

**MALAYSIAN
MEDIA
AWARDS** | **2017**

**ENTRY
KIT**



MediaSpecialistsAssociation

MALAYSIAN MEDIA AWARDS 2017 – CALL FOR ENTRIES

A single campaign can consist of different media platforms (e.g. Television, Radio, Newspapers, Digital, etc.) which can be entered into a maximum of three categories. However, you must provide a separate entry form and set of materials for EACH individual entry. You are strongly advised to adapt your written submission to specifically fit the category you are entering. **Entry submissions are limited to 42 per agency.**

There are **14 Categories** in the award show competition. Your entry will be judged specifically on how well the medium/specialist was used.

Best use of (mediums):		Specialist Categories (tactics):	
M01	Video (Television/ Cinema Screen/ Multiscreen)	S01	Small Budget (under RM100,000) – Excludes Digital
M02	Digital (online/interactive/mobile)	S02	Digital Performance Strategy
M03	Out of Home Media/POS Media	S03	Creative Use of Data
M04	ABC Audited Newspapers/ Magazines	S04	Best use of Technology
M05	Audio (including Radio)	S05	Campaign that drive Commerce
M06	Activation/Events	S06	Best Use of Branded Content
M07	Social Media/Influencers	S07	Best Integrated Media Campaign

The following submissions are **not allowed** to enter for multiple award categories:

Exception 1: Entries into Best Use of Branded Content cannot be entered into any other media category. E.g. A TV Branded Content cannot be entered under Best Use of Video (Television/ Cinema Screen/ Multiscreen) / E.g. A Newspaper Branded Content cannot be entered under Best Use of ABC Audited Newspapers/Magazines.

Exception 2: Entries into the Best Use of Small Budget (under RM100,000) – Excludes Digital and must be campaigns that ran on a single medium. It must not be a campaign of multiple media which are also entered into different categories.

Exception 3: Entries into ‘Campaign that drive Commerce’ cannot be entered into Digital Performance Strategy and vice-versa.

Exception 4: Entries into Best use of Social Media/Influencers cannot be entered into Best Use of Digital (online/interactive/mobile)

Exception 5: Entries into the Best use of Out of Home Media/POS Media cannot be entered into Best Use of Activation/Events.



M01: Best Use of Video (Television/ Cinema/ Multiscreen)

This entry should best leverage TV or a Cinema screen and its existing assets for brand building/ promotion, using varied solutions such as innovative scheduling strategy, implied product endorsement, contextual advertising, unbranded bespoke content (Public Service Announcements), advertorials, segment ‘takeover’, etc. Multi-screen campaigns can be entered in this category provided TV and/or Cinema is a part of the mix.

M02: Best Use of Digital (online/interactive/mobile)

Entry will be judged on innovative media strategies delivered through digital platforms such as websites, microsites, mobile WAP sites, emails, video platforms, online games, virtual worlds, networked OOH digital screens etc. using solutions such as consumer generated content, screensavers, interactive videos, widgets, apps, SMS, MMS, Bluetooth/ NFC, instant messaging, etc. Entry is only qualified if the campaign is executed by the agency’s in-house resources.

NOTE: A solution which is executed primarily through a social network should be entered under Best Use of Social Media/Influencers.

M03: Best Use of Out of Home Media/POS Media

Out of Home includes traditional billboards, poster sites, bus shelters, transits, powerscreen, ambient (OOH digital screen, digital screens in buildings/ lifts/ malls, ambient displays in cinemas/ malls/ retail outlets) etc. The entry will be judged on the innovative usage of the media and **not** the creative.

Entry that demonstrate innovative and effective usage of an existing point of sale touch points within reach of any trade environment, to influence purchasing decision and not a created (temporary) POS platform. **This category excludes any exclusive digital purchase platforms.** POS Media includes any medium specifically used in a pre-existing retail environment such as Vending Machines, Supermarket, 7-eleven, department store, standalone store, store in a mall, etc.

