 2 x A4 pages of campaign images must be included at the end of the entry and uploaded as one document online. PowerPoint, additional information, binding of entry etc. will not be accepted.

The maximum word limit is 1,200 words for each category except for Category L (Best Integrated Campaign), Category M (Sustained Success) and Category Q (Best Communications Strategy) which each has a maximum word limit of 1,500. **ANY ENTRY WHICH HAS EXCEEDED THE WORD LIMIT WILL BE RETURNED UNDER THE SCRUTINEERING RULES** (see page 8).



When you have finished writing your entry, upload your entry form online with all confidential information highlighted in red. Then print it out, copy it nine times and send the 10 hard copies by courier or mail to The Conference Company together with your signed declaration form (one for each entry) and any supporting material. Please DO NOT send entries to CAANZ.

PLEASE NOTE:

Before making 10 printed copies you must highlight any confidential information in RED (i.e. information which you do not want to be published). The 10 copies you submit are given to the judges so you must ensure that all pages are included in all copies and that each copy contains at the end, the media schedule and a maximum of 2 x A4 pages of campaign images. CAANZ or The Conference Company are not responsible for making additional copies or checking that all hard copy entries for judges are complete.

DECLARATION FORMS

A declaration form will be automatically emailed to the contact email address supplied. Each declaration form is specific to the entry number, and must be signed and included with the hard copy entry forms. DO NOT physically attach declaration forms to your hardcopy entries!

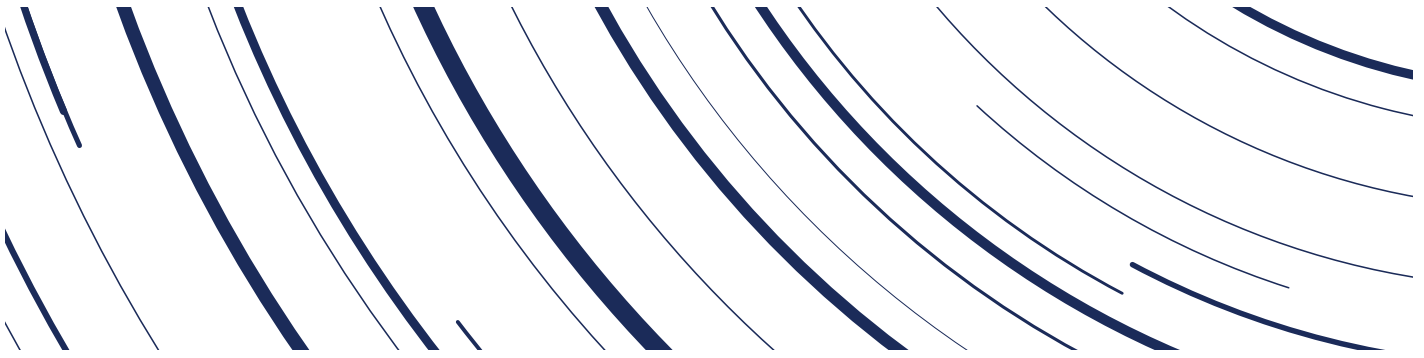
The declaration form must accompany all entries. (One signed copy per entry.) The declaration must be signed by the media agency principal (or equivalent) acknowledging that the entry is a true and accurate representation of the media campaign and giving permission for CAANZ to use at their discretion any material submitted for the CAANZ Beacon Awards for the purpose of case study material in hard copy and online formats. The declaration form is automatically emailed on submission of the online registration.

ELIGIBILITY REQUIREMENTS

The Beacon Awards is an agency-blind competition. Therefore, agency names should not be cited in the entry form, support or campaign material or on any other materials that will be seen by the judges.

Please note, campaigns that do not adhere to the eligibility requirements may be disqualified and fees will not be refunded.

