

AMASA AWARDS 2019



CELEBRATING INDUSTRY EXCELLENCE AND INNOVATION

Important Dates in 2019

What	When
Entries open	24-Jul
Entry success workshop	31-Jul
Jury Announced	01-Aug
Press release on Jury announcement - 1 Aug	01-Aug
Entry Closing Date	30-Aug
Press release on "how to create a successful award entry" mid-august	04-Sep
Extended Entry Announced	07-Sep
Extension press release	08-Sep
Extended Entry Deadline	20-Sep
Online judging	25 Sep - 01 Oct
Final Jury Judging	04-Oct
Engraving & Certificates	8-19 Oct
Ceremony	24-Oct
Ceremony AMASA Award Event 24 October 2019	24-Oct
Final press release to announce winners	25-Oct

Special Notes for 2019

- The introduction of the white labelled entry management platform.
- Event management company to be selected to manage the event.
- Addition of four new categories.

Awards

- **AMASA AGENCY of YEAR:** Recognises the most awarded agency at the AMASA Awards
- **ROGER GARLIC GRAND PRIX:** Best overall campaign of the year.
- **Category Winners**

1. Entries can win in multiple categories.
2. The awards in each category include;
 - Highly Commended
 - Gold

ABOUT THE AMASA AWARDS

AMASA champions the media and advertising industry by focusing on grooming bright young talent, bringing like-minded people together and recognising media excellence through the AMASA Awards.

Founded in 2014 the AMASA Awards started with the ambition of demonstrating the value media work can add to client’s businesses. The AMASA Awards recognises media work that demonstrates effectiveness, innovation, strategic thinking and executional excellence, with the overall winner receiving the coveted Roger Garlick Grand Prix.

All funds raised through the AMASA Awards goes straight back into the great work the Board and Committee does to uplift the industry, including the bursaries we award to bright young talent.

ABOUT AMASA

AMASA is a member organization that aims to uplift and develop bright talent in the advertising media industry. We believe in the power of strategy to solve business problems and transform brands, so we equip the industry with the training and inspiration they need to be bold and rigorous thinkers.

We’re a community of media owners, agencies, brands, consultants, students and media innovators who bringing like-minded people together through our courses, textbook, learnership program, speaking forums, workshops, networking events and the AMASA Awards.

Collaboration and co-creation are at the centre of the AMASA DNA as we continue to build a solid platform for **industry growth, conversation and education.**

Submission Formats:

DOCUMENTS

Media Type	Description	Specification
PDF	<ul style="list-style-type: none"> • Entry Motivation 	<ul style="list-style-type: none"> • Provide as much detail as necessary to assist the judges in understanding the work, its intended purpose and its relevance to the category entered. Where possible include reference to the judging criteria: Challenge (50 words); Insight (50 words); Solution / Idea (50 words); Strategy & Execution (300 words); Results (50-100 words); Innovation (50-100 words).

VIDEOS

Please note: All non-English entries must have English subtitles

Choose one of the following:

FORMAT	FRAME SIZE & RATE	BITRATE
PREFERRED		
HD 720p	1280x720 – 25fps	16Mbps
HD 1080	1920x1080 – 25fps	16Mbps
ACCEPTED		
PAL 4:3	720x576 – 25fps	5Mbps
PAL 16:9	1024x576 – 25fps	5Mbps
NTSC 4:3	720x480 – 29.97fps	5Mbps
NTSC 16:9	854x480 – 29.97fps	5Mbps

Video file specifications:

- Video must be encoded to H.264
- Accepted file format is .MOV or MP4
- Bitrate as per table above
- **Frame reordering:** Enabled
- **Key Frames:** Automatic
- **Quality:** High (Multi-Pass recommended)
- **Streaming:** None
- **Audio AAC Stereo 48kHz**
- **Audi Bit Resolution:** 16bit
- **Audio Encoding:** Constant Bit Rate (CBR)
- **Audio Bit Rate:** 192kbps
- **Video Clock/Slate:** NONE
- Non-English entries must have English subtitles