M04: Best Use of ABC Audited Newspapers/ Magazines

Entry will be judged on the most strategic use of the print medium (newspapers and/or magazines) and its diversified properties such as online and mobile device editions. The campaign must have appeared in at least one ABC-audited publication (see Appendix 1 for the list of ABC-audited publications).

NOTE: An entry which has appeared only in an online/ mobile edition should be submitted under Best Use of Digital (online/interactive/mobile).

M05: Best Use of Audio (including Radio)

Entries are judged on the most strategic use of radio and its associated assets. Radio is defined as any transmission (terrestrial, satellite, mobile or digital) delivering primarily audio content.



This includes digital radio, online radio, podcasts, etc. The entry can be for an execution purely on a digital platform, as the primary properties of audio delivery do not change

M06: Best Use of Activation/Events

Entry that demonstrates the most effective ground-level solution to create **physical consumer engagement** used for the purpose of brand building, trial-generation, sampling, exhibition, demonstration, recruitment of customers, etc. of a product/service. Entries that leverage on **existing media properties/content** on any media channel to build brand values, drive sales or engagement with consumers can also be included in this section.

Results should be measurable. Entry is only qualified if the cost of the project is reflected in your company billing directly to the client while execution is done via your own activation division/ external 3rd party/media partner. This would mean your agency is the lead agency for the activation/events.

NOTE: The definition of Activation includes a created/temporary POS platform such as Jom Heboh, Mobile truck, promoters selling on the street, a roadshow at office lobby area, etc.

NOTE: Activation taking place in the foyer or seating area of a cinema theatre/ multiplex will be included in this category.

NOTE: Activation taking place in a mall's common area will be included in this category even if it is for a retail store which has a permanent presence in the mall.

You are required to provide the supporting material, e.g. your agency billing documentation (invoice/contract) to client that indicated the activation cost element.

M07: Best Use of Social Media/Influencers

Entry that demonstrates how it actively uses the social media platforms and/or influencers to generate conversations, amplify brand message, build brand equity or deliver sales. The entry needs to provide metrics for measuring the impact of this activity from the interest generated by followers inside & outside of the platform to achieve the marketing objectives beyond simply the viral reach of the campaign.

NOTE: A solution entered under this category cannot be entered again under Best Use of Digital (online/interactive/mobile).

S01: Small Budget (under RM100,000) – Excludes Digital

Entries will be judged on the most effective (highest ROI) and strategic (best brand's relevance fit) solution. Entries (for newspapers and magazines specifically) in Best Use of Small Budget must have appeared in at least one ABC-audited publication (see Appendix 1 for the list of ABC-audited publications).

NOTE: Media and production investment for each entry **MUST NOT** exceed RM 100,000 per campaign. Production cost includes printing materials, talent, production set-up cost for event,



product barter value and other supporting materials' cost. The entry has to be a standalone campaign. It must not be a campaign that is part of a multi-media / integrated campaign.

You are required to provide the supporting invoices for entry submitted under this category.

S02: Digital Performance Strategy

The practice of using the most efficient techniques of targeted marketing by choosing the right media platforms, distributing campaign budgets scientifically across these platforms, and implementing industry best practices around campaign set-up, creatives, bidding & targeting methods, which then work toward generating the most desired consumer actions reflecting key campaign objectives such as a sales, leads, registration, subscription or downloading an app, etc at the most economic cost per action achieved through continuous campaign optimization

Further qualification requires cost for the project to be reflected in your company billing and to demonstrate it is executed via your own internal resource.

S03: Creative Use of Data

This category recognizes the creative use of data that drive not only creativity but marketing results. Campaigns under this category must clearly demonstrate how the campaign was enhanced or driven by the creative use, interpretation, analysis or application of data. Data must sit at the core of the idea and the results/impact must be clear and robust.

