AC&E AWARDS

SHINING A LIGHT ON THE INDUSTRY

2018 ENTRY GUIDE

IMPORTANT DATES

Entries Close - Thursday 6 September
Finalist Announced - Thursday 27 September
Winners Announced - Thursday 1 November (Gala Dinner at Hyatt Regency Hotel, Sydney)

ELIGIBILITY

Work must have originated and executed in Australia between 1 January 2017 and 31 July 2018. Ongoing campaigns can be entered under the same criteria.

COST

- Single entry: ADMA Member $300.00 incgst
- Single entry: Non-Member $400.00 incgst
- Mastercard, Visa & Amex accepted

JUDGING

Judging will be conducted over three rounds in September 2018.

Judges will allocate marks for creativity and effectiveness in equal proportion. Please note all judges must sign a confidentiality agreement prior to the commencement of judging and cannot judge work in which they have an interest. Judges' names will be published on the awards site.

AUDIT PROCESS

All winner's emerging from round 2 of judging will go through an Audit Process to be conducted by the AC&E Audit Committee.

The primary purpose will be to confirm all selected winning entries are completely true in terms of all their claims and thereby eliminating any scam entries or extensions of the truth.

The Audit Committee will be comprised of a highly trained group of agency, media, data, client, adtech and social listening platforms vendors.

HOW TO ENTER

1. Visit https://ace.awardsplatform.com/ Entry is submitted online only.
2. You can enter for as many categories as you see fit for your work.
3. Go to the '**Register**' panel, to create a User ID.
4. Tell us about your entry.

   - Select the Category you would like to enter and specify the Entry Name to start your submission process

   - All questions across the tabs must be answered unless marked optional

   - Provide details such as actual results and data to support your entry – NB for judges' eyes only
5. Mandatory Items:

   - Client Logo

   - A **hero image/graphic** that captures the essence of the campaign

   - Ensure it's highly visual – not a grab from a case study

   - Must be landscape / 16:9 ratio

   - **No** Agency or Client logos to be included in this image (websites excluded).
6. Upload all supporting materials including case study materials, metrics etc that would support your entry and judging process.
7. PLEASE TRY TO KEEP FILES TO LESS THAN **500MB**.

VIDEO	LOGOS	STILLS/IMAGES
• Format: flv,mov,mp4, mpeg & wmv • H.264 HD 1080p 16:9 ratio • Frame Size: 1920*1080 • Frame Rate: 25 fps • Audio: 48kHz, Stereo, 16 bit • No agency branding	• Vector • AI or .EPS or .PNG files • CMYK • All text/fonts outlined • Versions: Inline, stacked, Mono	• JPG, TIFF or PDF • 300dpi • High Resolution • Ideally images should be larger than 2000 pixels (wide/high)

PAYMENT

- Once you submit your entry, you will be taken to the payment gateway.

- Select your entry type – Member, Non Member or Student

- Enter **discount code** if any

- Enter your Billing information and proceed to payment.

- Once you enter your credit card details, make sure to '**Finalise Transaction**' as per image.