- Media campaigns launched within 15 months from 1st October 2012 to 31st December 2013 are eligible for entry. Campaigns may have been introduced earlier but must have run during this period and have data relevant to the qualifying time. The results provided must have also occurred during this qualifying time.
- In the event of a crossover from the previous year, where a 2012 campaign is still eligible in 2013, the case history must be rewritten, clearly demonstrating new elements of the campaign or new results.
- The awards are primarily for New Zealand originated campaigns, however, should an entry be based on a media strategy and media idea originating outside of New Zealand, this must be clearly stated so that this can be taken into account in the judging process.
- Sustained Success (Category M): Advertising campaigns that have been consistently in market in NZ for a minimum of three years from at least 1st January 2010 are eligible for entry.



SUPPORT MATERIAL

The written entry should be considered the key part of your submission, however you must upload (as part of your entry) the following support material. Please ensure there are no agency/company names or logos on this support material:

MEDIA SCHEDULE (COMPULSORY)

Please provide a media schedule and include ALL media utilised in the campaign with % value of each. The media schedule is to be uploaded online as part of your entry.

CAMPAIGN IMAGES/EXAMPLES OF ADVERTISING

A maximum of 2 x A4 pages can be uploaded showing campaign images and the actual work carried out. Please ensure your entry number is included on the A4 pages.

CAMPAIGN MATERIAL (FINALISTS ONLY)

Additional campaign material will be requested from finalists only. All finalists will receive an email from The Conference Company on Thursday 13th March 2014 requesting campaign material be submitted by 4pm on Thursday 20th March 2014.

ALL entries in Category U – Media Brand of the Year must submit any campaign material by 4pm on Monday 6th April 2014.

Finalists may be required to provide further material for presentation purposes and use at the Beacon Awards show or in the Winner's booklet.

All campaign material must be sent to The Conference Company NOT CAANZ.

CAMPAIGN MATERIAL REQUIREMENTS

The purpose of campaign material is to illustrate the campaign and not to be a sales tool that 'promotes' the award entry. This is to help judges fully appreciate how consumers experienced the campaign. Campaign material can be anything from static examples of advertising through to original video or audio content created.

Campaign material is meant to support, not supplant or sell the written entry. As a result, the following will not be accepted as campaign material:

- Material that provides a campaign commentary, repackages or repeats insight, strategy or results from the written entry (for example, hype or award reels).
- Raw creative assets that don't represent what consumers actually experienced (for example, a radio script is not acceptable, but a recording of that script as broadcast on radio is).

CAMPAIGN MATERIAL FORMATS

Campaign material must be provided in digital format ONLY and must be limited to:

- A maximum of 10 examples of campaign execution. This could include pdfs of print ads, TV ads, video content created, websites etc.
- Entries with URLs please provide print screens on disc.

All campaign materials must have clearly defined file names, and should be included on one CD/DVD labelled with the entry number. Please note that materials not provided in digital format or according to the specifications listed, will not be considered.

Please follow these guidelines for submitting campaign material:

- The following formats are acceptable: PDF, JPG, MP3 (radio entries), MP4 or MOV. Please ensure that all files are high resolution and PC-compatible.
- All photos must be submitted in JPG format, minimum 300dpi.

Please attach a label to all campaign material as per the example below.

Entry No:	
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DEADLINES AND FEES

DEADLINES

Entries must be delivered to The Conference Company and received by 4.00 pm on Wednesday 12th February 2014.

Please note an extension of 48 hours is available for late entries, however, for those wanting to use this, there is a penalty fee. The penalty fee is double the entry fee for each late entry to a maximum penalty fee of \$1,000 + GST per agency (which is in addition to the original entry fee).

Prior approval for the 48hr extension must be obtained from The Conference Company (by emailing: beacon@tcc.co.nz or calling 09 360 1240) before 4.00 pm on Wednesday 12th February 2014.

A late entry must be received by The Conference Company by 4.00 pm on Friday 14th February 2014 and must be accompanied by the late payment fee and the entry fee.

Entries will not be accepted after 4.00 pm on Friday 14th February 2014.

ENTRY FEES/LATE PENALTY FEES

CAANZ members: \$250 + GST per entry per category

Late Penalty Fee: \$500 + GST (being \$250 entry + \$250 late fee) per late entry to a maximum late penalty fee of \$1,000 + GST.

Non-members: \$1,500 + GST per entry per category

Late Penalty Fee: \$2,500 + GST (being \$1,500 entry + \$1,000 late fee). If more than one entry is late, there will be a maximum late penalty fee of \$1,000 + GST per agency in addition to the total entry fees.

