

Mumbrella
BE
FEST
Awards



The annual Mumbrella BEFEST Awards, presented by Mumbrella since 2012, is the only awards program dedicated to recognising the best branded entertainment work being created across Australia and New Zealand.

For the purpose of these awards, we define 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 engaging experience to consumers.

The judging period for these awards covers the 12-month period to Friday, September 8, 2017. Work entered and case studies cited must have been launched within that time period.

THE CATEGORIES

- BEST BRANDED ENTERTAINMENT (FICTION)
- BEST BRANDED ENTERTAINMENT (NON-FICTION)
- BEST USE OF FILM CRAFT / BEST EXECUTION
- CONTENT COMPANY OF THE YEAR
- BEST BRANDED PUBLICATION (PRINT OR ONLINE)
- BEST USE OF EXPERIENTIAL
- BEST USE OF INTERACTIVE/GAMING
- BEST USE OF MUSIC
- BEST USE OF A SMALL BUDGET
- BEST CONTENT STRATEGY
- BEST SPONSORSHIP OR PRODUCT INTEGRATION
- BEST BRANDED CONTENT CAMPAIGN
- MARKETING TEAM OF THE YEAR

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CRITERIA FOR AWARD CATEGORIES

BEST BRANDED ENTERTAINMENT (FICTION)

This category recognises branded entertainment and original content or content integrated into an existing format using fictional storytelling. Formats may include TV, cinema, mini-series, webisodes, radio, podcasts, DVD releases, games and online.

The brief and thinking (20%): In no more than 300 words please set out the commissioning and creative process, including the purpose and objective of the piece of work, the context in which the work was created and details of the collaboration necessary in order to deliver success.

Execution (40%): In no more than 300 words explain how the work was executed.

NOTE: Please provide up to five examples of the work (via links or uploaded files).

Results and effectiveness (40%): In no more than 400 words please set out what results were delivered for the brand, expressed as quantifiable outcomes. How successful was this piece of work for the brand? To what extent did it connect with the intended audience?

Where appropriate, please supply a testimonial from a client.

BEST BRANDED ENTERTAINMENT (NON-FICTION)

This category recognises factual or reality-based entertainment created for a brand, whether through original content or integration into an existing format. Formats may include TV, cinema, mini-series, radio, webisodes, podcasts, DVD releases, games and online.

The brief and thinking (20%): In no more than 300 words please set out the commissioning and creative process, including the purpose and objective of the piece of work, the context in which the work was created and details of the collaboration necessary to deliver success.

Execution (40%): In no more than 300 words explain how the work was executed.

NOTE: Please provide up to five examples of the work (via links or uploaded files).

Results and effectiveness (40%): In no more than 400 words please set out what results were delivered for the brand, expressed as quantifiable outcomes. How successful was this piece of work for the brand? To what extent did it connect with the intended audience?

Where appropriate, please supply a testimonial from a client.

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BEST USE OF FILM CRAFT / BEST EXECUTION

This category celebrates the quality of film craftsmanship in a piece of branded entertainment, where the execution of a campaign contributes considerably to the success of the idea and to audience engagement. The jury will consider the elements of film craft such as direction, cinematography, editing, scriptwriting, visual effects and casting.

NOTE: Please provide up to five examples of the work (via links or uploads).

In no more than 500 words please set out the commissioning and creative process, including the purpose and objective of the project and the context in which the work was created.

CONTENT COMPANY OF THE YEAR

This category is intended to recognise a company which is delivering leadership in the field of content marketing. Specialist companies focused only on content marketing, and companies with dedicated content creation specialists or teams, are both eligible.

Types of companies relevant to this category include content marketing agencies, PR agencies, production companies, advertising agencies, media agencies, digital agencies and content marketing specialists within in-house marketing teams.