AC&E AWARDS CATEGORY DESCRIPTION

CAMPAIGN AWARDS

CATEGORY	DESCRIPTION
Customer Data-Driven Campaign	This category recognises campaigns that clearly demonstrate the specific role of customer data in creating and implementing an effective communication strategy. Entries should go beyond simple analytics and measurement metrics, and must demonstrate a data-driven insight, implementation of this insight, and the resulting commercial outcomes.
Integrated Campaign	A campaign that uses distinct multiple media channels (min 3) in the one campaign. At least one of the executions must show how the use, or collection of customer data was central to the idea and commercial outcome.
Small Budget Campaign	A campaign that has a total marketing budget including media of under $200k. At least one of the executions of the campaign must show how the use of, or collection of customer data was central to the idea and commercial outcome.
Customer Acquisition Campaign	A campaign that has been specifically designed to acquire new customers through the intelligent use of data.
Customer Retention Campaign	A campaign that has been specifically designed to retain customers through the intelligent use of data, or loyalty programs delivering measurable results.
PR Campaign	A PR campaign that demonstrates a customer centric idea and innovative use of PR channels. Entries may be for business or consumer initiatives, and must involve the use of customer data. This entry can be for a single communication or a campaign.
Social Media Campaign	A PR campaign that demonstrates a customer centric idea and innovative use of PR channels. Entries may be for business or consumer initiatives, and must involve the use of customer data. This entry can be for a single communication or a campaign.
Media Campaign	A Media Campaign that demonstrates the best creative use of media, derived from a deep understanding of the customer data, target market and innovative implementation strategy across multiple channels to maximize successful business results.
Not-For-Profit Campaign	A not-for profit campaign that uses a single or multiple channels and has been specifically designed to raise funds or awareness of a social issue. At least one of the components of the campaign must show how the use of or collection of customer data was central to the commercial outcome.

CHANNEL AWARDS

CATEGORY	DESCRIPTION
Website & Microsites	Activity that demonstrates the best in creative thinking and execution to deliver an immediate action, creates customer engagement and demonstrable effectiveness in Websites and Microsites.
Digital & Social Advertising	Activity that demonstrates the best in creative thinking and execution to deliver an immediate action and demonstrable effectiveness in Websites and Microsites to create customer engagement and action.
BROADCAST: TV, Cinema, Radio etc	For broadcast advertising that; is selling directly, generating customer inquiries, or the collection of customer data via any broadcast media. Entries in this category require a meaningful call-to-action. (i.e. Judges will not consider a URL or phone number with no reason to respond a meaningful call-to-action) NOTE: As this is a relatively non trackable media the judges will be evaluating the idea over the results.
Mobile Marketing	Rewards Mobile marketing work that seamlessly combines technology and creativity that pushes the boundaries to reach and engage with customers to deliver an immediate action. Where the activity was made possible because of the use of the smartphone device capabilities combined with data underpinning the device.
Data-Driven Direct Mail	This category is open to all forms of direct mail including dimensional and regular direct mail. The entry must show the use of customer data and demonstrate outstanding creativity, format design, personalistion and best use of the available budget
Email Marketing	Rewarding activity that demonstrates the best in creative thinking and execution to deliver an immediate action and demonstrable effectiveness in Electronic Direct Mail.
Ambient or Experiential	Non-traditional media activity that demonstrates the best in creative thinking and execution to deliver an immediate action and demonstrable effectiveness including stunts, street teams, flash mobs, activations and ambient executions.
Best use of Search	For the best use of search optimisation and/or search marketing in generating direct response. Includes organic and paid.

Please specify whether your entry is based on SEO, SEM or both. Judges will be looking for an explanation of how you developed the search aspect of the campaign: strategy, data strategy and any targeting and profiling/ segmentation work, approach to customer journeys, channel choice, creative, testing variations, technologies used and any integration with other channels as well as detailed results for the campaign: deliverability statistics, response rates, engagement metrics, commercial impact and ROIs. |

E-COMMERCE AWARDS

CATEGORY	DESCRIPTION
E-commerce Website & Marketing	For websites whose main purpose is to sell products or services directly off the site. E-commerce sites must include customer data collection, billing collection and shipping information. Websites will be judged on overall UX design, ease of navigation, extension of main brand, appropriate use of technology and ultimately effectiveness.
Social Commerce	Social, often platform based, initiatives that allow or encourage users and communities to participate online in social activity that may result in a direct sale transaction. Entries may rely on social currency or bartering alternatives (data, social currency, services, etc) that do not rely on a monetary exchange or payment.