PAYMENT OR PROOF OF PAYMENT MUST ACCOMPANY EACH ENTRY.

PAYMENTS CAN BE MADE BY:

- Visa or Mastercard through the online form.

Note there is a 2.5% commission fee when paying by credit card.

- Cheque made payable to "Communication Agencies Association".
- Bank Transfer to the Communication Agencies Association:

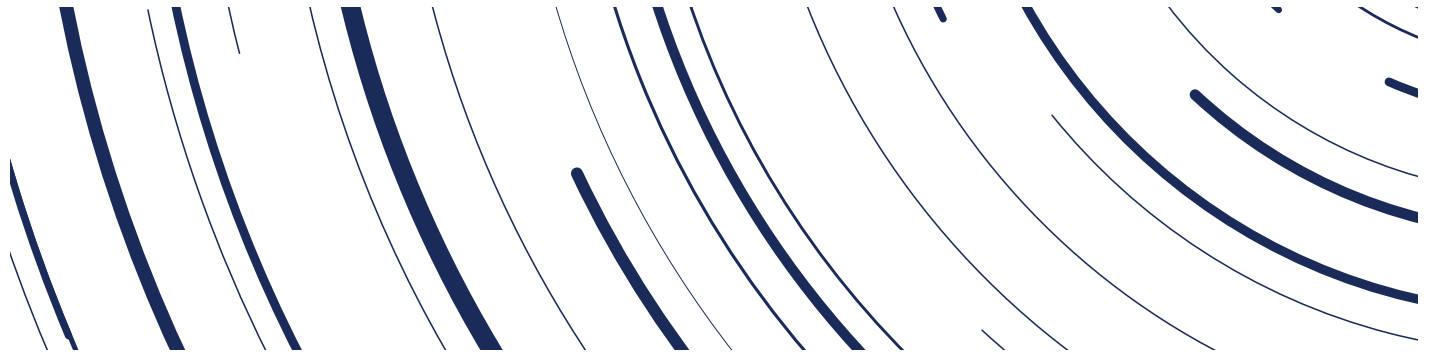
Bank: BNZ

Branch: Ponsonby

Account: 02 0248 0238645 00

Reference: Beacon Awards 2014
+ Your Agency/Company Name

Entries will not be processed until all monies are received. Entry Fees are non-refundable.



THE SCRUTINEERING PROCESS

In 2014 a scrutineering process is being introduced to help eliminate disqualifications through basic errors. The scrutineering process will be conducted by The Conference Company and will be carried out after all entry deadlines have passed. The Conference Company will review all entries to check ONLY the following:

- **Correct entry form used** – Entries not entered on the official CAANZ entry form, or if they are handwritten or incomplete in any way. Please note every category has a separate (different) entry form.
- **Word limit** – The word limit will be STRICTLY ENFORCED. Any entry that exceeds 1,200 words will be returned. The only exception is to Categories L, M & Q where entries that exceed 1,500 will be returned. Agencies are required to insert the word count on the entry form. Please note you should only count those words in the white answer boxes 1-4 of the entry form. DO NOT count the total words on the entry form. Table/graph captions should not be included in the word count provided they are less than 10 words, eg: “Figure 1. Market share for Shampoo category.”
- **Agency blind** – Any entry that cites agency names or logos in any entry form (or support/campaign material) will be returned. Please note this includes agency logos on media schedules.
- **Creative material** – No creative material/pictorial elements can be submitted in the body of the written entry. No more than two (2) A4 pages of campaign images can be provided as part of each entry’s support material. Powerpoint will not be accepted. Graphs/charts are acceptable in the body of the entry (see Other points to note below).

Should The Conference Company find any entries that do not meet the entry requirements above, that entry will be returned marked as not complying with the entry requirements. The entrant has the option to make good their entry (as per the recommendations made by The Conference Company) and re-submit their entry upon payment of an additional fixed scrutineering payment of \$500 + GST per entry that is re-submitted.