Media Type	Description	Specification
Overview Video	You can provide footage of the entry itself, as well as supporting information about your work. It is highly recommended that the presentation is tailored/adapted to highlight the elements most relevant to the chosen category.	<ul style="list-style-type: none"> • Maximum length = 2 minutes • Maximum size = 400MB • In addition to the overview, you have the option to submit the full-length work which may be viewed at the judges' discretion • As per video specifications above
Original Content Video	Original execution of the content that was commercially launched or aired.	<ul style="list-style-type: none"> • As per video specifications above

Categories

1. BEST INTEGRATED CAMPAIGN: FMCG
2. BEST INTEGRATED CAMPAIGN: AUTOMOTIVE & TRANSPORT
3. BEST INTEGRATED CAMPAIGN: FINANCIAL
4. BEST INTEGRATED CAMPAIGN: PUBLIC SERVICES
5. BEST INTEGRATED CAMPAIGN: TRAVEL & TOURISM

6. BEST INTEGRATED CAMPAIGN: RETAIL (Incl. e-Commerce and QSR)
7. BEST INTEGRATED CAMPAIGN: MEDIA, ENTERTAINMENT & LEISURE
8. BEST INTEGRATED CAMPAIGN: TELECOMMUNICATIONS
9. BEST INTEGRATED CAMPAIGN: OTHER CONSUMER GOODS (Incl. Durables & Commodities)
10. BEST INTEGRATED CAMPAIGN: B2B
11. BEST INTEGRATED CAMPAIGN: REST OF AFRICA (NEW)*
12. BEST BRANDED CONTENT CAMPAIGN
13. BEST EXPERIENTIAL / EVENT CAMPAIGN
14. BEST ONLINE CAMPAIGN
15. BEST SOCIAL MEDIA STRATEGY
16. BEST USE OF MOBILE
17. BEST USE OF TECHNOLOGY / DATA
18. BEST USE OF TELEVISION*
19. BEST USE OF RADIO*
20. BEST USE OF OUT OF HOME*
21. BEST USE OF PRINT*
22. BEST SPONSORSHIP
23. BEST CONTRIBUTION BY A MEDIA OWNER (Only media owners to enter)
24. BEST TACTICAL USE OF MEDIA
25. BEST TRADE MARKETING
26. BEST PRO BONO CAMPAIGN
27. BEST USE OF A SMALL BUDGET (<R150K)
28. IGNITION AWARD FOR STUDENTS (Students only)

*New category

AMASA AWARD CATEGORIES 2019

The AMASA Awards are judged and weighted on 6 key criteria:

1. The Challenge (5%) – 50 words

A clear articulation of the challenge. This may be a business, brand, communication, socio-economic or other challenge. To help you clearly answer this question, try to answer clearly what the core goal, objective or outcome is that you were trying to achieve with this campaign.

2. The Insight (15%) – 50 words

Does the insight address the business challenge?

3. The Solution /Idea (20%) – 50 words

Does the idea answer the challenge and leverage the insight?

4. The Strategy & Execution (20%) – 300 words

How does the strategy and execution support the idea, answer the insight and address the challenge?

5. The Results (20%) – 50-100 words

Do the results answer the challenge?

6. Innovation (20%) - 50-100 words

How innovative or ground-breaking was this idea, strategy or execution?

When crafting your entries, try go to into problem vs. solution mode. Take the time to clearly articulate your challenge, insight and result, before getting stuck in the detail of your strategy and execution.

Remember that everything should ladder up.

- The insight need to speak to the challenge and help unearth the solution.
- Your solution needs to address the core challenge and speak to the insight that was used to build your solutionist idea.
- Your results need to address your challenge.

An example.

If your challenge was to sell widgets online, then your insight needs to be rooted in what drives the sale of widgets or what barrier is preventing widgets from being sold.

Your solution, then should address the core challenge and leverage the insight. In other words, you need to SELL WIDGETS and your insight needs to address that goal.

Your results need to then link back to the challenge and your goal – the successful sale of widgets. It doesn't help if millions of people saw your message or searched for your widget, if no one made a purchase.

Understandably, sharing and publishing results data can be tricky, especially in highly competitive categories and markets, but remember that you don't have to give exact numbers and volumes – in fact it's not the norm. You can give increases or lifts in percentage, and provide quotes from clients that talk to "record-breaking" or "smashing target" changes.