DATA AWARDS CATEGORY DESCRIPTION

CATEGORY	DESCRIPTION
Customer Data Strategy	The best use of data analytics or market insight in creating, targeting and proving the value of a campaign. Demonstrate where customer data insight has created real value in direct response activity. Open for any medium.
Customer Data Analytics & Planning	Where data-driven customer insight has driven or contributed significantly to improve marketing operations and support. Creativity in this instance could be in a new approach, a different combination of data sets that supports better insight or simply a new algorithm that delivers superior insight. Results will ultimately deliver a bottom line benefit in terms of reduced costs or greater revenue via any aspect of the marketing mix including pricing, promotion, distribution, location, product development, and process and people management
Data Visualisation	For data visualisations that clearly communicate, suit the kind of data used and aid decision-making. The data visualisation may be interactive or static but all would have enhanced understanding and the communication of data insight. This includes either internal, business or client focused executions and external, consumer or public focused Data Visualisation. Eg. Loan calculators, marketing dashboards.

CONTENT AWARDS CATEGORY DESCRIPTION

CATEGORY	DESCRIPTION
Most Effective Use of Content	Content generated by a company or its agency to support measurable marketing objectives that include a measurable reply mechanism. Entrants must explain how this effort was deemed a success.
Branded Content	Rewards the successful creation of, or natural integration into, original content by a brand. May work independently or in association with a content producer or publisher. May leverage a single medium or use multiple platforms to entertain and engage their audience.

CRAFT & TECHNIQUE AWARDS CATEGORY DESCRIPTION

CATEGORY	DESCRIPTION
Art Direction	A campaign or individual piece that showcases truly exceptional design and art direction. The design must be innovative and show a great appreciation of typography, photography, illustration and overall design balance. NOTE: As this is a craft and technique category the judges will be evaluating the execution of the copywriting over the idea and results.
Copywriting	A campaign or individual piece that showcases truly exceptional copywriting. The writing must be persuasive and be integral to the success of the communication. NOTE: As this is a craft and technique category the judges will be evaluating the execution of the copywriting over the idea and results.

TECHNOLOGY AWARDS CATEGORY DESCRIPTION

CATEGORY	DESCRIPTION
UX	Work that demonstrates the best in UX thinking, creative and execution, representing an interactive journey made uniquely possible with the use of either best of breed or bespoke technology.
Use of New Technologies	Work that demonstrates an original and inspiring and effective marriage of creative and technological developments. It could be a new technology or an existing technology applied in a "new" way and must provide some type of customer engagement or interaction.
Apps	Games, applications or other original development work. It could be a branded game or application designed specifically for mobile devices. Should consider customer data capture and direct response mechanisms.

MEDIA PARTNERSHIP AWARDS

CATEGORY	DESCRIPTION
Partnership Awards	The Partnership Award is a new award in 2018 and recognises Media Owners or Suppliers who have worked with agencies and clients to drive solutions that have pushed creative boundaries and delivered real results for the campaign.

YOUNG MARKETER/YOUNG CREATIVE OF THE YEAR AWARDS

CATEGORY	DESCRIPTION
Young Marketer of the Year	The Young Marketer Award recognizes Australia's outstanding young talent under 30, awarding client-side marketers, account managers, campaign managers, media and PR specialists, planners, producers and digital marketing specialists. Entries are based on the individuals' career achievements to date and contribution to the industry. Entry is free and easy. We are looking for entrants with talent and drive who are involved in managing and executing innovative marketing campaigns. Tell us about you, your career achievements and your contribution to the industry. Finalists will be invited to present to the judges in September. All finalists are invited as guests to the Gala Dinner to find out who will be 2017 Young Marketer of the Year!
Young Creative of the Year	The Young Creative Award is for talented creatives under 30. Whether you're a copywriter, art director, digital designer, technologist, digital producer, in an agency or client side or even a student honing your skills. We are looking for the best and brightest of the next generation of creatives – show us your passion for creative communication, innovation and originality. Entries are based on the individual's career achievements to date and contribution to the industry. Finalists will be invited to present to the judges in September. All finalists are invited as guests to the Gala Dinner to find out who will be 2017 Young Marketer of the Year!

