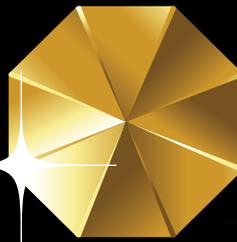


2021 CALL FOR ENTRIES

Mumbrella
AWARDS



Entries are now open for the Mumbrella Awards 2021.
This document has all the information you need to enter.
The judging period covers the 12 months from April 17, 2020 to April 9, 2021.

THE CATEGORIES

WELCOME TO THE MUMBRELLA AWARDS 2021

Who knew that more than a year after we launched the call for entries for Mumbrella Awards 2020, we would still be in a situation where the majority of people are working from home and running large scale events is a significant challenge.

But here we are, in exactly that situation. Thankfully, what it hasn't done is dull the output of the industry. The last year has seen the birth of some amazing local work by industry professionals having to think quicker and deeper than they ever have before in circumstances that are rapidly changing.

I feel that will mean some intense competition in this year's Mumbrella Awards. Like last year, I would like to take this opportunity to point out a few important changes to the awards.

- Creative Agency of the Year can now be entered by office or by network. Entrants should enter depending on how the P&L is arranged. If there is one P&L for the entire local operation (Australia and/or New Zealand), enter as such. If each office holds its own P&L, please enter as an office. Entering as one or the other will not affect the chances the entry has of being shortlisted or winning. This is the first year we have run it like this, as opposed to having entry only permitted by office, and has been introduced because of the amount of creative businesses that now use one P&L for the entire local operation. We of course welcome feedback.
- The live judging will again be done virtually this year. While we are keen to go back to in-person judging as soon as we can, it's become impossible based on the size of room required to fit both the judges and the entrants in one go and running 14 of those rooms concurrently. We appreciate your cooperation with this and hope to see in-person judging take place again next year.
- Finally, we say it every year but there is no harm in being thorough - winning entries will be published. That may mean you cannot enter certain sensitive information - the rules are the same for everyone of course. If you wish to share sensitive information, the place to do that is during the live judging, where information there will not be shared.

Please read the small print section of the awards thoroughly and familiarise yourself with how each category is scored.

Thanks for taking part in the Mumbrella Awards for 2021. I'm keeping everything crossed that we get to see you all at the gala dinner.

Damian Francis
Head of Content
Mumbrella

AGENCY OF THE YEAR

SCORING

The work	30%
Commercial success	10%
Industry impact	5%
Momentum	10%
Culture	25%
Innovation	10%
Bravery	10%

All but the TV Ad of the Year finalists will go through a live video session with the jury on June 24. Please ensure that this date goes into the appropriate calendar now, as inability to join the video will disadvantage the team. TV Ad of the Year will be put through an extensive market research process.

- CREATIVE AGENCY
- PR AGENCY
- MEDIA AGENCY
- SPECIALIST AGENCY
- EMERGING AGENCY
- PROMO OR EXPERIENTIAL AGENCY
- INDEPENDENT AGENCY
- FULL SERVICE AGENCY

With the exception of creative agencies, entries will be assessed on the national output of the agency in question. For the first time officially, **Creative Agency of the Year** can be based on the work of a single office or a network, depending on how the P&L of the business is structured. If the P&L is broken down by office, the agency should enter by office, for example, Agency X Melbourne. If there is one P&L for the network, the entry should be by the network, for example, Agency X Australia. Entries by office will not be at a disadvantage to those by network as judges will be instructed to judge bearing in mind the circumstance. **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, direct and strategy agencies. **Emerging agencies** should be no more than two years old at the beginning of the judging period. **Independent agencies** must be 51% or more owned by the local (Australian or New Zealand) management and all types of agencies are eligible to enter. **Full service agencies** refers to agencies which handle both creative and media planning/ buying for the same clients. These agencies should handle all of these elements for two or more clients at the start of the judging period. Case studies should show evidence and effectiveness of all of these processes working together.

The work: In no more than 2 x 500 words, tell the jury about the two client case studies which best demonstrates the abilities of the agency. In a further 500 words or less please provide an overview of the rest of the year's best work.

Commercial success, industry impact and momentum: The jury will be looking for evidence that this is the agency's year. In no more than 500 words 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 past year and please set out the contribution of the agency and its staff to the wider industry. Where possible, please provide actual revenue and profit numbers; where not possible please provide percentage comparisons with the corresponding 12 months.