BEST INTEGRATED CAMPAIGN

(THIS WILL BE BY CLIENT CATEGORY AS PER BELOW):

Integrated Campaigns demonstrate the best use of mixed media, and entries into these categories must demonstrate the use of at least two media channels.

Entries will be judged on how well the multi-channel strategy and execution has;

1. integrated the chosen media types throughout the campaign, and
2. successfully demonstrated how different formats complement and build on one another.

Judges will be looking out for evidence of media neutral planning where the best insights and thinking have resulted in a mixed media strategy and execution that demonstrates creativity, consistency of brand message and achievement of the brand's objectives.

Please ensure to specify any third party contributions on the entry submissions.

Best Integrated Campaign: FMCG

The above integrated entry description applies to this category. The products and product types in this category include:

Beer, wine, spirits, liqueurs, cocktails, tea, coffee, still and carbonated drinks, juices, mineral waters, chocolate, sweets, chewing and bubble gum, potato crisps, nuts, milk, yoghurt, ice cream, cream, butter, cheese, eggs, margarine & spreads, cakes, biscuits, desserts, sugar, jam, honey, peanut butter, bread, flour, baking ingredients, breakfast cereals, meats, fish, seafood, soups, delicatessen, fruits & vegetables, rice, pasta, sauces, oils, spices, herbs, pre-cooked & prepared meals, baby foods & milk, detergents, cleaning products, air fresheners, insecticides, foil & other food packaging, light bulbs, batteries, paint, varnish & wood protectors adhesives, tools, garden tools, pet food & pet care products, soap, shower & bath products, deodorants & body sprays, skin & nail care products, oral hygiene, toilet paper, tissues, nappies, shaving products, insect repellents, diet products, adhesive plasters, skin remedies, condoms, pregnancy tests, contact lenses, vitamins, alternative therapies & medicines virility drugs.

Best Integrated Campaign: Transport

The above integrated entry description applies to this category. The products and product types in this category include:

Cars, jeeps and 4-wheel drives, pick-up trucks, vans, lorries, motorbikes, tyres, auto products and services, spare parts, accessories incl. in-car hi-fi, petrol stations, petrol, oil, breakdown & servicing companies, car dealerships, car finance & leasing

Best Integrated Campaign: Other Consumer Goods (including durables & telco.)

The above integrated entry description applies to this category. The products and product types in this category include:

House and garden furniture, washing machines, dryers, dishwashers, fridges, freezers, cookers, microwaves, kitchen utensils, appliances & crockery, glassware bed & table linen, baths, showers & toilets, wall & floor coverings, televisions, camera, video cameras, film, hi-fi, personal stereos, CD players & MP3 players, DVD & Blu-ray players, personal phone equipment incl. mobile phones & smartphones, tablet computers, musical instruments, sports equipment, bicycles, boats & caravans, toys, board games, computer games, game consoles, home computers, clothing, footwear and accessories, sportswear, handbags, belts, luggage, jewelry, watches, sunglasses, spectacles

Best Integrated Campaign: Financial

The above integrated entry description applies to this category. The products and product types in this category include:

Banks, building societies, credit cards, current & savings accounts, mortgages & loans, investment companies, health and building insurance, car insurance, pension & retirement plans, real estate investment, building development, road construction

Best Integrated Campaign: Public Services

The above integrated entry description applies to this category. The products and product types in this category include:

Consumer telecommunication services, internet service providers, cable & satellite, TV providers, directories, Yellow Pages, postal services, electricity, gas, power & water companies, private education, private healthcare & clinics, optical, medical & dental services, prescription drugs, hearing aids, hospital aids, hospital & dental equipment, psychiatrists, sex therapists, plastic surgeons etc.

