

# the Australasian **BRANDED** ENTERTAINMENT

## **AWARDS** Call for entries

The Australasian Branded Entertainment Awards recognise excellence in creative work and the bravery of brands seeking to engage consumers by entertaining them, rather than through traditional advertising.

For the purpose of these awards, we are defining branded entertainment as original content created or funded by a brand, or where a brand integrates marketing messages into content, with the primary intention of delivering an entertaining and engaging experience to consumers.

### The Categories

- › **BEST BRAND COMMISSIONED PROJECT**
- › **BEST NON-SCREEN**
- › **BEST INTEGRATION OR BRAND STORYTELLING: FICTION**
- › **BEST INTEGRATION OR BRAND STORYTELLING: NON-FICTION**
- › **BEST TRANSMEDIA**
- › **BEST USE OF A SMALL BUDGET**

## AWARD CATEGORIES

### **BEST BRAND COMMISSIONED PROJECT**

This category is intended to reward the courage of commissioning brands and the successful execution of a creative project. Commissioned work might not contain an overt display of product or brand in the content, but must be funded by the brand with the primary intention of entertaining consumers.

The content may be aligned to a brand message or demonstrate a brand proposition through storytelling or entertainment. The work may include TV, mini-series, webisodes, cinema, DVD releases and online, be factual or fictional but crucially would not have been created without the support of a brand.

### **BEST NON-SCREEN**

This category is for creative positioning of a brand through the use of events, festivals, music, installations etc. It is not intended for experiential campaigns, but rather a brand offering an entertaining experience to the consumer which goes beyond a direct brand or product interaction.

### **BEST INTEGRATION OR BRAND STORYTELLING - FICTION**

This category is for creative projects which successfully deliver entertainment for a brand using fictional storytelling, whether through original content or integration into an existing format. Formats may include TV, mini-series, webisodes, cinema, DVD releases, games and online.

### **BEST INTEGRATION OR BRAND STORYTELLING - NON-FICTION**

This category is for creative projects which successfully deliver factual or reality-based entertainment for a brand whether through original content or integration into an existing format. Formats may include TV, mini-series, webisodes, cinema, DVD releases, games and online.

### **BEST TRANSMEDIA**

Best cross-platform storytelling, where a brand creates content elements designed for multiple platforms from the outset. The most successful examples are those where the story or brand experience is extended in a unique way on each platform.

### **BEST USE OF A SMALL BUDGET**

(under \$25k production budget for each content piece, not including media buy or related distribution costs)

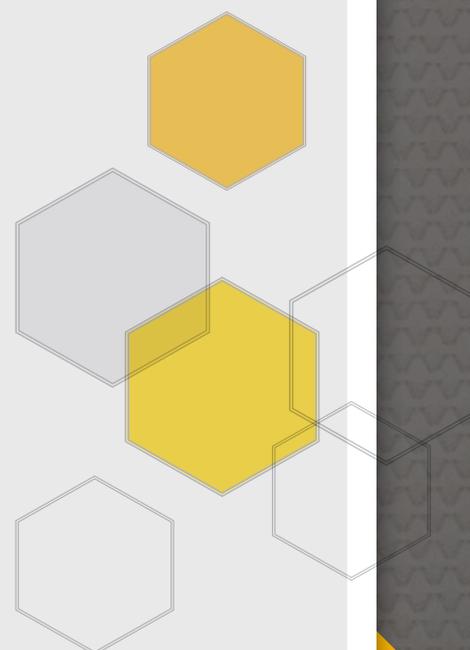
This category is for creative projects which successfully deliver entertainment (factual, reality or fiction) for a brand whether through original content or integration into an existing format. Formats may include TV, mini-series, webisodes, cinema, DVD releases, games and online.

### **SCORING**

Explain the commissioning, creative and collaborative process: **20%** (maximum 400 words)

Execution: **50%** (no written submission required - judged on the work)

Results: **30%** (maximum 400 words)



## ENTRY CRITERIA

Where appropriate, joint entries from more than one agency are welcome. The jury does not wish to see more than one entry for the same piece of work, so solo agency entries should ensure they have client sign-off.

The written portion of the entry should be submitted electronically in PDF or Word format with a link to an online location where the work can be viewed.

Each entry should contain links to no more than three single executions.

An entry may be submitted into more than one category.

The period being judged comprises work in market during the 18 months preceding the closing date for entries, i.e. May 1st 2011 to 31st October 2012

Jurors will not vote on entries in which they have a direct interest.

The closing date is: ~~Thursday 1st November, 2012.~~

Extended closing date: close of business Monday 5th November, 2012

The decision of the jury is final, except where new information comes to light after judging, in which case a ruling may be made by the editor-in-chief of Mumbrella and Encore Magazine in consultation with jurors..

Where misleading information is supplied, regardless of intention, we reserve the right to disqualify entries.

