

## THE MAA **#DODIFFERENT** AWARDS

Doing things differently is essential for our industry and if you aren't taking a different line of flight from the norm, you'll end up in the same comfortable place as everyone else. Doing Different is about being a challenger, not a follower, so you take brands towards new exciting territories where they can be transformed.

The MAA's Agency of the Future research shows that clients need brave agencies who aren't afraid to challenge and that's exactly what the #DODIFFERENT Awards aim to celebrate: innovation and originality.

Classic award categories of business sector and media channel expertise are not particularly relevant to today's future thinking clients, which is why we have clustered our entry categories around the creative, strategic thinking and business skills needed to deliver amazing brand success for clients.

There are various challenger categories to enter to win a #DODIFFERENT award. Please select your challenger category and then the appropriate sector within that challenger category

Judges will have the discretion to give multiple best awards in challenger categories as well as overall awards per sector.

We have also simplified the entry process so you can duplicate entries for consideration in various challenger categories where your work really is breaking new ground. There is a short entry form with a simple add-on component for judges to apply specific marks pertinent to any additional categories.

## CALL FOR ENTRIES GUIDANCE NOTES

Below you will find information on what the judges will be looking for, exactly what visuals and information to submit, timings,

advice about writing your entries, terms and conditions and fees.

Visit **dodifferentawards.com** to login and access the forms for entry. You will be able to revisit and edit your entries online until you choose to submit them. Please however review all content including visuals offline internally with your client and get early agreement prior to final submission.

Please make sure you read this document. All entries must be submitted online, with client online authorisation received at MAA by **midnight 30th November.**

**2017\*** for the early bird rate. \*Entries will be accepted until 17<sup>th</sup> November at the standard rate. The website FAQs, also help explain the client sign-off process and timings, in case you have any queries.

**Please contact us early ahead of the deadline if you need help with anything. You can email [kate@dodifferentawards.com](mailto:kate@dodifferentawards.com)**

#### ENTRY FORM COMPLETION NOTES

All applications must be entered online. When you have submitted your entries you will also need to send payment to the MAA for the correct fee, which should reach us within seven working days from your submission date. (see ENTRY FEES AND FINAL CLIENT SIGN-OFF DATES further on.)

You will need to complete an online entry form for every campaign or activity you submit and for every category entered. If you are entering the same work into different categories you can clone the core entry paper and visuals to save time, but there will be an additional component which allows you to differentiate and highlight extra information specifically for each category.

**Client authorisation will also be needed for every single**

**entry.** To maintain judging integrity do not mention your agency name in the general submission text (or visuals) which judges will see. Please use only simple paragraph breaks and avoid special characters and formatting, which cannot be supported in the online judging environment.

When you login the form splits into 3 parts: ABOUT YOU, YOUR CLIENT and YOUR ENTRY. **YOUR ENTRY** represents all the information that judges will see and includes visual attachments and a two-part form for you to complete:

There is a generic entry statement of 200-600 words maximum into which you should very succinctly write up the campaign/activity. We suggest the following format: an opening intro summarising how you 'did differently' to solve a client problem; detail of the insights and key concept(s) followed by strategy and objectives, details of implementation and execution (also by any third parties) and, of course, detailed, qualified results that relate back to the client's objectives. The generic statement and visuals attached to your entry can be cloned across further entries you wish to make for the same work across different categories.

Secondly, there is a single qualifying statement of 100-400 words maximum which enables you to highlight the key information specific to the category being entered. For example, for **#DODIFFERENT** EFFECTIVENESS, this section would contain very detailed performance and results information. (NB. Number of facebook 'Likes' are unlikely to be sufficient.)

---

Judges will be looking for the best work according to the category descriptor. Weighting given to scores in the final marking sessions when judges meet to assess the shortlist entries will focus on the descriptor for that award.