A deadline will be given to each entrant by The Conference Company, by which time all outstanding issues must be resolved. There is no limit on the times the entry can be re-submitted, but the final version must be submitted within the deadline with all issues resolved otherwise it will risk being disqualified at judging.

Note that the scrutineering process looks only at the “hygiene factors” above. Complying with scrutineering requirements is not a guarantee that an entry will not be disqualified on other grounds.

An entry that does not pass scrutineering and is not successfully resubmitted will forfeit the original entry fee.

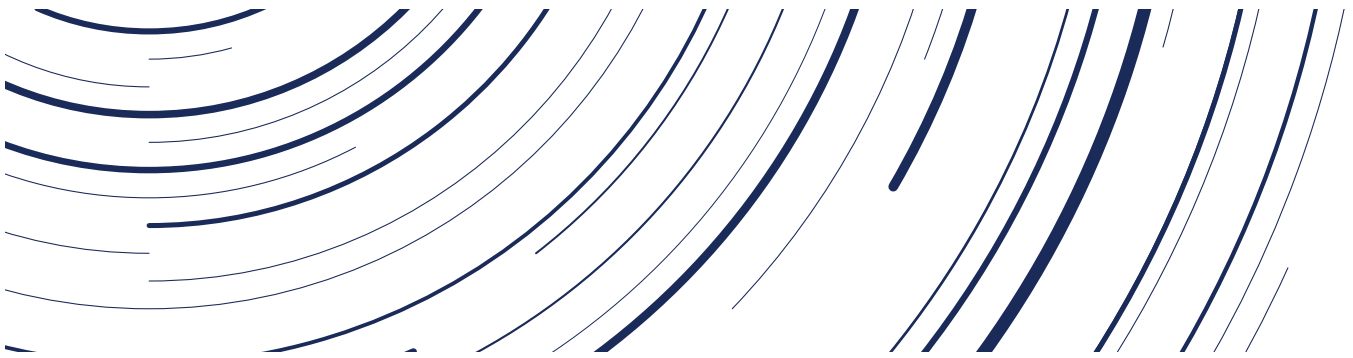
REASONS FOR DISQUALIFICATION

Campaigns entered into more than one of Categories A – E and/or Category K.

Entries not accompanied by full payment.

OTHER POINTS TO NOTE

- **Graphs and charts:** Graphs and charts displaying data are permitted and may be inserted into the main body of the entry. Graphs and charts CAN be presented in colour, but captions longer than 10 words or explanatory notes must be included in the total word count. Data sources should be referenced, but not using any agency logos or names (e.g. ‘Agency research’ would be acceptable but don’t name the agency. Research company names are acceptable).
- **Fonts:** All text must be in a standard black font. All entries must be submitted in 10pt minimum font.
- **Binding:** Please do not use binding or other presentation enhancements on your entry.
- **Word limit:** Maximum 1,200 word limit for all entries in all categories EXCEPT Category L (Best Integrated Campaign), Category M (Sustained Success) and Category Q (Best Communications Strategy) which each has a maximum word limit of 1,500 words.



CREDITS

Credits will be requested from finalists only. Credits must include ALL partner agencies involved in the entry.

It is important that you correctly spell partner agencies and people's names and use their correct title as credits are used in all publications and are shown on screen at the Beacon Awards Show. If in doubt, check!

DELIVERY INSTRUCTIONS

If you are submitting more than one campaign and you wish to send them in one box, please wrap materials from each campaign separately and label each with campaign name(s).

Send all materials prepaid to The Conference Company. Please address to The Conference Company, CAANZ 2014 Beacon Awards and send to:

Courier Address

31C Normanby Road
Mt Eden 1024
Auckland

Postal Address

PO Box 90-040
Auckland 1142

Contact details

Phone: +64 9 360 1240
Fax: +64 9 360 1242
email: beacon@tcc.co.nz

DO NOT SEND YOUR ENTRY/MATERIAL TO CAANZ

PUBLICATION POLICY & PERMISSION

Finalists and winners of the 2014 Beacon Awards will be showcased in various ways. Publication is at the sole discretion of CAANZ. Work submitted must be original and you must have secured rights to submit it.