Some examples of creative use of data include: data that has been used to provide insights, used to monitor and improve the progress of the campaign, or where data has been used for segmentation and targeting or re-targeting for example. Judges are looking for data's positive impact on a specific campaign rather than a showcase of generic research or data resource.

S04: Best Use of Technology

Campaigns under this category must demonstrate how a brand has deployed a technology for its benefit. The deployment has to be such that it demonstrates the innovative nature of the technology used, how it has been applied to meet the objectives/challenges and showcases a seamless fit between the brand and the technology used.

S05: Campaigns that drive Commerce

Campaigns under this category recognize how innovative use of media has improved sales or have resulted in a physical action (traffic to store/test drive etc). Success should be evidenced by metrics such as lead conversion to sale, an increase in ROI, pre-post campaign stats etc.

NOTE: A solution entered under this category cannot be entered again under Digital Performance Strategy.



S06: Best Use of Branded Content

This entry should demonstrate how a brand has successfully worked independently or in association with a content producer or a publisher to develop, create or co-create entertaining & engaging **bespoke content** for its audience on any media channel – including (but not restricted to) TV, website, apps, social networking and video sites, print vehicles, radio stations, feature films, etc. The primary task of the content should be audience entertainment/ education/ engagement, with the brand to be seamlessly integrated. It must be adapted to the local market using a local insight.

NOTE: A solution entered under this category cannot be entered again in its respective medium (e.g. a TV Branded Content cannot be entered under Best Use of Best Use of Video (Television/ Cinema/ Multiscreen))

S07: Best Integrated Media Campaign

Entries in this category **MUST** show at least **3 different types** of media were used in a campaign. The recognized individual media platforms are as follows: -

- Out of Home/ POS
- Activation/Events
- Digital Performance Marketing
- ABC Audited Newspaper
- ABC Audited Magazine
- Television
- Radio
- Cinema
- Digital (incl. Mobile/ Social/ Search)

NOTE: Definition of 3 media is a minimum of two (2) non-digital media + one (1) digital media. Therefore, digital plus social making up 2 media channels is not allowed.

Entries will be judged on how successfully they have integrated the chosen media throughout the campaign, and must demonstrate how well the different types complement and build on each other to communicate the brand's message.

RULES

By submitting an entry, you agree to be bound by the following conditions:

A. Eligibility	E. Entry Requirements
B. Judging	F. Entry Submission Guidelines
C. Awards	G. Fee & Submission of Entries
D. Deadline	H. Miscellaneous

A. Eligibility

1. Only MSA members (Ordinary/Associate/Affiliate) whom have been a member for a minimum of 12 months are eligible to participate in this award.
2. Entries cannot be submitted without the prior permission of the advertiser/ owner of the rights of the advertisement.
3. All Media Solutions submitted must be designed for implementation/execution and must have been implemented/ executed for the first time between 1 January and 31 December 2016 in Malaysia.
4. All Media Solutions submitted must have been created within the context of a normal paying contract with a client.
5. All Media Solutions submitted must have originated from the agency entering the award. Award winners are subject to official objections and if upheld by MMA Organising Committee together with MSA President, awards can be withdrawn.
6. Entries in Best Use of ABC Audited Newspaper/Magazine (M04) and Best Use of Small Budget (S01) must have appeared in at least one ABC-audited publication (see Appendix 1 for the list of ABC-audited publications). The MMA Organising Committee reserves the right to request proof of media invoices from the ABC-audited publications to verify that the entry is legitimate.
7. All entry forms must be completed online at <http://mma2017.mymasa.org/>
8. An entry sent online will not be considered complete until the required material and fee has been paid and arrives at the MSA office.

B. Judging

The award winning entries will be selected by an independent Jury. The Jury's voting will be based on 3 criteria, listed below:

- Insight, Strategy and the idea : 40%
- Media Execution : 30%
- Results and Effectiveness : 30%

The shortlist is decided by a first round of voting. A computerized voting system selects the highest votes given in each category.