Best Integrated Campaign: Travel, Entertainment & Leisure

The above integrated entry description applies to this category. The products and product types in this category include:

Transport, travel and tourism, airlines, train & bus companies, cruise lines, travel agencies, tourist boards, hotels, resorts, city & bus company promotion, car hire, travel passes, leisure & theme parks, gyms, health & diet clubs, sporting events, music festivals, orchestras, exhibitions & shows, nightclub, bars etc., museums, art galleries, cinemas & theatres, golf & country clubs. Lotteries and gambling

Best Integrated Campaign: Retail (includes e-commerce & QSR)

The above integrated entry description applies to this category. The products and product types in this category include:

Stores including home shopping, restaurants, fast food, department & specialist stores, supermarkets DIY stores, drugstores, opticians, hairdressers, beauty salons, laundry service, estate agents, photo-processors, TV, video & other rental stores, mail-order companies, online shopping & auctions

Best Integrated Campaign: Media

The above integrated entry description applies to this category. The products and product types in this category include:

Newspapers, magazines & supplements, books, records, CD's cassettes, DVDs & Blu-ray Discs, TV & radio stations, networks & programs, movies

Best Integrated Campaign: B2B

The above integrated entry description applies to this category. The products and product types in this category include:

Business phone & computer equipment, office furniture & stationery, accountancy, conference & events services, business postal services, courier services, employment agencies, agriculture & manufacturing equipment.

***New - Best Integrated Campaign: Rest of Africa**

Entries into this category need to follow the same requirements and as the above "Integrated Category", but where campaigns are required to have been executed in any of the below listed markets in Africa, excluding South Africa.

Countries in this category include: Algeria, Angola, Benin, Botswana, Burkina Faso, Burundi, Cabo Verde, Cameroon, Central African Republic (CAR), Chad, Comoros, Congo, Democratic Republic of the Congo (DRC), Republic of the Cote d'Ivoire, Djibouti, Egypt, Equatorial Guinea, Eritrea, Eswatini (formerly Swaziland), Ethiopia, Gabon, Gambia, Ghana, Guinea, Guinea-Bissau, Kenya, Lesotho, Liberia, Libya, Madagascar, Malawi, Mali, Mauritania, Mauritius, Morocco, Mozambique, Namibia, Niger, Nigeria, Rwanda, Sao Tome and Principe, Senegal, Seychelles, Sierra Leone, Somalia, South Sudan, Sudan, Tanzania, Togo, Tunisia, Uganda, Zambia, Zimbabwe.

Best Branded Content Campaign

This category is about content creation and is open to all brands, agencies, publishers and production companies dealing with brands in order to devise, create and distribute branded content.

The work could be executed in any media channel. It could be via publishers or broadcasters, agencies, brand teams or user generated.

The work could be "native" or exist as independent scalable content. Judges will be looking for content that fits with the brand strategy, address a clearly-defined marketing or business challenge and "fit" with the brand's values, position or campaign message.

Judges will be looking for innovative creation of intellectual property (IP). How that content is leveraged – whether through licensing and rights selling or through engagement in social media, as evidenced by changes in awareness metrics, perceptions or engagement metrics, such share, likes, views, subscriptions or other important ingredients for making your entry a winner.

Best Experiential / Event Campaign

This category recognises brands that delivered an experiential event or campaign, engaging customers and consumers via brand activations, events, stunts, guerrilla marketing or roadshows. This category also includes the sponsorship of an existing or created experiential property. Qualifying entrants need to be physical in their core, but can have virtual and other digital extensions. Winners in this category need to demonstrate how the brands successfully engaged with customers or consumers, and what resulting effects were. Results metrics could include number of people influenced, brands tested / tasted / trialed, leads generated, test drives made or products sold. Other softer metrics may include changes in perception, consideration and association.

Best Online Campaign

This category is looking for entries that have understood and integrated themselves into the digital landscape. It covers all digital media, from web, mobile/app, blogs, IPTV, gaming and search, through to affiliate marketing and is looking for great examples of interaction using digital media's unique properties. Judges are looking for strong campaigns which successfully utilised digital media in a creative and innovative way and executed with high quality to promote the brand and brand message for its target audience.