PINNACLE AWARDS CATEGORY AWARDS

The Pinnacle Awards recognize the work and teams that attained the pinnacle of their craft by delivering the most exceptional work this year. These award categories can NOT be entered.

CATEGORY	DESCRIPTION
Grand Prix Award	The ultimate accolade of the AC&E Awards. The winning entry will be a multichannel campaign that demonstrates an outstanding combination of customer data, creativity and effectiveness.
Best Use of Data	Recognizes the exceptional use of customer data in a campaign for an organization where data plays the central role in delivering commercial effectiveness.
Overall Customer Experience	Recognizes an exceptional initiative delivering an enhanced customer experience and in turn benefitting an organization's results.
Courageous Client Award	All work requires a partnership between agency and client, but the Courageous Client Award celebrates that rare moment when an agency takes a client well outside their comfort zone and the client faithfully goes along, and sees remarkable results.
The Innovation Award	Rewards breakthrough use of data, technology and innovation that allows brands, technologists and creatives to communicate with their customers in a new way. Pre-development ideas and concepts are not eligible; entrants must clearly demonstrate the working technology, its impact and effectiveness.

EXCELLENCE AWARDS

The Excellence Awards recognize the individuals who have made exceptional contributions to the Australian Marketing, Media and Advertising industries. These award categories can NOT be entered.

CATEGORY	DESCRIPTION
ADMA Marketer of the Year	Awarded to the most effective, the most influential, the most driven and prominent individual in the customer marketing, advertising, media, marketing and tech world.
ADMA Creative of the Year	Awarded to the most creative, the most influential, the most driven and prominent individual in the creative world.
Hall of Fame	This is an exclusive award honouring individuals (both past and present) who have excelled in the industry. It is not handed out every year. The Hall of Fame is selected by the ADMA Board of directors and is only awarded to the best of the best. It is awarded to an individual acclaimed for outstanding work in the marketing and creative industry. Someone who rose to the top, changed the game and was consistently brilliant.

AC&E AWARDS TIP SHEET

Below are all the questions that you will be asked throughout the submission process, including tips on how to best answer each question.

(Please ensure there are no spelling errors within the client, agency and campaign title.)

START HERE TAB

Category:

Please select one category / sub-category that you would like to enter the campaign into, you can copy your answers into multiple categories.

Please note: if you would like to submit different answers for the same campaign, you can do so by editing each category individually.

Each category/sub-categories relates to an award, and is a payable entry.

Entry Title:

The name of your campaign/ entry that is best recognised as.

Client Name:

The company you have delivered the work for

Objectives:

What were the main objectives of your campaign? Please select at least one of the listed options. If your objective is NOT listed, please select other and outline what the objective was/is.

- Orders/sales
- Brand development
- Traffic
- Leads
- Awareness
- Trials
- Enquiries
- Convert Enquiries
- Customer Loyalty
- Cross Selling
- List Building
- Upgrade
- Other

Dates:

The campaign must have been live at some point between January 1st 2017 – July 31st 2018. Ongoing campaigns can be entered under the same criteria.

THE ENTRY SUMMARY TAB

Give an overview of the entry/campaign: (50 words)

This is a brief outline only that may be used in our post-awards showcase.

Describe the creative solution: (50 words)

This is a brief outline only that may be used in our post-awards showcase.

Describe how the campaign was effective: (50 words)

This is a brief outline only that may be used in our post-awards showcase

THE ENTRY OVERVIEW TAB

Describe the brief/objective, target audience and strategy: (500 words max)

This section will be assessed by judges.

Describe the creative solution: (500 words max)

This section will be assessed by judges.

Detail how the campaign met the objectives: (500 words max)

This section will be assessed by judges.

Detail how the campaign was effective with actual results and data to support your entry: (500 words max)

This section will be assessed by judges.

THE TEAM TAB

Who was involved in the campaign:

Please list the full team involved in the campaign, both client and agency. This list might be published in our post-awards showcase.

THE COLLABORATORS TAB

Who are the external contributors: (Optional)

Please list any suppliers or partners that have contributed to the campaign and should receive recognition.