In this category please supply two case studies of no more than 500 words each. Each case study may focus on a specific campaign-based content marketing approach or a longer-term project. The jury will be looking for:

- The marketing problem being addressed and the strategic response
- How well the strategy was executed including effective use of available budget
- Smart distribution strategies to connect the work with the audience, whether paid or organic
- Measurements of the results including evidence of consumer engagement or other metrics
- **Up to five pieces of supporting material** showing examples of work may also be uploaded for each case study.

Please also supply, in no more than 500 words, an overview of the company's achievements over the 12-month judging period. The jury will be looking for:

- Evidence of business growth or success within the content marketing speciality
- Signs that the team has grown during the judging period
- Evidence of industry-leading practice by the company/content department
- Where relevant, testimonials from clients, customers or partners
- **Up to five pieces of supporting material** may also be uploaded.

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BEST BRANDED PUBLICATION (PRINT OR ONLINE)

This category rewards the creation of branded publications, including print, tablet and online. This might include brand-funded publications and websites dedicated to a subject area, brand-commissioned blogs (both permanent brand sites and campaign-based projects are eligible) and custom publications.

In no more than 700 words, please outline:

- The purpose of the publication and marketing strategy
- How the strategy is executed - how the content is commissioned, crafted and created
- The distribution strategy, including both paid and organic channels
- Set out the main achievements of the title and provide evidence of success - how successful was this piece of work for the brand? To what extent did it connect with the intended audience?
- Please include a testimonial from a client, or when produced in-house, management.

NOTE: For tablet and online publications, please provide a link to where the publication can be viewed. For print products, please enter electronically and also separately send 10 (ten) hard copies of a single edition to the address supplied directly below. An additional two days after the normal entry closing date is allowed for these items to arrive.

Mail 10 (ten) hard copies of a single edition to:
Mumbrella House, 46-48 Balfour Street, Chippendale, NSW, 2008.

BEST USE OF EXPERIENTIAL

This category rewards the creative positioning of a brand through the use of events, festivals, music, installations, pop-ups, etc., where a brand offers an entertaining or engaging experience to the consumer, which goes beyond a direct brand or product interaction.

The brief and thinking (20%): In no more than 300 words please set out the commissioning and creative process, including the purpose and objective of the project, the context in which the work was created, and details of the collaboration necessary to deliver success.

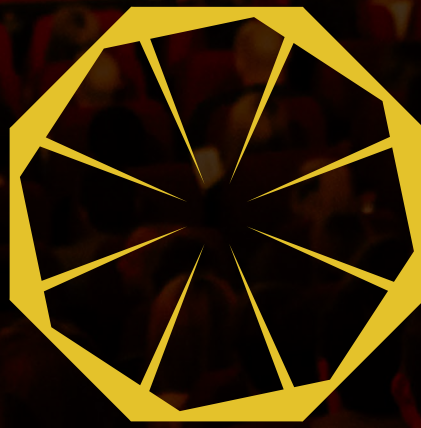
Execution (40%): In no more than 300 words explain how the work was executed.

NOTE: Please provide up to five links (or uploaded files) where the activity can be viewed.

Results and effectiveness (40%): In no more than 400 words please set out what results were delivered for the brand, expressed as quantifiable outcomes. How successful was this piece of work for the brand? To what extent did it connect with the intended audience?

Where appropriate, please supply a testimonial from a client, or when produced in-house, management.

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BEST USE OF INTERACTIVE / GAMING

This category rewards work using digital, technology, games or social media to create a sense of involvement or interaction for the audience, where a brand offers an entertaining or engaging experience to the consumer which goes beyond delivery of information or direct brand or product interaction.

The brief and thinking (20%): In no more than 300 words please set out the commissioning and creative process, including the purpose and objective of the piece of work, the context in which the work was created and details of the collaboration necessary to deliver success.

Execution (40%): In no more than 300 words explain how the work was executed.

NOTE: Please provide up to five examples of the work (via links or uploaded files).

