



ENTRY KIT 2022
www.CampaignmediaawardsUS.com

campaign^{US}
MEDIA



CAMPAIGN US IS PLEASED TO ANNOUNCE ITS SECOND ANNUAL MEDIA AWARDS.

New to the U.S. in 2021, these awards celebrate excellence, effectiveness and creative thinking in the media industry, from the agencies that plan complex media strategies and negotiate placements for major brands, to the media companies putting together innovative packages and solutions for advertisers.

KEY DATES & PRICING

EARLY BIRD ENTRY DEADLINE: January 10, 2022

STANDARD ENTRY DEADLINE: January 20, 2022

SHORTLIST ANNOUNCED: March 2022

WINNERS ANNOUNCED: April 2022

EARLY BIRD ENTRY FEE: \$395

STANDARD ENTRY FEE: \$495 (for entries submitted after January 10, 2022)

Shortlist and winners will be announced on www.campaignmediaawardsus.com and campaignlive.com.



ELIGIBILITY & CONFIDENTIALITY

Agencies, brands or media owners in North America are eligible to apply. All entries must relate to work and achievements ONLY during the period **February 11, 2021 through January 10, 2022**. Entries that do not fit within the eligibility period and include achievements outside the review period will be disqualified. Campaign US reserves the right to reject work it feels does not comply with the spirit of the awards. You are able to mark within your entry any confidential information and there will also be an additional section within the entry form to add free-form confidential information. Anything not marked confidential may be published on campaignlive.com should your submission win its category.

JUDGING

The Campaign US Media Awards will be judged by an independent jury of senior client marketers, media owners and agency executives. Judging decisions are final. The judges reserve the right to re-allocate any entry that, in their view, has been entered in the wrong category. The entry will only be judged in the new category.

HOW TO SUBMIT

Entrants may select from 14 categories: 3 media owner categories, 3 agency categories, 4 people/team categories and 4 innovation categories. Please provide contact details for someone in your company whom we can contact about the entry. When you confirm your payment details and submit your entry, you will receive an automated confirmation email.

RULES OF ENTRY

Your written entry will be considered the key part of your submission. Supporting materials, including case studies, videos and campaign data, allow you to provide examples of work and initiatives and outline financial revenue. Provide supporting materials in digital format limited to 50MB (exception for video: up to 250MB). JPEG, PDF, URL and MP3 accepted.

Please keep entries to a maximum of 700 words and include the following within every entry:

- Category entered
- Title of entry
- Name of company/agency. This will be who is credited for the work.
- Name & job title of individual (for People categories ONLY)
- Brand / Client (where applicable)
- Executive summary

Further detail on your written submission can be found within the category criteria section.

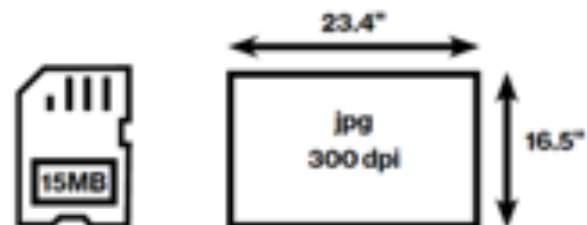
SUPPORTING MATERIAL

Unless labeled as mandatory, you can choose the type of support material you wish to upload to support your entry.

Image (mandatory)

Every entry must be accompanied by an image. The image should be a visual representation of the entry. If you are a finalist, Campaign will use this image both digitally as part of our Awards presentation and in online coverage to support your entry. Logos alone are not acceptable images.

Requirements



Video (encouraged)

It is suggested that each entry be accompanied by a short video.

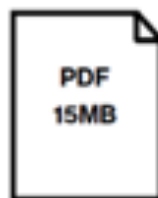
Requirements

- Play time under 2 minutes
- Please name file with submitting company at beginning of the file name



PDF

Requirements



Websites/Microsites

Please enter the URL of each website/microsite in the appropriate field on the online entry form. There will be a space for you to add a login/password if necessary.