At all voting stages, a judge's vote will not be counted for any entry submitted by his or her own company(ies). The decision of the Jury in all matters relating to the awarding of Awards will be final and binding.

C. Awards

The awards are as follows:

1. Category Winner:

The trophy will be awarded to the Gold winner of each category. Silver and Bronze awards will be awarded to runner-up and third place of each category. Finalist certificates will be awarded to all entries making into the Jury shortlist.

2. The Grand Prix:

The Grand Prix trophy will be awarded by the Jury to the best overall entry.

3. The Agency of the Year

The trophy will be awarded to the agency with the highest accumulated points scored from all categories.

The points awarded are:

<u>Category M01 – M07 & S01 – S06</u>		<u>Category S07</u>	
Gold	3 points	Gold	6 points
Silver	2 points	Silver	4 points
Bronze	1 point	Bronze	2 points

4. Category Certificates:

The Jury will award Gold, Silver or Bronze certificates in each category for entries judged to be deserving of these honours. These awards will be given to entrant companies.



D. Entry Deadline – 24 March 2017

All materials, documentations and payment must be received at the MSA Secretariat by 5.00pm on 24 March 2017 (Friday). Late submission till 5.00 pm on 31 March 2017 (Friday) is allowed. However, a late fee will be imposed.

E. Entry Requirements

1. Only one party may submit an entry and this is to be agreed in advance between the parties concerned.
2. All entries must relate either to an advertisement or to one single advertising campaign. Entries relating to more than one advertising campaign (even if promoting the same product), must be entered individually and paid for as separate entries.
3. A Media Solution may be entered into up to three categories . However, in this case, you must provide a separate entry form and set of materials for each entry. If a single entry is entered more than once it is highly recommended that the presentation of each is tailored/adapted to highlight the elements most relevant to the chosen categories.
4. All entries must be acknowledged and approved by the client with a sign off on the hardcopy submission form. The Malaysian Media Awards organizing committee may contact the client for questions relating to the entry. Any entries submitted without the client sign off will be disqualified.
5. All entry forms must be completed online at <http://mma2017.mymasa.org/> Please note that entries completed online will not be considered a complete entry until all the relevant entry materials, client sign offs and fees have been received at the MSA office.
6. Please check carefully the credits you have entered. If you are short-listed or are a winner, these credits will be typed on the certificate as you have typed them. Any amendments will incur administrative costs.

F. Entry Submission Guidelines

1. There are two parts to a submission of an entry to be completed:

ROUND 1: Online submission + Hardcopy submission

ROUND 2: Finalist submission – only applicable to shortlisted entries

2. The online submission will be used by the Jury for the short listing of finalists.
3. The finalist submission will be used by the Jury for the final judging.

ROUND 1

Online Submission Guidelines

- Register for an account at www.mymasa.org/mma2017 and you will receive an email to confirm your registration. Each agency will only be given one account for all entries.
- After confirming your registration you may login to begin adding entries
- Please note entry submissions are limited to 42 per agency
- For each entry, you are required to submit/upload the following online:-
 - a) Information of your company
 - b) Information of your entry and the credit list
 - c) Information of your Client involved who has authorized the submission of this entry.

NOTE: The client sign off will be required for the hardcopy submission only.

- d) Mandatory Entry Write-Up

All entrants must complete the mandatory entry write-up online. Your write-up should not exceed 300 words across all 4 sections for categories M01 to M07 and S01 to S06.

For category S07- Best Integrated Media Campaign, your write-up should not exceed 500words

Non-compliance will result in disqualification.

In order to help the word count, proper nouns for example – ‘Kuala Lumpur’ should be written as ‘KualaLumpur’ to be counted as one word. Brand names could also be written in this way to be counted as one word. Hyphens are not allowed.