CAMPAIGN MATERIALS

The campaign material you enter into the competition becomes the property of CAANZ and will not be returned.

By entering work in the competition, CAANZ is automatically granted the right to make copies, reproduce and display the campaign material and case studies for education and publicity purposes such as but not limited to the CAANZ website, press releases, newsletters, programming/conferences and the Beacon Awards Show.

PUBLICATION OF CASE STUDIES

All sensitive information in your entry must be highlighted in **RED**. Information highlighted in **RED** will be excluded in the publication of case studies.



FINAL TIPS

Remember that both the administration and judging of the Beacon Awards is a large and complex process. Entries that make this task more difficult significantly reduce their chances of success.

Many entries fail to make it past the first cut simply because they ignored some of the entry form instructions – missing descriptions, inadequate explanation of timing, missing sections. These are all too common.

No two people write in the same way. But there are some basics that facilitate understanding – and the easier it is for judges to understand your entry, the better your chances of success.

For instance:

- Use short, clear, logical sentences and paragraphs, even bullet points.
- Vast slabs of unbroken text are hard to read and understand.
- Use your spell-check and proof read carefully.
- Less is more.
- Make it readable – minimum 10-point type font, with reasonably open spacing. Remember the judges have A LOT of words to read.

Remember the old saying “I’m writing you a long letter, because I haven’t time to write you a short one”. Entries that get quickly and simply to the “argument” will always do better than long wordy ones.

CHECKLIST

A final checklist to use before submitting your entry:

Have you:

Checked you are using the correct entry form for the category you are entering?	
Added up the words in answer boxes 1-4 in order to adhere to the category word count?	
Highlighted confidential information in RED?	
Removed all agency branding and references?	
Included your media schedule?	
Included a maximum of 2 x A4 pages of campaign images?	
Printed the signed declaration form to be sent with the printed copies	
Printed 10 hard copies of your entry and included the media schedule and campaign images at the back of each copy?	
Checked that all hard copies are complete and not missing pages?	
Proof of payment?	

3. BEACON AWARD CATEGORIES 2014

The following Beacon Award categories are intended as a guide for your campaign submissions. The Beacon Awards Committee reserves the right to re-categorise campaigns and split/redefine categories if entries received in a particular category warrant such action. The Beacon Awards Committee encourages writers to enter multiple categories (within the entry rules).

Across all categories, entries will need to demonstrate the development of a media solution to resolve a marketing problem by way of:

- **The insight**
- **The strategy**
- **The execution**
- **The results**

Each category also has its own specific requirements based on that category's focus. Judges are instructed to evaluate entries against these requirements. Please ensure that each entry is tailored to address the specific requirements of the category it's entered in and that the correct entry form is used.

GENERAL CATEGORIES

NOTE: A campaign can only be entered into one category A to E once, i.e. a campaign cannot, for example, be entered in Category C and Category D. Entries in Category K – Charity can only be entered into Category K. (Multiple category entries outside of categories A – E and K are welcome.)

As a point of clarification, it is worth noting the B2B can fit in any of categories A – E (as well as the other categories).

A. SOCIAL MARKETING/PUBLIC SERVICE

This category recognises media campaigns that promote social or behavioural change. Typically these campaigns will be from a government department, local body or for a community service. The judges will be looking for proof that the media strategy and execution directly contributed to changing behaviour or attitudes. Given the nature of this category solid use of data, strong metrics and proof of achievement is essential.

B. RETAIL/ETAİL

This category recognises media campaigns in the area of retail/etail. This includes fashion, clothing, accessories and fast food and also incorporates online retail. The judges are looking for proof that the media strategy and execution has had a direct contribution in achieving set retail objectives and that success is not the result of pricing or sale activity.

C. FAST MOVING CONSUMER GOODS (FMCG)

This category recognises media campaigns across the entire spectrum of FMCG. This can include food, grocery, household products, cosmetics, toiletries, alcoholic and non-alcoholic beverages and pet. The judges will be looking for proof that the media strategy has had a direct contribution in achieving set campaign objectives.

