**ENTRY FORM**

**Contact Information**

Name

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Designation

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Name of Agency/Company

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Mobile Number

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Email

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Entrant’s Company Classification (Please tick one)

|  |  |
| --- | --- |
|  | Advertiser |
|  | Advertising Agency |
|  | Interactive Agency |
|  | Media Agency |
|  | Production Company |
|  | Others:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

**Campaign Details**

Campaign Title

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Name of Advertiser/Client

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Name of Agency/Company

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Name of Brand

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**Category**

Choose your category which best suits your campaign. It should be noted the organizers reserve the right to re-categorize your campaign if they feel another category is suitable. (Please tick one)

|  |  |
| --- | --- |
|  | Best in AdTech/Martech |
|  | Best in Consumer & Business Services |
|  | Best in Consumer Durable |
|  | Best in Customer Experience |
|  | Best in Digital & Social |
|  | Best in E-Commerce |
|  | Best in Festive & Entertainment |
|  | Best in Food & Beverage |
|  | Best in Marketing Innovation |
|  | Best in Non-Food FMCG |

**Media Spend Expenditure**

Media spending is extremely relevant to gauging a campaign’s overall success. Please indicate media expenditures based on one of the following. (Please tick one):

|  |  |
| --- | --- |
|  | Under RM1 Million |
|  | RM1 Million to RM5 Million |
|  | RM5 Million to RM10 Million |
|  | RM10 Million and over |

**Written Entry**

Describe the difficulties faced, core idea and results of your campaign. Provide quantifiable data to make your case compelling. Be relevant and succinct (font size:12)

**The Business Challenge (250 words max)**

• Provide a brief nature, function, and role of your product/service

• Objectives - This should be quantifiable, be it a shift in perceptions, attitudes or behaviors

• Provide pre-campaign benchmarks

• Business context – Include any relevant regulatory, competitive, or product/service-related challenges you overcame to achieve your campaign’s goals

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**The Big Idea (250 words max)**

• The Core Idea - This is not a tagline, nor a description of the execution. It is a distillation of the core concept, your source of inspiration which could be a combination of brand, consumer and channel insight. It is best summarised in one sentence.

• The Communication Strategy - Describe how the core idea was brought to life, and provide a rationale for your choice of communications touchpoints.

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**The Results (250 words max)**

• Campaign targets

• Business targets

• Qualitative results such as competitive reactions, awards and publicity garnered

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**Campaign Synopsis (150 words max)**

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**Presenter**

Name of Presenter

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Designation

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Company

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Age

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**Credits-For winners certificates & publication**

**Agency (maximum of four names)**

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Company & Designation

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Company & Designation

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**Clients (maximum of four names)**

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Company & Designation

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Company & Designation

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Company & Designation

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**Trophy Description**

Category

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Advertiser

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Agency/Company

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**CHECKLIST**

1. Entry Details (including written entry)

2. Media Submission

1. Creative Reel – a 4-minute video showcasing your campaign. Include examples of creative materials discussed in your written submission. (video should be in .mov or avi format, up to 200MB)
2. Campaign Image – provide an image (high resolution, 300 dpi, jpeg format) that best represents your work.
3. Powerpoint slide presentation (ppt, pptx format, max file size 100 MB)

3. Credits

* a list of all primary, strategic and creative partners who assisted in the success of the campaign.

4. Make Payment

* Entries will be only accepted upon receipt of your payment. Only payment in RM is accepted.
* **RM 1500 + 6 % SST (includes fee for 1 entry submission + pass to stay throughout the conference day + one seat at awards dinner same evening)**
* You can make your payment online via here: [bitly.com/appies2020-entryfee](http://bitly.com/appies2020-entryfee)

**NOTES:**

* All completed forms, video etc. by 2nd March 2020 submit online at https://appieawards.awardsengine.com
* All the requested materials will be used for publication purposes.
* For any clarifications, please call 03 7726 2588 or email amira@adoimagazine.com / syabil@rup.com.my / sofea@rup.com.my.