The entry write-up is divided into four sections:

- (i) **The Challenge**
 - Please state primary objectives, goals and challenges for the entry
 - (ii) **Insight, Strategy and the Idea**
 - Explain the insight you built your solution on, and the idea/s that formed the solution
 - (iii) **Media Execution**
 - The role of the different media, how the media and the message worked together
 - (iv) **Results and Effectiveness**
 - Demonstrate in both quantitative and qualitative terms the key business results of the entry
- e) Video or Digital Presentation Board is not required for ROUND 1 submission.

Hardcopy Submission Guidelines

- Please print the entry form for each submission upon completion. You are required to attach this entry form to accompany your payments and submissions of hardcopy to the MSA office to complete the submission process.
- Bring along the master check list and necessary fees to the MSA office together with the following:
 - The completed individual entry form that is available online
 - Each completed individual entry form must be acknowledged and approved by the client with a sign off on the submission form.Entries into M06 – Best Use of Activation/Events, S01 – Best Use of Small Budget and S02- Digital Performance Strategy are required to provide supporting documents as mentioned in the respective category definitions.
- Please make sure that any material provided can be easily understood and shown to the jury. Entries which are not in English should be translated or accompanied by a full translation. It will be in your own best interest to explain or translate any specific word play or local social, cultural or political references and nuances.

ROUND 2

Finalist Submission Guidelines (only applicable to shortlisted entries)

- Email notification will be sent to all finalists to submit additional supporting material for final judging.
- The supporting material must either be submitted as digital board **OR** video/audio **AND NOT BOTH.**



Option 1: Digital Presentation Board (PPT file) - can contain any write ups or visuals. The board size should be 1024 x 768 pixels/150dpi or maximum file size of 1 MB.

Option 2: Video/Audio - movie/audio/flash (whichever is applicable) for their shortlisted entries.

- The movie/audio/flash **MUST NOT exceed 2 minutes** in length.
- Submit your supporting materials that is relevant to the shortlisted entry according to the format specified:
 - Digital Movie File(s) in MPG or AVI format
 - Digital Audio File(s) in WAV format
 - Digital Flash File(s) in SWF format
- Ensure you submit high resolution file in DVD format (Mpeg2 -720 x 576; 25 fps).
- Please ensure all agency logo, name, trademarks, or any unique-identifying collaterals are not included, mentioned or presented in any way or form in the presentation materials. Non-compliance will result in disqualification.
- Entrants are responsible for ensuring that they have the right to use the images uploaded. This could include use in, but is not restricted to delegate screenings, post event promotions, festival websites, partner company websites, official DVD and other public domains.
- We will not accept replacement material so please make sure that the digital board you have submitted is final and it is can be used for judging and shown publicly.
- It is the responsibility of the finalists to ensure good quality of the movie/audio/flash/PPT file before submission.
- All DVDs must reach MSA office by **16 June 2017 (Friday), 2pm.**

G. Fees & Submission of Entries

For submission by 5.00pm, 24 March 2017

MSA Members: RM400 per entry + 6% GST
(Total payable per entry is RM 424.00)

For submission by 5.00pm, 31 March 2017

MSA Members: RM600 per entry + 6% GST
(Total payable per entry is RM 636.00)

- **Cheques should be made payable to “Media Specialists Association”**
All cheques must be crossed “account payee only”. The agency’s name, address and telephone number should be clearly stated on the outside of the envelope.

Note: A tax invoice will be issued after entry fees inclusive of GST is paid

- All submissions must reach the MSA Office before 5pm, on **24 March 2017 (Friday)** at:

**Media Specialists Association
Unit 706, Block B, Pusat Dagangan Phileo Damansara 1,
Off Jalan Damansara
46350 Petaling Jaya
Tel: 03-7660 8535
Contact person: Mr. Mitchell Chan**

- We will allow the flexibility to submit with penalty (**late fee till 5.00pm, 31 March 2017, Friday**). No requests to extend this deadline will be entertained.
- MSA cannot accept responsibilities for loss or damage to work submitted under any circumstances. All items submitted are non-returnable.