D. CONSUMER DURABLES

This category recognises media campaigns that achieve success for products that are not purchased regularly or those that have high involvement decision making. This could include motor vehicles, white goods, brown goods, household furniture and electronic goods. The judges will be looking for proof that the media strategy and execution has had a direct contribution in achieving set campaign objectives.



E. CONSUMER SERVICES

This category recognises media campaigns that achieve success for companies whose main focus is providing a service to a consumer. This could include airlines, tourism, energy suppliers, financial services, telecommunications and entertainment (TV, music, movies). The judges will be looking for proof that the media strategy and execution has had a direct contribution in helping achieve set campaign objectives.

F. BEST USE OF DIGITAL LANDSCAPE

This category is looking for campaigns that have demonstrated innovative and effective use of digital media. It covers all digital media and so includes web, mobile, IPTV, gaming, social media, digital outdoor and search through to affiliate marketing. Judges will be looking for a clear rationale for why digital was the right way to tackle the client's brief and evidence of how the digital activity measurably and materially drove the commercial result. Campaigns that were designed for digital media, as opposed to those adapted to digital, will be preferred by the judges.

G. BEST USE OF BRANDED CONTENT

This category celebrates the creation of, or natural integration into, original content by a brand. The purpose of branded entertainment is to deliver marketing messages by engaging consumers via relevant content platforms rather than traditional advertising methods. This can include anything from ad-funded TV deals to partnerships with less traditional content distributors. Judges will be looking for entries that clearly articulate why a branded content strategy was selected as the core communication vehicle to drive campaign objectives. Successful entries will be those that have established a clear communication strategy, executed a brilliant content plan and finally proved beyond all doubt that the results delivered can be directly attributed to the campaign.

H. BEST USE OF EVENT/ACTIVATION/SPONSORSHIP

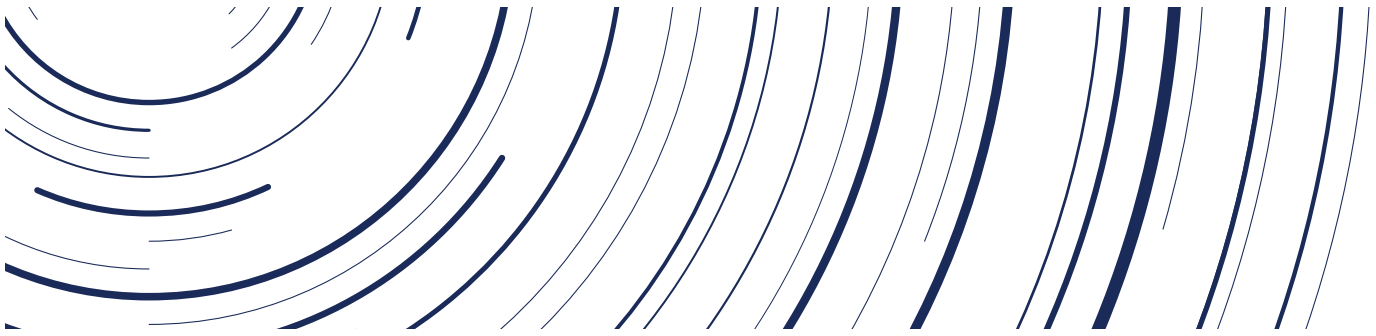
This category rewards communications that add value to consumer experiences of the brand/service/product. Judges are looking for insightful and strategic use of an event, activation or sponsorship to deliver outstanding business and communication results. Entries should articulate what event, activation or sponsorship was used as a core campaign vehicle to drive campaign objectives. Successful entries will be those that have established a clear communication strategy, executed a brilliant plan and finally proved beyond all doubt that the results delivered can be directly attributed to the campaign. The activity does not need to be the sole or lead communication but should go beyond badging and simple associations.

I. BEST USE OF A LEAD MEDIUM

This category celebrates success of campaigns that have relied heavily on a single media. All media (including digital) are eligible for this category as long as they meet a threshold of representing at least 65% of campaign media spend. Given the complexity of judging across multiple media judges will be looking for entries that clearly identify why the lead medium was chosen (why could only that media answer the brief) and how that strategy and execution has achieved against objectives and the correlation between the lead medium and the business outcomes. Support media can play an important part in the campaign as long as the 65% threshold is achieved by the identified media.