Requirements

The URL must remain active until April 15, 2022, or the material will not be viewed.



CATEGORIES & CRITERIA

ENTRY FORM

For each submission we will be looking for you to answer three sections which should take into consideration your specific category criteria below:

- Overview: Tell us what the objectives were that you set out to achieve - 300 words
- Strategy: Tell us how you planned to meet those objectives - 200 words
- Outcome: Tell us about the results - 200 words

MEDIA OWNER AWARDS

These categories recognize excellence in an integrated, modern sales approach at North American media companies. For each category and entry, judges will consider:

- Strategic use of digital and traditional assets across the media landscape.
- Originality and innovation in ad products, data and integrated sales approaches.
- Ability to drive revenue while meeting client objectives.
- Service and support that helps build long-term client relationships.

BEST MEDIA STRATEGY - UNDER \$500K

This award recognizes strategic excellence underpinning a media sales plan under \$500,000 that both meets client needs and delivers on business goals. Judges will look for:

- A strategic insight underpinning a sales plan tailored to client business goals.
- Seamless use of cross-channel media properties to deliver on client goals.
- A consultative approach to sales that takes the client business objectives into context during development execution.
- Ability to deliver on client KPIs underpinned by strong results.



BEST MEDIA STRATEGY - \$500K - \$1M

This award recognizes strategic excellence underpinning a media sales plan under \$1 million that both meets client needs and delivers on business goals. Judges will look for:

- A strategic insight underpinning a sales plan tailored to client business goals.
- Seamless use of cross-channel media properties to deliver on client goals.
- A consultative approach to sales that takes the client business objectives into context during development execution.
- Ability to deliver on client KPIs underpinned by strong results.

BEST MEDIA STRATEGY - MORE THAN \$1M

This award recognizes strategic excellence underpinning a media sales plan more than \$1 million that both meets client needs and delivers on business goals. Judges will look for:

- A strategic insight underpinning a sales plan tailored to client business goals.
- Seamless use of cross-channel media properties to deliver on client goals.
- A consultative approach to sales that takes the client business objectives into context during development execution.
- Ability to deliver on client KPIs underpinned by strong results.



AGENCY CATEGORIES

These categories recognize excellence in strategic planning, buying and measurement at North American media agencies. For each category and entry, judges will consider:

- Depth of understanding of the current media landscape.
- Originality and innovation in generating insights and media planning.
- Ability to deliver ROI and drive client growth.
- Use of data and analytics to identify key audiences and measure campaign success.

BEST MEDIA STRATEGY - UNDER \$500K

This award recognizes strategic excellence underpinning a media plan under \$500,000 that meets client objectives and efficiently and effectively drives business. Judges will look for:

- A strategic insight underpinning the media plan, tailored to client business goals.
- Seamless use of cross-channel media properties to deliver on client goals.
- A consultative, data and research-based approach to media planning and execution.
- Ability to deliver on client KPIs underpinned by strong results.

BEST MEDIA STRATEGY - \$500K - \$1M

This award recognizes strategic excellence underpinning a media plan under \$1 million that meets client objectives and efficiently and effectively drives business. Judges will look for:

- A strategic insight underpinning the media plan, tailored to client business goals.
- Seamless use of cross-channel media properties to deliver on client goals.
- A consultative, data and research-based approach to media planning and execution.
- Ability to deliver on client KPIs underpinned by strong results.

BEST MEDIA STRATEGY - MORE THAN \$1M

This award recognizes strategic excellence underpinning a media plan more than \$1 million that meets client objectives and efficiently and effectively drives business. Judges will look for:

- A strategic insight underpinning the media plan, tailored to client business goals.
- Seamless use of cross-channel media properties to deliver on client goals.
- A consultative, data and research-based approach to media planning and execution.
- Ability to deliver on client KPIs underpinned by strong results.