Note - this does not make a joint entry, a joint entry need to be referenced in the campaign overview part of the entry.

THE ATTACHMENTS TAB

Upload Hero Image:

Please ensure you upload a hero image that may be used in the awards showcase. The file specs are listed below. Please ensure **NO** agency logos or client logos are included in your hero image. (with exception to websites)

Material may be supplied as follows:

1. Maximum file size is 500MB per piece.

2. Video Format:

File Format: flv, mov, mp4, mpeg & wmv

High Definition 1080p 16:9 ratio

Frame Rate: 25 fps

Audio: 48kHz, Stero, 16 bit

*Please ensure your video does not contain agency branding.

3. Logos

File Format: Vector, eps, .png files. CMYK.

All text/fonts outlined*

Versions: Inlined, Stacked, Mono

4. Images

File Format: JPEG/PDF.

300dpi

Larger than 200pixels.

5. Video attachments may also be hosted on a video site such as YouTube or Vimeo.

6. Provide website URL's to the publicly accessible campaign or active URL of a landing page. Please ensure any applicable usernames and passwords are provided and active.

7. Case Study and Other Documents: You can upload Excel, Word Documents etc. Please clearly label and name them following the naming convention below.

*Please ensure your case study or document does not contain agency branding.

8. Please make your file names follow this naming convention:

Organisation - Category - Entry Name

9. Television commercial entry: this is optional and is only required if your campaign includes a TVC. Please identify an advertisement and its creators/source (agency).

ENTRY VERIFICATION TAB

To complete the submission process, please download your completed entry from the homepage and get your client to verify and upload the signed document.

SUBMISSION GUIDELINES & CRITERIA

The AC&E Awards are proud to be the most rigorous award of creativity and effectiveness in Australia.

To assist our judges as they review the hundreds of submissions we have set out a set of standard definitions for a range of metrics that you might use in your submissions. These standard definitions will help assess all submissions on a balanced playing field and make it easier for you to demonstrate & verify your results should you reach the shortlist.

It is important when putting together your submissions to keep in mind that you may be required to supply screenshots of adtech interfaces, martech interfaces, site analytics platforms or copies of research reports.

While these are not required in the entry submission, it would be worthwhile thinking about how you might go about supplying verification for your entry metrics.

Ensure that you retain access to relevant systems, data or information should it be required.

The document below outlines the standard definitions of a range of metrics and indicates how verification must be supplied.

KEY FINANCIAL SUCCESS METRICS

While not mandatory we strongly recommend that entrants include a financial success metric if relevant to your submission.

Please note – that should your submission be shortlisted you will need to supply reasonable proof to verify these claims in the form a client endorsement letter.

Revenue/Profit ROI

The AC&E awards defines return on investment as; Incremental Revenue or Profit / Total Spend

Please ensure that you are clear in your submission if you are referring to Revenue ROI or Profit ROI and consider including both if possible.

Incremental Revenue/Profit

Incremental Revenue/Profit is defined as the increase in revenue or profit during and after the campaign period compared to a relevant comparison period. Examples of comparison periods include:

- Total uplift over two calendar or financial years

- Year on Year uplift over the same 90 day 'peak period'

- Period on Period uplift comparing one x day period with the x days that immediately before the campaign started.

Total Spend

Total spend is inclusive of all costs incurred by the campaign including but not limited to:

- Strategy
- Research
- Creative Production
- Digital Development
- Media
- Relevant Professional Services (e.g. PR)

These costs must be included regardless of whether these occurred within your organisation or through partners.

KEY BEHAVIOURAL SUCCESS METRICS / RESEARCH DERIVED METRICS

Many submissions may have one or more campaign objectives made up of an awareness, behavioural or engagement based goal.

For these entries we strongly encourage you to include a behavioural success metric if one has been collected through research.