Your written papers should show proper evidence of strategic thinking and planning included wherever possible and it is absolutely mandatory for any of the strategy categories. Essentially, this is defining the strategic insight that helped unlock the platform for the creative work. It could be from a planner or indeed any other member of the team. An insight is generally when different pieces of information are combined to create an original perspective. This is often based on a deep understanding of a target consumer's attitudes and beliefs, which connect at an emotional level with the consumer, provoking a clear response which has the power to change their behaviour. It is the 'aha' moment in the strategy/brief/research process; ultimately that moment which gives the team a new angle. On the brief it could come from anywhere; an insightful description of the business problem, or the target audience, or an original proposition. We are looking for the story of how this insight was discovered and how it unlocked the brief and inspired the creative work.

**#DODIFFERENT CRAFT entries:** If you are only entering something for the advertising craft to be judged, and which is not cloned from other categories requiring more detail, then you will still have a two-part form entry form but can rely on using minimum word count. Judges will still need to understand context, so please provide the background and objectives, creative concept and rationale. Judges also need to know where the work was seen so results information would be useful to validate 'real' commercial work (as opposed to one-off work that didn't run).

An example of how to write for **#DODIFFERENT INNOVATION** could be: Define its relevance to your client's business problem; how you have implemented it; how has this enabled you to do something different/innovate in the market and evidence that the idea/IP has been monetized.

In a single proposal statement for **#DODIFFERENT TALENT DEVELOPMENT**: Please include elements such as what your professional development/youth recruitment vision statement is; what makes you especially different from other agencies; how it is communicated; what planning supports it within the agency; what are your goals; what is the average expenditure by the agency; special activities which support the idea; what auditing/monitoring/management processes have been established; and how successful is it for your agency.

#### VISUALS TO BE UPLOADED ONLINE

**Visuals must not be branded or marked in any way that could identify your agency.**

This is to protect the integrity of judging work. The naming convention for your uploaded files should be **CAMPAIGN or ACTIVITY NAME\_CLIENT BRAND** (please shorten lengthy names as appropriate).

**Each and every entry for all categories MUST be supported by the following mandatory visual elements listed (a) to (c):**

a) **A single high-resolution print-optimised PDF**, of landscape orientation and in A1 proportion, capable of being printed at this size (840 x 594mm). Whilst there is no set maximum file size limit, please make every effort to ensure each uploaded PDF is no more than 20mb in size. If you are shortlisted, you will also be required to physically print this at full size onto 250-300gsm card and supply to MAA by 7 January 2017 for final judging and awards dinner gallery presentation. (The Guardian will additionally need to print a pristine copy from this file for their winners gallery.) Do not supply a portrait visual nor anything which cannot scale up to 100% A1 size in high

resolution print quality.

**b) A single low-resolution PDF of the above file (a)** optimised for online viewing, again as an A1 proportioned landscape PDF. This file will be used by the judges for online viewing at the shortlist stage. The file conveys the creative work elements and together with your written submission is a pitch for why your work should win: it is how judges immediately understand the work (or the entry submission if its #DODIFFERENT AGENCY). Please ensure that it has been optimised for online viewing – the longer judges wait for a file to open, the less time they will spend looking at it.

**c) A print-quality jpeg or PDF** of suitable resolution to print at 100% within a maximum size dimension of 80mm x 80mm. This should be a small visual reference which can convey something of the brand/entry within the winners booklet. It could be cropped from the main PDF (a) above but it needs to be readable at this small scale.

**Every entry you want to be judged specifically on its digital component MUST be supported by a live URL which can demonstrate the user experience (d).**

**d) The URL needs to be live until February 2018.** If the site or webpages are no longer live or will become obsolete by February or if you need to demonstrate the user experience please supply a self-running application and a URL where these elements can be temporarily hosted, so judges can experience the environment and/or interactive elements. Please avoid agency identification

as part of the URL and avoid (if possible) login/passwords. If you need to supply a login name/password please provide it in the box provided on the form.

**Documentary Videos.** Documentary videos are generally encouraged for any entries where it is vital to show experiential activity or where you feel this would help judges understand the work.

e) **The video must be no longer than 120 secs maximum duration.** All common video codecs are supported.

