



THE 2013 MUMBRELLA AWARDS

Entries are now open for the Mumbrella Awards 2013. This document has all the information you need to enter. This year's chairman of the juries is **Mark Buckman**, chief marketing officer & executive director digital content services & IPTV at Telstra.

THE CATEGORIES:

- Mumbrella Award for Bravery
- Mumbrella Award for Culture
- Mumbrella Award for Insight
- Mumbrella Award for Innovation
- Mumbrella Award for Data
- Mumbrella thinker of the year
- Marketing team of the year
- Sales team of the year
- Media brand of the year
- Ad campaign of the year
- TV ad of the year
- Production house of the year
- Post-production house of the year
- Creative agency of the year
- PR agency of the year
- Media agency of the year
- Specialist agency of the year
- APAC creative network of the year
- APAC media network of the year



THE 2013 MUMBRELLA AWARDS

AGENCY OF THE YEAR

- **CREATIVE AGENCY**
- **PR AGENCY**
- **MEDIA AGENCY**
- **SPECIALIST AGENCY**

In recognition of the realities of the industry landscape, PR agency of the year, media agency of the year and specialist agency of the year will be assessed on the national output of the agency in question.

Media agencies must both plan and buy media. Strategy hotshops, for instance, should enter the specialist agency of the year category.

The specialist agency of the year is intended to recognise agencies unable to enter other categories. It includes but is not limited to design, digital and strategy agencies.

Creative agency of the year should be based on the work of a single office. (In practice that means, for instance, the Sydney and Melbourne offices of the same creative agency brand should submit separate entries).

THE WORK: In no more than 2x500 words, tell the jury about the two client case studies which best demonstrate the abilities of the agency.

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COMMERCIAL SUCCESS, INDUSTRY IMPACT AND MOMENTUM: The jury will be looking for evidence that this is the agency's year - please share details of commercial success over the 12 months including client retention and account wins, tell us how the agency has moved forward during the last year and please set out the contribution of the agency and its staff to the wider industry (in no more than 500 words).

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CULTURE: In no more than 500 words outline details of the organisation's innovation in recruitment and retention, focus on staff development, insight into building a wider team culture and delivery of high-performance outcomes. (The agency may also enter the Mumbrella Award For Culture of it wishes).

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INNOVATION AND BRAVERY: In no more than 500 words, explain what the agency did to change the game in the year under scrutiny, whether internally or externally. (The agency may also enter The Mumbrella Award For Innovation and the Mumbrella Award for Bravery if it wishes).

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The creative agency of the year will undergo a final round of judging at the agency on May 29 or 30. Finalists for the PR agency, media agency and specialist agency categories will go through a final presentation on May 28. Please ensure that these dates go into the appropriate calendar now, as inability to present will lead to disqualification.

SCORING

The work: **25%**

Commercial success: **10%**

Industry impact: **5%**

Momentum: **10%**

Culture: **25%**

Innovation: **15%**

Bravery: **10%**

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Please note this scoring system will apply for shortlisting of the creative agency of the year, and it will inform the final round jury. However, finalist agencies in the creative agency of the year category will also be visited by the jury for an hour-long presentation and question and answer session on May 29 or 30. Finalist PR, media and specialist agencies will be asked to present on May 28.



THE 2013 MUMBRELLA AWARDS

APAC NETWORK OF THE YEAR

- **CREATIVE NETWORK**
- **MEDIA NETWORK**

These categories are intended to recognise the work of creative and media agency networks across the entire Asia Pacific region. For the purpose of these awards, Asia Pacific includes Australia, New Zealand, Bangladesh, Bhutan, Brunei, Cambodia, China, Timor-Leste, Hong Kong, India, Indonesia, Japan, Laos, Macau, Malaysia, Maldives, Mongolia, Myanmar, Nepal, Pakistan, Philippines, Republic of Korea, Singapore, Sri Lanka, Taiwan, Thailand and Vietnam.

In order to be considered a network, the agency brand must have offices in at least four different countries.

THE WORK: In no more than 3x500 words, tell the jury about the four client case studies which best demonstrate the abilities of the agency. The case studies should be from three different markets.

COMMERCIAL SUCCESS, INDUSTRY IMPACT AND MOMENTUM: The jury will be looking for evidence that this is the network's year - please share details of commercial success over the 12 months including client retention and account wins, tell us how the agency has moved forward during the last year and please set out the contribution of the agency and its staff to the wider industry (in no more than 500 words).

CULTURE: In no more than 500 words outline details of the organisation's innovation in recruitment and retention, focus on staff development, insight into building a wider team culture and delivery of high-performance outcomes.

INNOVATION AND BRAVERY: In no more than 500 words, explain what the agency did to change the game in the year under scrutiny, whether internally or externally.