Examples of research derived metrics include:

- Brand Awareness or Engagement
- Category or Issue Awareness or Engagement
- CX attributes and NPS
- Market Share tracking
- Category Value/Growth Tracking

Research success metrics may also come from trusted independent or government sources such as:

- Road Fatalities via Transport NSW
- Visitation via Tourism Research Australia
- Treatment rates via Medicare Item Code Reports

Please note – if your submission should be shortlisted you will need to supply reasonable proof to verify these claims, either by supplying the cited research report or in the form a client endorsement letter.

These are NOT required at the time of entry.

BUSINESS KPI's

Many submissions may have one or more campaign objectives made up of a nonrevenue/profit driven business KPIs such as:

- Lead to Sale Conversion Rate
- Churn Rate
- Lifetime Customer Value

- Basket Size
- Basket Value
- Profit per Transaction

Please ensure that should you use a business KPI that you clearly define it in your submission and provide a to a relevant comparison period.

Examples of comparison periods include:

- Churn Rate variance over two calendar or financial years
- Year on Year Lead to Sale Conversion Rate uplift over the same 90 day 'peak period'
- Period on Period Profit per Transaction comparing one x day period with the x days that immediately before the campaign started.

Please note – that should your submission be shortlisted you will need to supply reasonable proof to verify these claims with:

- Site Analytics Platform screenshot displaying the relevant information
- eCommerce Platform screenshot displaying the relevant information
- CRM Platform Screenshot displaying the relevant information

Alternately, should you not have access to the relevant platform verification can be supplied in the form a client endorsement letter.

These are NOT required at the time of entry.

PAID MEDIA

Reach

Paid Reach metrics should be sourced from a trusted 3rd party provider such as an Adserver, media monitoring tool or audience panel, with the supplied metric representing a deduplicated reach total.

If the method/source used to collect reach is not able to output a deduplicated reach total, then total reach should be calculated as the sum of the highest/maximum reach count per unique segment.

Please note – should your submission be shortlisted you will need to supply reasonable proof to verify these claims with:

- Media Monitoring Tool report output/s
- Adserver report or screenshot/s displaying the relevant information
- Media buying platform report or screenshot/s displaying the relevant information

Example 1

A campaign use channels that do not allow measurement in the same 3rd party Adserver (e.g. Facebook/Instagram and Programmatic Display).

Each platform would output its own reach number.

The total reach out be the larger of these two NOT the sum total of both.

Example 2

The same campaign as listed above was segmented on a state or age basis. These segments reach unique audiences that do not overlap. It is acceptable to report the sum of the maximum reach value per state or age even if this is greater than the total channel reach.

Example 3

The same campaign is listed above was segmented on an interest basis. These segments reach distinct audiences, but;

    - It is likely that these audiences overlap internally within each channel

    - The interest segments are not built the same way in the two channels and are not directly comparable

It is NOT acceptable to report the sum total of these segments.

*These are NOT required at the time of entry.

Digital - Impressions, Clicks, Actions, Interaction, Conversions

Please note – that should your submission be shortlisted you will need to supply reasonable proof to verify these claims with:

    - Adserver screenshot/s displaying the relevant information

    - Media buying platform screenshot/s displaying the relevant information

These are NOT required at the time of entry.

Digital - Video Views

Given the different metric definitions used by a range of publishers, to ensure a fair and balanced judging it is essential that video views be broken out by their media type.

Ensure that when stating your views per channel that you are reporting the channel/publishers view count and not the impressions (i.e. streams started rather than streams completed to X seconds).

When putting together your submission please state either the view count, or split per media type. For example:

    - 4,325,213 YouTube Views, 36,789,314 Facebook Views, and 231,450 Catch Up TV Views

    - 104,562,621 Views made up of 43% Facebook, 32% YouTube & 25% Programmatic Mobile Video

Please note – that should your submission be shortlisted you will need to supply reasonable proof to verify these claims with:

    - Adserver screenshot/s displaying the relevant information

    - Media buying platform screenshot/s displaying the relevant information

These are NOT required at the time of entry.