J. BEST USE OF EARNED OR OWNED

This category recognises campaigns that go above and beyond the traditional 'paid' media approach. Judges are looking for insightful and strategic use of owned or earned media to deliver outstanding business and communication results. Judges will be looking for entries that clearly articulate why an owned and/or earned strategy was selected as the core communication vehicle to drive campaign objectives. Successful entries will be those that have established a clear communication strategy, executed a brilliant owned and/or earned plan and finally proved beyond all doubt that the results delivered can be attributed to the campaign.



K. CHARITY

Entries in this category cannot be entered in other categories

This category is seeking to identify campaigns that make the greatest contribution to support charities, appeals, fundraising or various not-for-profit community programmes. The award may recognise innovation in media thinking but this is not mandatory. This category is strictly for not-for-profit organisations only, entries from commercial brands or organisations are not eligible.

L. BEST INTEGRATED CAMPAIGN (NOTE WORD LIMIT 1,500)

Integrated campaigns are defined as those that show how a strategic idea is leveraged successfully across multiple channels in an integrated way. Please note that this category is not necessarily referring to how a brand is integrated into a channel, rather this category is about a clear purpose for each channel used. The campaign must combine at least three or more channels and clearly demonstrate the role of each one.

M. SUSTAINED SUCCESS (NOTE WORD LIMIT 1,500)

The judges are looking for communications and media thinking that has significantly contributed to the overall success of a campaign that has been consistently in market across three years from 1st January 2010. The focus is on strategic thinking and how it has ensured the campaign has remained consistent but also up-to-date and relevant. The effectiveness and results achieved should accurately reflect the objectives and strategy. The judges want to see clarity of thinking, identification and application of insights and innovation. It's important to remember that a campaign founded on a sound, solid and evolving strategy can be as effective as one containing significant innovation.

N. BEST SMART MEDIA IDEA

This category rewards invention or innovation within a channel or property that was driven by consumer, data or brand insight and creative thinking. Judges are looking for ideas that drive tangible benefit to the consumer or to the client's communications objectives.

O. BEST USE OF INSIGHT

How an agency has led the use of research, analytics or market intelligence to deliver an insight or insights that have resulted in business success. Judges will reward entries that can show how an agency has discovered insight (beyond just the syndicated data available), how this insight has shaped communication, and the business success that this has delivered. Sources of insight could vary from proprietary research, to social listening, through to quantitative disciplines such as media modelling. Judges will expect that the insight will account for at least 40% of the entry.

P. BEST SMALL BUDGET (UP TO \$100K PER ANNUM)

This category is open to any campaign with a total combined media & production cost to client of less than \$100,000. All entries must prove they are a stand-alone campaign as opposed to a single execution within a larger campaign. The judges will be looking for entries that put the perceived budget constraints behind them to develop brilliant strategic thinking and outstanding activation to deliver results that punched way above the campaign's weight.

Q. BEST COMMUNICATIONS STRATEGY (NOTE WORD LIMIT 1,500)

This category celebrates strategic excellence. Judges are looking for a cohesive communications strategy with a central idea at its heart. It should show a carefully researched and well thought-out action plan designed to meet a clearly defined challenge. This should include novel ways in which media channels have been used, each with a clear link to the strategic idea. The winning entry will also have clearly articulated the insights used to inspire the communications strategy. Judges will expect that the strategy will account for at least 40% of the judge's score.



R. MOST EFFECTIVE

This category is about meeting a challenge and succeeding. Judges are looking for evidence that the communication drove a positive outcome or exceeded objectives. This could include generating positive business results (e.g. market share, sales value, profit), shifting brand health measures (e.g. consideration, preference, perceptions), or changing people's behaviour (e.g. buying patterns or social habits). It will focus on effectiveness of a campaign above all other considerations – the results section of the entry will account for 40% of the judge's score. All entries must include figures showing the campaign's direct impact on stated objectives (indexes will suffice).