**TV/Radio executions (f) should be supplied additionally if they are a fundamental part of the media execution for any category:**

f) **The video must be no longer than 120 secs maximum duration.** All common video codecs are supported. Please remember to wait for large files to upload. It is advisable to save individually after large file uploads than trying to save everything at the end.

Each agency which reaches the shortlist will be required to print and send their A1 size landscape entry visuals (printed onto 250-300gsm card) to MAA for the final judging in January. Any time-based media will also need to be sent to MAA on DVD (formatted as high quality QuickTime movies, ideally HD, as these will be also be used for the winners films). We will announce the shortlist in January. Please be ready to send these additional hard copies to us by 7th January 2018. Please contact our MAA content partner USP Content on 020 7927 6600 if you would like support in producing an entry video.

## DO'S AND DON'TS

**DO** Edit your entries and respect the fact that judges will be very senior client marketers and creatives, so write in a clean style highlighting tangible results. Ensure a good writer in your senior team (ideally a planner) vets the entry information offline before

you upload it. First impressions count and judges will not be able to spend more time on poorly written submissions where the information is not clear. Keep it as simple as possible. Please note: the online

word counts are mandatory and you will not be able to use any formatting other than plain text.

**DO** Make sure you demonstrate qualified results against set criteria where requested, with comparative statistical supporting data showing, for example, sales uplift. Qualitative information should be provided as appropriate. Judges will consider brand performance and consider peculiarities of specific markets as part of the overall judging criteria but try to facilitate judging by clearly identifying the key elements which are most impressive. If there are other influential factors which have had a significant impact then these should be isolated and identified.

**DO** Strictly adhere to all the visual mandatory requirements as provided. All entries need to have a PDF landscape orientation visual at A1 size (100%) supplied in two file sizes: low resolution optimised for online viewing and high resolution for print optimisation to full size A1. All entries need to have a print-quality jpeg or PDF of suitable resolution as a creative reference within the winners booklet.

**DO** Note the A1 scale landscape visual is a sales pitch on why the work should win – judges remember good clear visuals from among several entries alongside a well-written submission. Please note the additional URL/Video requirements where specified and try to send a short documentary if you can.

**DO** Read the online FAQs which will help you if you get stuck timing-wise with client sign-offs, or you need more help in understanding the payment process. Call or email us at MAA if



you need to clarify your status versus member/non- member rates or if you are having problems, but do not leave it to the last minute before the deadline. We will endeavour to answer your queries as speedily as possible.

**DON'T** Try to pass off other agency work as yours. Your client must sign off each entry submission and if any entry is not authorised online by your client contact, it cannot be included into the awards competition. You will be liable to pay for all entries submitted online, even if this is ahead of client authorisation being received by MAA.

**DON'T** Send in work that breaches the codes of advertising practice or laws.

Every shortlisted entry is screened by the ASA and Forbes Anderson Free solicitors who read the

entry submissions and view the visual materials. Each year we normally disqualify a couple of entries which would have otherwise been shortlisted, usually because of code breaches. The Best Awards always have to comply. There are no exceptions, however the creative 'cut- through' was achieved.

## JUDGING AND KEY DATES

All awards will be shortlisted via multiple panels (senior principals recruited from agencies) including specialist creative, digital and strategy experts. The finalist panels deciding the winners in January 2018 will be announced soon at [guardian.co.uk/best-awards](http://guardian.co.uk/best-awards).

Final results will be announced at The #DoDifferent Awards in early March. Please note the general timings below:

November 2017 – Shortlist judging and legal vetting of entries.

January 2018 – Shortlist announcement, awards dinner ticket bookings open. Final judging. February 2018 – Awards dinner bookings taken. Early March - Awards Event.

**ENTRY FEES, AND FINAL CLIENT SIGN-OFF DATES** The closing date for all entries is midnight Thursday 30<sup>th</sup> November.