SCORING

The work: **25%**
Commercial success: **10%**
Industry impact: **5%**
Momentum: **10%**
Culture: **25%**
Innovation: **15%**
Bravery: **10%**

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The creative network of the year and media network of the year will undergo a final round of judging at the Hilton Hotel in Sydney on June 5. Please ensure that this date goes into the appropriate calendar now, as inability to present will lead to disqualification.



THE 2013 MUMBRELLA AWARDS

THE AWARD CATEGORIES

MUMBRELLA AWARD FOR BRAVERY

This category is open to agencies, media owners and marketing teams. Joint entries are also encouraged.

In no more than 500 words, tell us about a risk-taking piece of work.

The jury will be looking for examples where there was a risk genuinely taken.

Outline the scale of the risk and the opportunity, including how both were identified.

Please identify what was learned as a result of the risk taken.

Please note, none of the scores will be based on the outcome - indeed it is entirely possible that the risk taken led initially to failure. The jury's emphasis will be on the bravery of the risk taken, and what was learned from it.

Multiple entries based on separate examples of risk taking are permitted in this category.

SCORING:

Quality and evidence of thought process that led to risk being taken: **20%**

Bravery involved in taking the risk: **40%**

Learnings: **40%**

MUMBRELLA AWARD FOR CULTURE

This category is open to agencies, media owners and marketing teams.

This category seeks to recognise the most positive and high-achieving workplaces within the media and marketing industry.

In no more than 500 words, outline details of the organisation's innovation in recruitment and retention, focus on staff development, insight into building a wider team culture and delivery of high-performance outcomes.

SCORING:

Recruitment strategy: **20%**

Retention strategy: **20%**

Training policy and evidence of its application: **20%**

Evidence of it being a desirable place to work: **20%**

Performance culture: **20%**

MUMBRELLA AWARD FOR INSIGHT

This category seeks to recognise the smartest thinking in the industry. It recognises where a key insight has driven a real result.

While this category is likely to mainly see entries from agencies, media owners and marketing teams may enter where appropriate.

In no more than 500 words, explain the background and brief that led to the insight, how the understanding was gained or research conducted in order to achieve the insight, and how it then informed a communications strategy. Please share the outcome.

Multiple entries based on separate examples of insight are permitted in this category.

SCORING:

Research/understanding: **20%**

The insight: **40%**

Strategy: **20%**

Outcome: **20%**

MUMBRELLA AWARD FOR INNOVATION

This award seeks to recognise initiatives that have wider potential lessons for the industry. It's the "I wish I'd thought of that" award.

The scope of this category is deliberately wide. It could, for example, be a new marketing strategy, a media first, a new advertising execution, new ways of handling relationships with partners.

This category is open to agencies, media owners and marketing teams.

Tell the story in less than 500 words. The jury will be looking for the scale of the innovation, its potential wider impact on or lessons for the industry and the outcome.

Multiple entries based on separate examples of innovation are permitted in this category.

SCORING:

At the jury's discretion: **100%**



THE 2013 MUMBRELLA AWARDS

THE AWARD CATEGORIES

MUMBRELLA AWARD FOR DATA

This category recognises the use of hard data to drive marketing results. It is open to both agencies and marketing teams.

The jury will be looking for examples of in-depth use of data to drive the marketing process from the beginning through to a final outcome with insight into return on investment. Winning entries will do more than focus on post-campaign analytics. They will go beyond the usual data sources, or use that data in more sophisticated ways. Successful examples may demonstrate where use of a data-driven insight has directly informed advertising investment strategy.

Please take a single case study of no more than 1000 words and explain how the data was gathered and applied, and what the outcome was.

Multiple entries based on separate data-driven campaigns are permitted in this category.

SCORING:

How the data was gathered: **25%**

How the data was used: **25%**

Evidence of thought process: **25%**

Evidence of return on investment thanks to the use of data: **25%**

SALES TEAM OF THE YEAR

This category recognises the best performing media sales team.

In no more than 500 words, tell us why it has been your year. The jury will want to hear about innovation within the year in question and commercial performance. The jury will give credit for achievement relative to a team's own sector.

In no more than 500 words, please detail the team culture including innovation in recruitment and retention, focus on staff development, insight into building a wider team culture and delivering high performance outcomes.

(The team may also enter the Mumbrella Award for Culture category).

Finalist teams will be expected to present to the jury in Sydney on May 28.

SCORING:

Commercial performance: **30%**

Innovation during the year: **30%**

Culture: **40%**

MARKETING TEAM OF THE YEAR

This category recognises achievement within an in-house marketing team.

In no more than 500 words, offer a case study of a marketing project carried out during the judging period.

In no more than 500 words explain what tangible outcomes the marketing team has achieved for the brand during the judging period.

In no more than 500 words, set out how the team works with partners and suppliers including agencies and media owners.