Digital – Engagement Rates (CTR, VTR, etc)

The AC&E awards definition of engagement rates such as CTR & VTR is;

    - Click / Impressions

    - View / Impressions

    - Social actions / Impressions

    - Shares / Impressions

You may use a unique engagement rate (percentage of reached users that made an action) if this is specifically relevant to your submission, but ensure that it is labelled clearly as such.

Please note – that should your submission be shortlisted you will need to supply reasonable proof to verify these claims with:

      - Adserver screenshot/s displaying the relevant information

      - Media buying platform screenshot/s displaying the relevant information

These are NOT required at the time of entry.

Digital – Paid Media Conversion Rates

The AC&E awards definition of a conversion rate is:

Goal Conversion / Media Clicks

Please note – that should your submission be shortlisted you will need to supply reasonable proof to verify these claims with:

      - Adserver screenshot/s displaying the relevant information

      - Media buying platform screenshot/s displaying the relevant information

These are NOT required at the time of entry.

EARNED MEDIA

Earned PR Reach

When citing PR Earned Reach please ensure that figures follow the guidelines below.

TV & Radio - Program reach as published by relevant independent body

Print & Mags - Issue readership as published by relevant independent body

Digital - daily unique browsers, calculated by taking the published and audited monthly site reach/unique visitors divided by the number of days in that month

Internal calculations estimating Earned PR Reach are not acceptable as verification unless a robust methodology can be demonstrated.

Submissions citing metrics covering PR Earned Media may need to provide verification in the form of a media monitoring report from an internal or external monitoring/data partner.

Submissions must show details of Australian versus International reach.

NB: The practice of valuing PR exposure is out dated; please don't embarrass yourself by including them.

These are NOT required at the time of entry.

Earned PR Impressions & Value

Given difficulty in consistently tracking these metrics, their use as the core success metric is discouraged.

Submissions citing metrics covering Earned PR Impression & Value may need to provide verification in the form of a media monitoring report from an internal or external monitoring/data partner.

These are NOT required at the time of entry.

Earned/Organic Social Reach & Engagement

Entries citing metrics covering earned social reach or engagement may require verification to be sent as screenshots reflecting the metrics referenced in your case study in their native platform.

These are NOT required at the time of entry.

Please ensure that you clearly delineate between paid and earned/organic reach + engagement and paid reach and engagement.

Example 1

A submission referencing Facebook Organic reach should have a screenshot taken of the relevant Facebook Insights report view with the posted item/s clearly show including the items organic reach.

Example 2

A submission referencing LinkedIn Organic engagement rates should have a screenshot taken of the relevant LinkedIn profile analytics screen showing the posted item/s engagement rates.

OWNED MEDIA

Website Metrics

Any entries covering site based metrics may need to supply screenshots of the site analytics platform clearly showing the stated metrics.

These are NOT required at the time of entry.

Should your client use custom or nonstandard metrics such as:

- Time on Site or Pages/Session excluding bouncing users

- Conversion Rates based as users/conv rather than sessions/conv

Please ensure that you have defined these if they are materially relevant.

Organic Search Uplift

Any entries covering uplift in traffic volumes driven by either increased Search Rank or Organic Search Volume may need to supply screenshot/s from either a site analytics platform or independent search analytics tool (MOZ, Spyfu, aHREF etc).

These are NOT required at the time of entry.

eDM

A submission referencing eDM performance (open rates, click through rates, conversion rates) may need to supply screenshot/s taken of the relevant eDM &/or Site Analytics platform report view filtered to the relevant campaign/s showing the referenced metrics.

These are NOT required at the time of entry.

Mobile App Downloads & Engagement

Submissions citing metrics covering Mobile App Downloads may require that you submit screenshots reflecting the metrics referenced in your case study from the relevant Administrator report view in the iTunes, Google Play and Kindle Store platforms.

Mobile App engagement metrics similarly may require screenshots be supplied showing the cited metrics from an Analytics Platform or CMS.

These are NOT required at the time of entry.