Best Social Media Strategy

This category rewards innovation, strategic thinking and execution to deliver great results for a brand using social media. This could either take the form of a social media platform, an online initiative using existing or a new social networks, or finally, a campaign where an initial idea or experience and message is actively distributed and/or adapted by a participating key audience to effect positive results using social channels. Entries will be judged on the creative use of social platforms and a sound understanding of online consumer behaviour. All entries should be backed up by substantive metrics that prove campaign success. Judges will be looking for examples of fantastic consumer driven campaigns, community building, targeting, engagement and conversational marketing strategies.

Best Use of Mobile

The best use of mobile category will award a winner that demonstrates innovative and strategic use of mobile as a channel, to reach and engage consumers and customers with excellent results. Any form of mobile media will be considered, including mobile Apps, .mobi sites, mobile content,

USSD, WhatsApp or any form of mobile advertising, provided they show how the advertiser has used mobile in a creative and engaging way to obtain great results on clear objectives.

Best Use of Technology

Awarded to the campaign that is seen to exploit new technology to its full potential in the marketing world. The winning campaign will be able to demonstrate a good brand/technology fit and show innovation in the use of the new technology to reach and engage an audience. This category is open to any existing media channel, and any new channel created by the use of the technology. Judges will be focussing on the innovative nature of the technology and how it has been applied to a marketing challenge.

New* - Best Use of Television

This category recognises the best use of television as a channel and platform for communication. Judges will be looking out for effective, impactful and innovative use of the channel.

New* - Best Use of Radio and Digital Audio

The best use of radio category recognises effective, innovative and impactful use of radio and digital audio channels – this may include terrestrial radio, streaming, podcast and programmatic audio.

New* - Best Use of Out-of-home

This category gives recognition to out-of-home campaigns that bring the best of outdoor to life, whilst displaying an innovative, effective and impactful result. Entrants into this category includes static or digital billboards, road signage, street furniture (bus shelter, bin etc.), street poles, commuting media (taxi, bus, car, bike, tuk tuk, train etc.), wraps, wall, in-store signage, suburban signs, directional signage, airport advertising, in-mall, (lift, hanging banners, stairs, boards, parking etc.), washroom, on-consumption signage, event signage etc.

New* - Best Use of Print

The best use of print category recognises effective, innovative and impactful use of print as a channel, including but not limited to the digital versions and platforms associated to the title/s. Entrants into this category require that the core aspect of the strategy and execution leverages the physical printed version of the title at least once in the campaign.

Best Sponsorship

This category is looking for examples that best utilise sponsorship as the major communication strategy. This category includes the leverage of a sponsorship property in an extra ordinary way that delivers results for the sponsoring brand. Campaigns may include the promotion of a brand's value and position by going beyond traditional advertising channels, and utilising the generation of content. E.g. Seamless integration of a product in a television program, or advertiser funded programming (AFP). The judges will be looking for the part of the campaign owned by the agency that contributed most to the success of the sponsorship, and the results that were derived.

Best Contribution by a Media Owner

This category recognises the efforts of media owners in their work with advertiser clients to connect with their audiences. This category can only be entered into by media owners. Judges are looking for partner behaviour; creative application of ideas and innovative strategies. Entries will be judged on the level of creative thinking, consumer insight, and success for the client. The

winning campaign could be a multi-platform strategy, a single channel execution or a single marketing execution.

Ignition Award

The Ignition Award recognises students with the best strategic and ideated work, with media at their core. Work need to have been created by a current student or a student that was studying at the time the work was submitted.

Best use of a small budget (<150k)

This category recognizes the efforts around the most creative/far reaching campaigns with shoe-string budgets. The judges are looking for ingenuity when it comes to getting clients the most bang for their buck!

Best Pro bono campaign

This category honours outstanding campaigns that were developed on a pro bono basis – from environmental protection to wildlife conservation, child abuse, road safety or any other deserving cause. The judges are looking for campaigns that have not only raised money but those which have driven the awareness of important issues in the fabric of our society.

Best Trade Marketing campaign

Primarily for media owners, Best Trade Marketing Campaign seeks to celebrate the exceptionally creative trade campaigns typically targeting media agencies and clients direct. Submissions will have to be clear on what the objectives of the campaign were and how they managed to achieve what they set out to do. Judges will be looking for originality, innovation and a clear understanding of how the execution linked back to the organisation's media offering.