Results and effectiveness (40%): In no more than 400 words please set out what results were delivered for the brand, expressed as quantifiable outcomes. How successful was this piece of work for the brand? To what extent did it connect with the intended audience?

Where appropriate, please supply a testimonial from a client or project partner.

BEST USE OF MUSIC

This category rewards brand integrations into an existing music program, platform or property, where a brand is linked to music, or the use of music is an integral part of a branded content offering. It could be an original track commissioned by a brand, or a reworking of an existing piece of music to deliver a brand story or brand purpose.

The brief and thinking (20%): In no more than 300 words please set out the commissioning and creative process, including the purpose and objective of the project, the context in which the work was created, and details of the collaboration necessary to deliver success.

Execution (40%): In no more than 300 words explain how the work was executed.

NOTE: Please provide up to five links (or uploaded files) where the work can be viewed.

Results and effectiveness (40%): In no more than 400 words please set out what results were delivered for the brand, expressed as quantifiable outcomes. How successful was this piece of work for the brand? To what extent did it connect with the intended audience?

Where appropriate, please supply a testimonial from a client or project partner.

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BEST USE OF A SMALL BUDGET

This category rewards projects with production costs of \$50,000 or less for a single content piece, not including media buy or related distribution costs. Production costs in this instance relate to the investment in bringing a creative idea to life, including crew, talent and associated costs.

This category recognises creative projects, which successfully deliver entertainment by a brand, whether through original content or integration into an existing format.

Formats may include experiential, TV, mini-series, webisodes, cinema, DVD releases, games and online. Where work is part of a longer campaign, details of the total campaign cost and breakdown of cost per piece should be declared.

The brief and thinking (20%): In no more than 300 words please set out the commissioning and creative process, including the purpose and objective of the project, the context in which the work was created and details of the collaboration necessary to deliver success.

Execution (40%): In no more than 300 words explain how the work was executed.

NOTE: Please provide up to five examples of the work (via links or uploaded files).

Results and effectiveness (40%): In no more than 400 words please set out what results were delivered for the brand, expressed as quantifiable outcomes. How successful was this piece of work for the brand? To what extent did it connect with the intended audience?

Where appropriate, please supply a testimonial from a client, or when produced in-house, management.

BEST CONTENT STRATEGY

This category rewards the demonstrable strategic thinking behind the creation of entertaining and effective branded content and entertainment.

The brief and thinking (20%): In no more than 300 words please explain the strategic challenge, including the brand objectives and project or campaign brief.

Strategy (50%): In no more than 400 words please explain the insights and research that informed the content strategy, and describe how this content strategy inspired the creative idea and execution.

Results and effectiveness (30%): In no more than 400 words please explain how the content strategy delivered quantifiable outcomes for the brand. How successful was this piece of work for the brand? To what extent did it connect with the intended audience?

NOTE: Please provide up to five examples of the work (via links or uploaded files).

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BEST BRANDED SPONSORSHIP OR PRODUCT INTEGRATION

This category rewards brand sponsorship or product integration into an existing screen property, including a network television show, film or online series. This might include product insertion, an extension of the existing property through other activities (screen or non-screen), naming rights or title acknowledgement in reality, non-fiction, scripted or fiction properties.

The brief and thinking (20%): In no more than 300 words please set out the commissioning and creative process, including the purpose and objective of the branded sponsorship or product integration, the context in which the work was created, and details of the collaboration necessary to deliver success.

Execution (40%): In no more than 300 words explain how the work was executed.

NOTE: Please provide up to five examples of the work (via links or uploaded files).

Results and effectiveness (40%): In no more than 400 words please set out what results were delivered for the brand, expressed as quantifiable outcomes. How successful was this piece of work for the brand? To what extent did it connect with the intended audience?

Where appropriate, please supply a testimonial from a client, or when produced in-house, management.

BEST BRANDED CONTENT CAMPAIGN

This category recognises a branded content campaign, which uses multiple examples of branded content, custom publishing or multi-platform content creation, which is supported by other forms of media such as TV, print, social media and user-generated content, which develops over time.