S. BEST LAUNCH

This category is open to brand, service or product launches or re-launches. To be eligible for a re-launch there must have been no significant communications in market for at least 36 months prior to the re-launch. The judges will be looking for demonstration of strategic thinking leading to insights and the development of a launch platform for communications. This should link to excellent and creative implementation of the idea as well as finally proving beyond all doubt that the results delivered can be directly attributable to the campaign.

T. BEST COLLABORATION

This category is designed to celebrate the work that is only made possible by the close collaboration of (1) one or more media owner/partner(s) AND (2) one or more media agency/ies and/or other relevant agencies. This category can be entered by either the media owner/partner or agency. The judges will be looking for demonstration of how collaboration has enhanced the result for the client. Entries could be proactive sales proposals or responses to briefs as long as the partners have worked together to execute and enhance.

U. MEDIA BRAND OF THE YEAR

This category rewards individual channels, stations, titles, web sites or sales houses that have made the most significant contribution to the media landscape to the benefit of agencies and advertisers in the previous 12 months. The judges (CAANZ Media Committee) will be looking for a clear strategy and implementation of that strategy as it pertains to growing the brand's business and influencing industry and how it views and interacts with the brand.

SPECIAL AWARDS

ADVERTISER OF THE YEAR

The award will be given to the Advertiser that is the most outstanding performer on the night of the Beacon Awards Ceremony. The award is based on the weighted value of Gold and Silver Beacon Awards won by the Advertiser. 10 points are awarded for Gold and 5 for Silver. A finalist earns 2 points. Points are calculated and the winner is identified.

Please note: Points will only be awarded for the highest award received. Therefore points for a gold or silver award will not also receive finalist points. Best in Show does not earn points and is not included in the count.

MEDIA AGENCY OF THE YEAR

The award will be given to the CAANZ Agency whose business has made the greatest overall improvements to their business over the past year. It is open to CAANZ member media agencies of any size.

Entries will be open from Monday 24th February with a closing date for entries of 4pm Tuesday 15th April 2014. The winner will be chosen by a panel of independent judges to include a range of prominent business people from outside the industry.

BEST IN SHOW

All Gold Beacon Award winners will be eligible for the Best in Show. This award is selected by the panel of international judges.

4. JUDGING

THE JUDGING PROCESS

All decisions of the Beacon Awards Committee in all matters relating to the competition shall be final and binding and no correspondence will be entered into.

Entries are judged in various phases.

1. PRELIMINARY JUDGING

Preliminary judging evaluates all the written entries with the purpose of identifying the finalists.

All entries are read by ten judges from the full judging panel. Each judge will read a selection of entries from two or three categories.

The preliminary judging panel is made up of judges specifically selected by the Beacon Awards Committee from applications and nominations. Judges with conflicts of interest do not read conflicted entries.

All entries judged to be of superior quality (finalists) then proceed to the category round of judging. Typically less than 50% of entries go through as finalists.

2. CATEGORY JUDGING

In the category round judging, the finalists are put into their entered category and are judged against other finalists in their category on both the written entry and campaign material.

The category judging panel consists of seven groups of up to 10 judges. Categories are assigned to each group. There are several very experienced judges in each group. We try to achieve a fair spread of skills, disciplines and backgrounds of the judges in each group. The team leaders of each group (known as an Executive Judge) are from clients not media personnel. It is the Executive Judge's role to moderate their group's judging session.

The category judging panel is made up of judges specifically selected by the Beacon Awards Committee. Each finalist entry is read by each judge and scores awarded. Any conflicts are declared and those with conflicts leave the room and exclude themselves from consideration of those entries.

The category judging panel will make metal recommendations.

3. EXECUTIVE JUDGING

Re-introduced in 2013, an Executive judging panel, comprising the team leaders from the category round judging, will review and debate all metal recommendations from the category round and will decide on the metal to be awarded. Their role is to ensure consistency of awards across all the categories.

4. BEST IN SHOW JUDGING

The Best in Show is judged by a panel of 'International' judges who judge remotely. The panel each review all Gold winners (as chosen by the Executive judging panel) and after discussion, the Best in Show will be chosen.

5. CAANZ MEDIA COMMITTEE

The CAANZ Media Committee will choose the winner of Media Brand of the Year.