**These are new categories, which appear for the first time in the 2019 AMASA Awards*

The AMASA Awards Judging Process

The AMASA Award entries are judged across 24 categories, and bases a set of criteria, including; excellence in media strategy, innovation and creative media ideation – underpinned with sound insight and outstanding measurable results.

The best of the shortlisted campaigns will compete in one of the 22 categories and for the renowned Roger Garlick Grand Prix, honouring the best work overall.

The AMASA AGENCY OF THE YEAR AWARD, honours the highest scoring agency in the event.

Judging

There are two rounds of judging;

- Round 1 - The online judging panel, results in the shortlist
- Round 2 - The jury panel selection, assesses the shortlist and results in the final outcomes

Round 1 - Online Judging

The online jury panel is broader than the final jury panel, giving younger, less experienced rising stars and influencers an opportunity to experience and participate in the best work the local industry has to offer.

This panel should comprise of 20 judges, who should each receive 3 sets of 8 entries to assess. This number may change from year-to-year, depending on the number of entries submitted. Each entry is judged three times, by three different judges. Based on the 2019 entry volumes, we expect a total of 160 entries and 480 online judging results.

Judges are given a personal log-in to the AMASA Awards Entry Management system and will be exposed to the 24 entries. The same entries may appear in different categories, and need to be assessed based on the category they have been entered into. Online judges are not asked to judge any work that they themselves or their employer has been involved in. All scores and feedback are entered online, where the results are tallied by the system.

The same AMASA Judging Criteria are applied to this and the final round.

As a practice, we prefer to ask media and digital agencies, media owners and marketers of leading brands to nominate people from their teams to participate. Students and learners can partake in the judging of the AMASA Ignition Awards.

The online judging results in a shortlist, which is announced and moved forward into the final round of judging, a face-to-face discussion and debate panel scoring.

Notes:

- *Have AMASA committee members on standby to step in, as one will find a number of judges who fail to complete the tasks required.*
- *Please use the AMASA Online Judges Invitation Letter to outline the expectations and obtain commitment upfront.*

Round 2 - The Final Jury Panel

The final jury panel is made up of industry experts, with a solid base of experience. These judges, will take a full-day out of their schedules to participate in in the face-to-face jury panel, involving discussions, debates and live scoring.

This panel consists of 12 industry experts from media and digital agencies, media owners and brand management teams.

The final jury are given access to view the shortlist entries live on the entry management platform, which need to be viewed and critically assessed before the day of judging.

On the day, judges work through each category, one at a time. After being exposed to each entry, judges punch in their preliminary score, a discussion is opened for two minutes and judges are given an opportunity to make final amendments to their scores before closing.

The final category results are assessed before closing. Debates are likely to arise around tie-breakers, differences of interpretation and poor standards.

All 12 judges are required to commit to full day's process, and may be required to stay late, should the debates continue past the anticipated cut-off. None goes home until the last award is finalised.

Entry Fees

2019 will see a 6% increase on both entry types.

Therefore, general entries equate to R1800 and Ignition entries are R850 per entry.

Invoicing Details

Advertising Media Association of SA

Vat Number: 414 017 7942

PostNet Suite #391, Private Bag X153, Bryanston, 2021

Ceremony Venue

The Houghton Hotel

Llovs Ellis Avenue

Johannesburg

Gauteng

2041

South Africa

info@thehoughtonhotel.com

+27 11 032 5500

Website

<https://thehoughtonhotel.com/>

Map

<https://www.google.com/maps/place/The+Houghton+Hotel/@-26.166776,28.074197,15z/data=!4m8!3m7!1s0x0:0xcc06a54a28e7b6b8!5m2!4m1!1i2!8m2!3d-26.1667757!4d28.0741973?hl=en>

Contacts

Entries

- Sne Khumalo
- 011 772 1220/5
- sne@loeries.com

Sponsorship

- Charlie Wannell
- 083 321 2199
- Charlie.wannell@medimark.co.za

Judges

- Taryn Naledi Hood
- 083 325 1115
- Taryn.hood@PublicisMedia.co.za

Payments

- Natalie Card
- natalie@cenevation.co.za