The scope of the awards covers teams based in, and activity conceived in, Australasia.

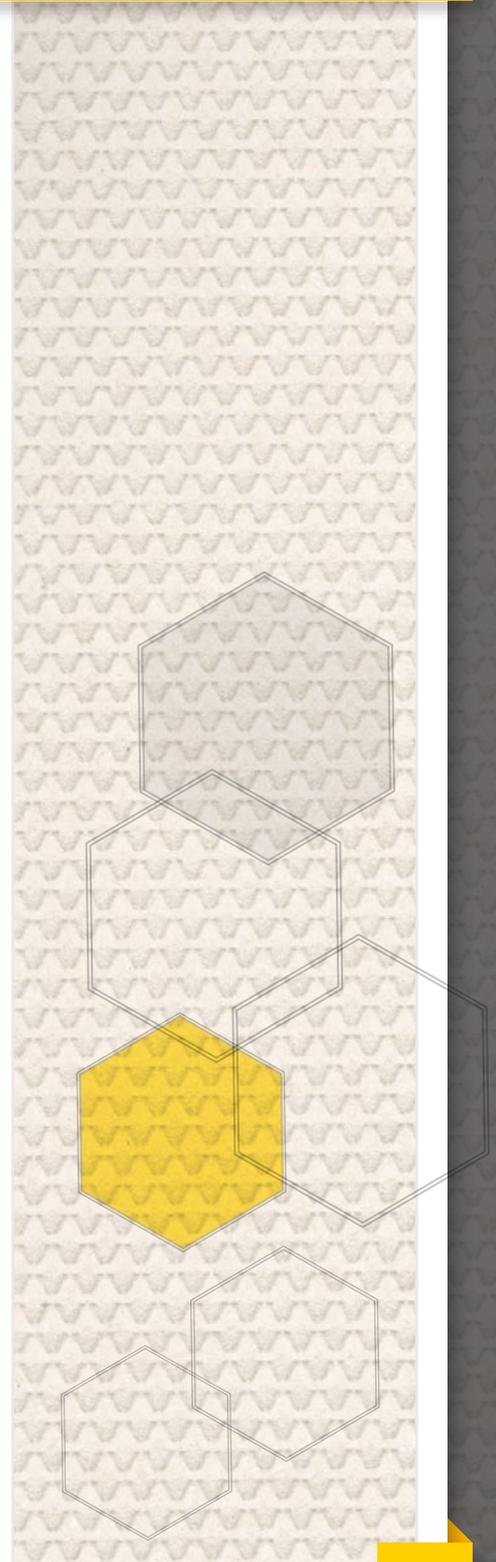
Information contained in the entry may be used at the awards presentation, in the winners brochure or elsewhere.

At least one representative of each submission must be available on the night of the 20th of November to collect the trophy if successful.

Entries won't be returned. Cost of entry: \$200 + GST per category.

Questions: Cathie McGinn - 02 8296 0205, [cathie@focalattractions.com.au](mailto:cathie@focalattractions.com.au).

Electronic - not printed - copies of each entry should be submitted with payment details on the form provided by email to [ursula@focalattractions.com.au](mailto:ursula@focalattractions.com.au) by 5pm on November 1st 2012. A tax invoice will be emailed to you.



## ENTRY FORM

Which category would you like to enter?  
Please use one form for each individual  
award entry.

- BEST BRAND  
COMMISSIONED PROJECT**
- BEST NON-SCREEN**
- BEST INTEGRATION OR  
BRAND STORYTELLING  
(FICTION)**
- BEST INTEGRATION OR  
BRAND STORYTELLING  
(NON FICTION)**
- BEST TRANSMEDIA**
- BEST USE OF A SMALL  
BUDGET**

### ENTRANT INFORMATION

Lead organisation for this entry: \_\_\_\_\_

Contact person for this entry: \_\_\_\_\_

Job title: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_

Telephone: \_\_\_\_\_

Mobile: \_\_\_\_\_

Email: \_\_\_\_\_

Name of brand/ campaign: \_\_\_\_\_

*(where relevant to category)*

Other organisations to be credited if this is a joint entry: \_\_\_\_\_  
\_\_\_\_\_

### PAYMENT INFORMATION

Each submission is \$200 plus GST.

Visa  Mastercard  American Express

Name on card: \_\_\_\_\_

Credit card number: \_\_\_\_\_

Expiry date: \_\_\_\_\_ CVV Security Number: \_\_\_\_\_

*(Tax invoices will be automatically despatched upon processing of payment)*

**CLOSING DATE – NOVEMBER 1, 2012**

**NOVEMBER 5, 2012**

**Declaration:** The information contained in this entry is to the best of my knowledge correct. I understand that if inaccurate information is supplied, an entry may be disqualified. I understand that the final decision lies with the jury and Mumbrella. If it doesn't go our way on the night we promise to count to 10 before complaining.

Signature: \_\_\_\_\_