The brief and thinking (20%): In no more than 300 words please set out the commissioning and creative process, including the purpose and objective of the campaign, the context in which the work was created, and details of the collaboration necessary to deliver success.

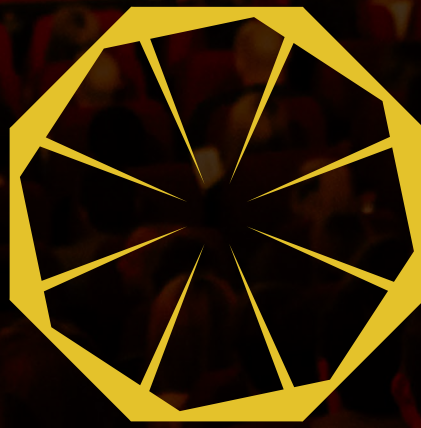
Execution (40%): In no more than 300 words explain how the work was executed.

NOTE: Please provide up to five examples of the campaign (via links or uploaded files).

Results and effectiveness (40%): In no more than 400 words please set out what results were delivered for the brand, expressed as quantifiable outcomes. How successful was this piece of work for the brand? To what extent did it connect with the intended audience?

Where appropriate, please supply a testimonial from a client or project partner.

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MARKETING TEAM OF THE YEAR

In this category, we're looking for the entertainment industry's best marketing team.

This category recognises the achievement of an in-house marketing team of an entertainment brand or destination. Entrants can include marketing teams working in film, music, TV, radio, gaming, sports betting and other entertainment media.

Case study (30%): In no more than 400 words, offer a case study of a marketing project carried out during the judging period.

Results and effectiveness (30%): In no more than 400 words explain the tangible outcomes that the marketing team has achieved for the brand during the judging period.

Collaboration (20%): In no more than 300 words, set out how the team works with partners and suppliers including agencies, media owners and other brand owners.

Culture (20%): In no more than 400 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.

NOTE: This category may be self-nominated, or by a partner agency with the permission of the brand.

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THE SMALL PRINT

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

An entry may be submitted into more than one category. Awards organisers may assign work to a more appropriate category without notice.

The period being judged comprises work in market during the 12 months up to Friday, September 8, 2017. The scope of the awards covers teams based in, and activity conceived across, Australia and New Zealand.

The initial closing date is: midnight Friday, September 8, 2017. Late entries - with an additional entry fee of \$100 - are accepted until midnight Friday, September 15, 2017.

Work shortlisted in last year's Mumbrella BEFEST Awards cannot be entered this year unless an entry is an extension of, or refreshed version of work submitted in previous years. In this instance, the entry must provide evidence that the project is materially different and achieved results attributable to this year's entry, as distinct from the cumulative results from the previous years.

In the case of submissions made by agencies, all entries must have been created within the context of a commercial relationship with a client (except in the case of not-for-profit organisations). The client must have been invoiced for the majority of costs incurred in the creation of the work.

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

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 organisers in consultation with jurors. Where misleading information is supplied, regardless of intention, we reserve the right to disqualify entries.

Information contained in the entry may be used in the voiceover at the awards presentation, in the winners' brochure, or published elsewhere. If any information is confidential, please mark clearly in the submission to avoid it being used.

At least one representative for each submission must be available on the night in late November, 2017 (date and venue to be announced shortly) to collect the winner's trophy, if successful.

Should the entrant decide to withdraw work, the awards organisers must be notified in writing before the shortlist is announced. In the instance that work must be withdrawn, entry fees are non-refundable.

Cost of entry: \$290 + GST per category. Late entry: \$390 + GST per category.

Questions: Liz Baldwin - (02) 8296 0220, liz@mumbrella.com.au

If you'd like the opportunity to sponsor the Mumbrella BEFEST Awards, contact:
Victoria Seymour - 0424 373 063, victoria@mumbrella.com.au