H. Miscellaneous

1. The decisions of the MMA Organising Committee together with MSA President in all matters relating to the Malaysian Media Awards shall be final and binding.
2. The entrant grants MSA permission to show the entries at such times as deemed appropriate.
3. Incomplete or incorrect entries risk disqualification. Please observe the entry rule strictly.
4. In the event of a complaint against any entry , the MMA Organising Committee together with MSA President will conduct a full investigation into each case and will request detailed documentation from all parties concerned including the complainant, the entrants and the client.
5. The MMA Organising Committee together with MSA President will have no hesitation in disqualifying an award in cases where the complaint is upheld.
6. Please check carefully the credits you have entered. If you are short-listed or are a winner, these credits will be typed on the certificate as you have typed them. Any amendments may incur administrative costs
7. The information you give in the credits section may be published and/or appear on recognition certificates.

ENTRANT CHECKLIST – The Do's & Don'ts

- Entry submissions are limited to 42 per agency.
- Ensure your entry is built around a media strategy rather than relying on the creative content.
- Campaign execution must be done in Malaysia only – for multi country campaigns including Malaysia as a market, please focus on the Malaysia execution details.
- All campaign implementation must have been executed for the first time between 1 January and 31 December 2016 in Malaysia. It should not be a repeat campaign. If entry is an updated version from the previous year campaign – entrant must explain the updated execution details.
- Best Use of Out of Home/Point-Of-Sale entries must represent a permanent POS touch point and not a created (temporary) POS platform; A created (temporary) POS platforms should be entered under Best Use of Activation/ Events. Digital purchase platform is not included.
- Ensure entry is submitted into the right category.
- Entries are not allowed to be duplicated in these set of categories, entrant must choose either or:
 - ✓ Branded Content **OR** respective category
 - ✓ Small Budget **OR** any other media category
 - ✓ Campaign that drive Commerce **OR** Digital Performance Strategy
 - ✓ Social Media/Influencers **OR** Digital (online/interactive/mobile)
 - ✓ OOH/POS **OR** Activation/Events
- Ensure your newspaper/magazine entries are ABC audited publications.
- Ensure agency logo, name, trademarks, or any unique-identifying collaterals are not included, mentioned or presented in any way or form in the presentation materials.
- Entry must originate from your agency or it can also be declared as a joint entry with a creative agency in the given option box when submitting online.
- All Activation/Events entries must be supported with your agency billing documentation (invoice/contract) to client that indicated the activation cost element. This acts as proof that the activation/event project was executed by your agency.
- All Small Budget entries must be supported with invoices as stated in the category definition.
- All Digital Performance Strategy entries must be supported with billings as stated in the category definition.
- Each completed individual entry form must be acknowledged and approved by the client with a sign off on the submission form



Appendix 1: List of ABC-audited publications (ABC report)

Newspapers

Asia Times
Berita Harian
BH Ahad
Borneo Post
Borneo Post Sabah
China Press Morning
China Press Night
Daily Express
Daily Star
Guang Ming Day
Guang Ming Night
Harian Metro
International Times
Kosmo!
Kosmo! Ahad
Makkal Osai
Malaysia SME
Merdeka Daily News
Metro Ahad
Mingguan Malaysia
New Sabah Times
New Straits Times
New Sunday Times
Overseas Chinese Daily News
See Hua Daily News
See Hua Daily News Sabah
Sin Chew Day
Sin Chew Night
Sunday Post
Sunday Star
The Edge
The Edge Financial Daily
The Sun
United Daily News
Utusan Borneo
Utusan Borneo (Sabah)
Utusan Malaysia



Magazines

Accountants Today
Al- Ustaz
Asian Defence Journal
Asian Timber
Borneo Talk
Focus Malaysia
Health Today
INFOFISH
KL Lifestyle
Majalah Solusi
Malaysia Tatler
Par Golf
Plastics & Rubber
PopClub
Travel 360⁰