Culture and workplace environment: 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. Please set out details of gender and cultural diversity within the agency and outline what specific plans you have in place to build on this. Please include details of staff retention, including a specific percentage of staff employed by the agency on the first day of the judging period who were still on the payroll on the last day. (The agency may also enter the **Mumbrella Award For Culture** based on this portion of the agency of the year entry if it wishes).

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).

SCORING

Quality and evidence of thought process that led to risk being taken

20%

Bravery involved in taking the risk

40%

Lessons

40%

Finalists will go through a judging session on June 24 via video.

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, and how risk was managed.

Please note, none of the scores will be based on the outcome - indeed it is entirely possible that the risk did not lead to a successful outcome. 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

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%

Finalists will go through a judging session on June 24 via video.

MUMBRELLA AWARD FOR CULTURE

The 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, office environment and workplace design and delivery of high-performance outcomes.

Please set out details of gender and cultural diversity within the agency and outline what specific plans you have in place to build on this.

Please share details of staff turnover, based on what percentage of staff employed on the first day of the judging period were still there on the last day.

SCORING

Research/
understanding

20%

The insight

40%

Strategy

20%

Outcome

20%

Finalists will go through a judging session on June 24 via video.

MUMBRELLA AWARD FOR INSIGHT

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

All agencies, media owners and marketing teams are welcome to 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

At the jury's
discretion

100%

Finalists will go through a judging session on June 24 via video.

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.

In 500 words or less, tell the story of the innovation. 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, new technology platforms, fresh culture approaches or more.

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

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%

Finalists will go through a judging session on June 24 via video.

MUMBRELLA AWARD FOR DATA-DRIVEN MARKETING

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

Please take a single case study of no more than 500 words and explain how the data was gathered and applied, and what the outcome was.

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.

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

SCORING

Collaboration
30%

The work
40%

Evidence of outcome
30%

Finalists will go through a judging session on June 24 via video.

MUMBRELLA AWARD FOR COLLABORATION

This category is open to all types of agencies, media owners and marketing teams. **Joint entries are mandatory**, including at least two agency and/or media company partners.

This category seeks to recognise the most effective collaboration between the marketing team and its partners (including agencies and media companies) when working on a campaign or project.

In no more than 500 words outline the structure of how all parties worked together on a particular campaign or project, including the brief and execution.

In a further 500 words or less, describe the results.

SCORING

The various initiatives

25%

Details of the initiatives

25%

Evidence of buy-in and success

40%

Longevity

10%

Finalists will go through a judging session on June 24 via video.

MUMBRELLA AWARD FOR SUSTAINABLE PRACTICES

This category is open to all agencies, media owners and marketing teams. It seeks to recognise well thought out and sustained efforts to encourage and promote sustainability both within a team, within a wider business and in work with clients and partners. External work (for example, campaigns) are also eligible to be included in entries.

Key to the award is the idea of a sustained effort. Judges have been instructed to favour entries that can prove a commitment to encouraging and promoting sustainability throughout the entire judging period.

A successful entry will demonstrate a variety of sustainable initiatives throughout the year with significant buy-in from staff, clients and partners, with evidence that these initiatives themselves will be sustainable in the long-term as well.

In 500 words or less detail the various sustainable initiatives the business has that cross both internal and external work.

In 500 words or less describe how those initiatives have been executed, how long they have been running for and what will make them last into the future.

SCORING

Case study
40%

Culture
20%

Outcomes
20%

Partnerships
20%

Finalists will go through a judging session on June 24 via video.

MARKETING TEAM OF THE YEAR

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

There are four components to the entry.

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, workplace environment, 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.

SCORING

Commercial performance
30%

Innovation during the year
30%

Culture
40%

Finalists will go through a judging session on June 24 via video.

SALES TEAM OF THE YEAR

This category recognises the best performing sales team working in the media and marketing industry.

There are two components to the entry.

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.

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 jury will give credit for achievement relative to a team's own sector.

SCORING

Commercial success
30%

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

Impact on market
20%

Innovation
20%

Finalists will go through a judging session on June 24 via video.

MEDIA BRAND OF THE YEAR

This category seeks to award 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.