In no more than 500 words, please detail the team culture including innovation in recruitment and retention, focus on staff development, insight into building a wider team culture and delivering high performance outcomes.

(The team may also enter the Mumbrella Award for Culture category).

Please note: This category may be self nominated, or by a partner agency with the permission of the brand. Finalist teams will be expected to present to the jury in Sydney on May 28.

SCORING:

Case study: **40%**

Culture: **20%**

Outcomes: **20%**

Partnerships: **20%**



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MEDIA BRAND OF THE YEAR

This category seeks Australia's best-performing media brand. Drawn from any medium, the winner will be recognised for achieving commercial success within its sector during the year in question, backed with quality of product, impact on the market and innovation.

(Please note the brand entered should be a consumer-facing rather than industry-facing media brand. This differs from previously. If unsure, please check with us before entering.)

In no more than 500 words set out details of the brand's projects and achievements over the year.

In no more than 500 words please offer evidence of the brand's success - please put this in the context of the market within which it operates.

In no more than 500 words set out the brand's wider contribution to the market and innovation over the last year.

SCORING:

Commercial success: **30%**

The quality of the brand's work in its sector **30%**

Impact on market: **20%**

Innovation: **20%**

AD CAMPAIGN OF THE YEAR

This seeks to recognise the best campaign on behalf of a brand or product. 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 signoff.

Please supply a maximum of 10 single executions. For multimedia executions, please provide a link for viewing online.

In no more than 500 words please explain the brief and solution.

In no more than 500 words please set out the results.

Multiple entries based on separate campaigns are permitted.

SCORING:

The brief and thinking: **30%**

The work: **40%**

Evidence of outcome: **30%**

TV AD OF THE YEAR

This will recognise Australia's favourite television ad. This is the simplest category to enter. Please send your ad which must have aired on free or subscription TV in Australia during the judging period. Include a full list of credits. After shortlisting, the ads will go through an extensive market research process in front of a cross sample of the general public.

Multiple entries featuring the same brand based on separate ads are permissible.



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PRODUCTION HOUSE OF THE YEAR

This category recognises the work of production houses across film, TVC and television. The jury will be looking for quality of work, commercial success and innovation. In no more than 2x500 words please set out two case studies of work carried out during the judging period. This could include work on specific TV shows, ads or other screen projects.

In no more than 500 words, explain the company's achievements during the year including details of commercial performance, challenges overcome, new ways of working and other relevant information.

SCORING:

Case studies: 50%

Achievements: 50%

POST-PRODUCTION HOUSE OF THE YEAR

This new category recognises the work of post-production houses across film, TVC and television.

The jury will be looking for quality of work, commercial success and innovation.

In no more than 2x500 words please set out two case studies of work carried out during the judging period.

In no more than 500 words, explain the company's achievements during the year including details of commercial performance, challenges overcome, new ways of working and other relevant information.

SCORING:

Case studies: 50%

Achievements: 50%

THINKER OF THE YEAR

This new category is aimed at identifying the individual whose insights, whether creative or strategic, are most impressive.

Entries may come from individuals working within any part of the industry including agency, client and media owner.

The winning entrant will demonstrate superior and original thinking which has delivered a tangible result for a brand or business.

In no more than 2x500 words, offer two case studies or examples of a business or brand problem and your solution. Demonstrate lateral thinking, insight and the ability to explain your solution in a clear and concise manner. Understanding of consumer motivation, application of cultural trends and uncovering tensions to solve business issues are areas the jury is looking for. Demonstrate the business results of the work. Where work was a collaborative process, clearly outline the areas you were personally responsible for.

SCORING:

Case study 1: 50%

Case study 2: 50%

Finalists will be expected to present to the jury in Sydney on May 28



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THE SMALL PRINT

The period being judged is the 12 months until the end of April 2013.

Jurors will be predominantly drawn from the ranks of marketers. Jurors will not vote on entries in which they have a direct interest. The entry website will begin accepting entries from Monday April 8. The closing date is Friday May 3.

If your category is one where finalists must present, please ensure that date is in your diary now.

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 in consultation with the chairman of the juries. Where misleading information is supplied, regardless of intention, Mumbrella reserves the right to disqualify entries. The scope of the awards covers teams based in, and activity conceived in, Australia and New Zealand.

Information contained in the entry may be used in the voiceover at the awards presentation, in the winners' brochure or elsewhere. All finalists must have a representative available to collect the award at the Hilton Hotel in Sydney on the evening of June 6.

Entries won't be returned. Cost of entry: \$265 including GST per category. Awards entry fees are non-refundable.

Questions: Denise Jinks - 02 8296 0229, denise@focalattractions.com.au.

Entry is electronically, via PDF only. Video - featuring the work only - should be via YouTube or Vimeo link. Video should be of the work in question only. Case study videos will be not be viewed.

We'll state that again. Entry is electronic. Do not enter physical copies.



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