INNOVATION AWARDS

These categories recognize excellence in an innovative modern sales, planning, or buying approach at North American media companies and agencies. For each category and entry, judges will consider:

- Strategic use of digital and traditional assets across the media landscape
- Originality and innovation in ad products, data and integrated sales/planning approaches
- Ability to drive revenue while meeting client objectives
- Service and support that helps build long-term client relationships

BEST USE OF DATA

This award recognizes the most creative use of data by a media agency or sales team to inform a cross-channel campaign. Judges will evaluate campaigns based on:

- Use of data at the heart of the media plan.
- Ability to derive an unexpected insight and build a strategic media plan around it.
- Optimization of campaigns to drive ROI or brand goals.
- Use of expected or original data sources to inform campaign plans and buys.

BEST USE OF DIGITAL/PROGRAMMATIC

This award recognizes media buying and/or sales plans that take a strategic approach to cross-channel, multi-format digital or programmatic media. Judges will look for:

- A coordinated sales and/or planning and buying approach to deliver on revenue and/or client goals.
- Strategic understanding of agency and client and/or business needs across channels.
- White glove service for agencies/clients using your tools or products to deliver client results.
- Ability to engage brands in unique features, ad formats or audiences and measure success on the back end.

BEST INTEGRATED STORYTELLING

This category recognizes agencies and campaigns that use integrated media plans to support or add to creative storytelling. Judges will evaluate campaigns based on:

- Ability to support and orchestrate a consistent story across multiple media channels.
- Collaboration with creative teams to put media at the heart of the brand story.
- Ability to balance strategy and craft to deliver on client business objectives.



BEST USE OF AUDIO

This award recognizes media agencies that make the best use of full-funnel audio campaigns, from radio to podcasts to voice. Judges will evaluate entrant's ability to:

- Strategic thinking and use of data in the planning phase.
- Securement of unique partnerships and placements.
- Use of different audio formats across the funnel of radio, podcasts, music, voice.
- Leverage unique and emerging ad formats on podcasts or digital audio.
- Deliver on client goals efficiently and effectively and measure results.
- Use new creative techniques in reaching consumers through audio mediums.

PEOPLE/TEAM AWARDS

These categories recognize the talent making the biggest impact in the North American media industry today. Entrants will be judged on:

- A deft understanding of the current media landscape.
- Original thinking and strategic approaches to media planning, buying and selling.
- Proven and consistent ability to deliver against objectives.
- Specific examples of how this person has stood out among peers.

RISING STAR - AGENCY

This award recognizes exceptional young talent in media planning and buying. Judges will look for:

- Significant contribution to an effective and efficient media plan for a client.
- Strategic understanding of how to leverage media assets holistically for a brand.
- Deft understanding of client needs and how to deliver on them.

RISING STAR - MEDIA SALES

This award recognizes exceptional young talent in media sales. Judges will look for:

- Recent achievements or contributions to a major sales initiative.
- Ability to use media to drive revenue across multiple campaigns.
- Strategic understanding of how to leverage media assets holistically for a brand client.
- Deft understanding of publisher revenue needs and how to deliver on them.



PLANNING AND BUYING TEAM OF THE YEAR

This award recognizes agency teams that delivered breakthrough, creative and effective media campaigns this year, while delivering on client growth objectives. Judges will look for:

- Demonstrated ability to consistently negotiate, optimize and target media buys that reach key audiences and drive client business outcomes.
- Outstanding ability to navigate the media marketplace across channels.
- Execution of breakthrough campaigns that reach key audiences and move the needle for brands long-term.
- Hands on support for clients and teams to deliver desired outcomes.

SALES TEAM OF THE YEAR

This award honors outstanding work by a media sales team to build relationships with clients and drive revenue growth. Judges will look for:

- Ability to leverage integrated media assets to deliver consistent revenue growth.
- Proven satisfaction among brands and clients, supported by testimonials.
- Innovation in sales approaches or ad products that drove results.
- Structures and approaches that aid in delivering on sales goals.