There are three components to the entry.

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 – 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.

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

SCORING

The offering
30%

Testimonial 1
20%

Testimonial 2
20%

Success
30%

Finalists will go through a judging session on June 24 via video.

MARKETING TECHNOLOGY COMPANY OF THE YEAR

This category is intended to recognise companies which provide the media and marketing industry with technological solutions that help it to do its job better.

The type of companies might include, but are not limited to, mobile marketing companies, programmatic platform companies, analytics companies, electronic advertising delivery companies, app developers and digital development companies.

There are four components to the entry.

In no more than 500 words please explain what it is about the company's services that allow it to offer the industry a superior service, including tangible examples.

In no more than 500 words, please share examples of innovation delivered during the year in question.

In no more than 500 words please share details of the company's commercial success during the year in question. Where possible, provide actual revenue and profit numbers; where not possible provide percentage comparisons with the corresponding 12 months.

Please provide two client testimonials of no more than 250 words each.

SCORING

The brief and thinking
30%

The work
35%

Evidence of outcome
35%

Finalists will go through a judging session on June 24 via video.

PRO BONO CAMPAIGN OF THE YEAR

This category seeks to recognise the best campaign carried out free-of-charge by an agency on behalf of a charity, issue or other good cause. This category is open to agencies of all types, including advertising, PR and digital. Entries can be for a single piece of work or up to 10 single executions.

Please provide information about the results of the campaign, along with details of where it ran. (The jury will be encouraged to steer clear of anything that appears to be scam, and encouraged to independently verify claims around social media.)

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

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

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 sign-off.

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
35%

Evidence of outcome
35%

Finalists will go through a judging session on June 24 via video.

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 and/or New Zealand during the judging period. Include a full list of credits and an overview of its media schedule. 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.

SCORING

The brief and thinking

30%

The work

35%

Evidence of outcome

35%

Finalists will go through a judging session on June 24 via video.

MEDIA CAMPAIGN OF THE YEAR

This seeks to recognise the best media planning and strategy on behalf of a brand or product campaign. 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.

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%

Finalists will go through a judging session on June 24 via video.

CONTENT MARKETING STRATEGY OF THE YEAR

This category is designed to recognise the best work carried out on behalf of brands involved in marketing themselves through the creation of content.

This could include, but is not limited to, brand-funded entertainment content including TV and online video; web-based content created on behalf of brands; infographics, native advertising brand journalism and white papers. Agencies, media owners and in-house marketing teams are eligible to enter this category.

In no more than 500 words please explain the brief and the resultant content marketing strategy.

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

SCORING

Research and insight

20%

Execution

40%

Results

40%

Finalists will go through a judging session on June 24 via video.

BEST USE OF USER EXPERIENCE

This category seeks to recognise the best and most innovative user experience design solution to solve a business problem for a client. The end product can be in the form of web-based solutions, apps or physical experiences.

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.

In no more than 500 words please explain the research and insight which led to this solution, how the execution came about and the parties and processes involved.

In no more than 500 words please set out the results, including evidence of benefits for the client.

Multiple entries based on separate campaigns are permitted.

SCORING

The brief and thinking

30%

The work

40%

Evidence of outcome

30%

Finalists will go through a judging session on June 24 via video.

SOCIAL IDEA OF THE YEAR

This category seeks to recognise the best social media idea on behalf of a brand or product campaign. Entries will be accepted for social media-only campaigns or broader campaigns that have a significant social media component.

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.

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

Insight
20%

Execution
50%

Outcome
30%

Finalists will go through a judging session on June 24 via video.

BEST USE OF REAL-TIME MARKETING

This category seeks to recognise the best use of real-time marketing tactics, taking advantage of current events to spread a marketing message. This may be real-time marketing taking place on social media or tactical executions on traditional media.

Entries will be accepted for one-time executions or ongoing work as part of a broader campaign.

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.

In no more than 500 words please explain the insight/event this campaign was based around, how the execution came about and the parties and processes involved.

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

Multiple entries based on separate campaigns are permitted.

UNDER-30 ACHIEVER OF THE YEAR

This category is designed to recognise the talents of young people within the industry.

Entries may come from individuals working within any part of the media and marketing industry. Where people work as a team, joint entries will be accepted.

To qualify for this category, the individual/individuals must be under 30 during the judging period (12 months from April 17, 2020 to April 9, 2021) and work in the industry, including agency, client and media owner (both sales and editorial).

In no more than 500 words please set out the key achievements to date of these promising newcomers.

Please provide two testimonials, each one no more than 500 words. One should be from a manager of the entrant, the other from a person external to the company who has had regular dealings with this entrant. The jury will give particular weight to the seniority of the writer of the external testimonial.

SCORING

Achievements
60%

Testimonials
40%

Finalists will go through a judging session on June 24 via video.

SCORING

Achievements

60%

Testimonials

40%

Finalists will go through a judging session on June 24 via video.

INDUSTRY LEADER OF THE YEAR

This category is designed to recognise an individual who has taken a leadership role within a business.

Businesses must operate in the media and marketing industry. This category can be self-entered or put forward by the person's organisation.

The jury is seeking a leader who has made a significant contribution to the industry over a number of years, consistently inspiring others and portraying the industry in a positive light. This person may work within an agency, media owner, marketing team or other organisation allied to the media and marketing industry.

In no more than 500 words please set out the key achievements to date of this leader.

Please provide two testimonials, each one no more than 500 words. The jury will give particular weight to the seniority of the writer of the external testimonial.

SCORING

Achievements

50%

Case studies

50%

Finalists will go through a judging session on June 24 via video.

PRODUCTION COMPANY OF THE YEAR

This category recognises the work of production houses across the board, from those focusing on commercial work for clients to those focusing on film, TV and more.

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

In no more than 2 x 500 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.

Where applicable, you may provide a link to a sizzle reel of no more than five minutes' duration.

SCORING

The brief and thinking
30%

Execution
40%

Evidence of outcome
30%

Finalists will go through a judging session on June 24 via video.

BEST USE OF EXPERIENTIAL MARKETING

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

The category seeks to recognise the best use of face to face or experiential marketing tactics at a trade or consumer exhibition, an event or show, or standalone experiential marketing execution.

Please provide details of the results of the execution, along with details of where and when it ran.

In no more than 300 words please explain the business case which led to the chosen solution.

In no more than 400 words please provide details of the solution, including details around the execution.

In no more than 300 words please set out the results.

THE SMALL PRINT

The period being judged is the 12 months from April 17, 2020 to April 9, 2021.

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

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

The entry website begins accepting entries on Thursday, 25 February. The closing date is Friday, 9 April, 2021. Late entries (with an additional fee) will be accepted until Friday, 16 April.

In almost all categories finalists are asked to present to the jury via a video link. This will take place on June 24. The exception to this rule is the category of TV Ad of the Year, which goes to an extensive market research process.

Please note that the intention behind this meeting is to allow the jury to ask follow-up questions based on the entry. A formal presentation may cover all aspects of the entry. So please ensure all staff present are familiar with the entry and are convinced of its veracity.

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 Mumbrella. Where misleading information is supplied, regardless of intention, Mumbrella reserves the right to disqualify entries. By participating, entrants accept Mumbrella may run these awards as it sees fit without right of appeal.

The scope of the awards covers teams based in, and activity conceived in, Australia and New Zealand.

Information contained in the written entry may be used in the voiceover at the awards presentation. Mumbrella will later publish winning entries.

While we understand that this may create limitations around the sharing of confidential information, Mumbrella believes that it is in the interests of a fair awards process for transparency over winning entries to take first priority.

All parts of the entry will be published - no part will be allowed to remain confidential. This rule applies for all entrants.

Only the written entry will be published. No part of any live presentations will be published. You are free to share confidential information during the live presentations.

Cost of entry: \$390 AUD + GST per entry. An additional late entry fee of \$100 per entry is chargeable from 9th April - 16th April, 2021. All entry fees are non-refundable regardless of circumstance, including disqualification, withdrawal or the jury choosing not to short-list.

Questions: Tracey Lewis – 0423 876 826, tracey@mumbrella.com.au

Entry is electronically, via the awards website. Video – featuring the work only – should be via YouTube or Vimeo link. Video should be of the work in question only. Supporting material may also be uploaded although this may not be viewed at the short-list stage.

Entries reasonably believed by the jury or Mumbrella to be scam – work created only to win awards – will be disqualified.