Entries are chargeable from the date we receive each entry electronically from your agency. By submitting an entry, you will automatically be liable for paying for that entry on the date you submit, even if your client later decides to refuse permission. The online application requires you to give your client's name and their email address. After you submit an entry, your client will receive an automated invitation to see the entry detail linked to their name, which they can authorise online or authorise by fax to MAA. There will be a maximum period of a week for MAA to receive this confirmation after the later submission deadline of 30<sup>th</sup> November (ie. all client signatures must be provided to enable judging). The terms and conditions state that all entries must be signed by your client: essentially this is to protect the MAA using your entries for judging purposes and in winners publicity. You should seek client approval well ahead of the closing deadline and plan who will sign your entry by the client organisation in advance of any holiday/unforeseen absence. The MAA will automatically send an email to you confirming receipt of client authorisation, but it remains your responsibility to chase your client to sign (as needed).

Please add MAA Best Awards [no\_reply@bestawards.co.uk] to your safe senders

list to ensure email confirmations are received and advise your client to do the same.

## **FEES FOR ALL CATEGORIES**

For EARLY entries received no later than 12.00 midnight 17th November 2017:

MAA members £295 (£354.00 inc. VAT) per entry Non members £395 (£474.00 inc. VAT) per entry

For standard rate entries received no later than 12.00 midnight 30<sup>th</sup> November 2017

MAA members £345 (£414.00 inc. VAT) per entry Non members £445 (£534.00 inc. VAT) per entry

Your online entry form will include a purchase order reference or number (provided by your agency). Your Login has a payment area showing your submitted entries. You will be invoiced accordingly and the rate will be determined at the time you first submit an entry and whether you are a member or non-member agency. You can telephone the MAA to pay by company card. Alternatively, payments can be made by electronic BACs transfer: the account name is Marketing Agencies Association Ltd, sort code is 30-93-68 and account number is 01232935. BACs payments should include your agency purchase order number, and should be made within seven working days of submitting your entries online.

If you have any query about whether you are a member or non-member, or to pay by cheque, please contact the MAA directly on 020 7535 3550.

We will publish rates to winners for purchasing additional winner trophies and certificates after the winners announcement.

## TERMS AND CONDITIONS

1. Entry is open to bona fide agency practitioners in marketing and agency consultancy, being companies, individuals or other

entities which are either existing agency members of the Marketing Agencies Association Ltd ("MAA") or can fulfil the MAA qualification criteria. Non members are invited to submit but the MAA reserves the right to decide on the eligibility of any entrant against its criteria for being a bona fide agency consultancy with its decision being final and binding.

2. Entries which are incomplete or incorrectly completed or provided without the

correct fee will be disqualified.

3. By submitting work for an award an agency confirms that to the best of the Agency's knowledge and belief the work complies with all applicable laws and regulations and has not been the subject of a legal claim or adverse regulatory ruling. The judges reserve the right to disqualify any entry which they consider, in their sole discretion, to be in breach of any English law, the rules laid down by the British Codes of Sales Promotion and Advertising Practice and all other relevant codes of practice.

4. Only activities or campaigns that were live in the period from 1 July 2016 to 30 September 2017 (except for the category BEST #DODIFFERENT LONG TERM STRATEGY) and for which results are available at the date of entry are eligible.

5. Entries must be submitted in the form stated in the entry instructions.

6. Entries must be signed by both client and agency. (Except for categories specific to agency activity where client sign-off has not been requested). Joint entries are not allowed except for BEST #DODIFFERENT AGENCY COLLABORATION when the lead agency applicant will be deemed to take full responsibility for the entry details and specifically in relation to point 8. concerning

publicity of the submission and its contents. The MAA will not be liable for publicity of third party information supplied within an entry submission.

7. All brand marketing activity or campaign entries must contain some form of customer response element, which demonstrates behavioural change. Judges will use their discretion according to the market environment specific to each submission. Please refer to individual category descriptors.

8. The client and agency concerned, as appropriate, grant to the MAA the right to publish the submission and/or its contents. The MAA may publish the submission itself or commission a third party to publish it, in both cases without making payment to the client or agency and without further permission being received.

9. No submissions will be returned. All entry materials become the physical property of the MAA immediately upon submission. No liability is accepted for loss of or damage to submissions.

10. Judges' decisions are final on all matters and no correspondence will be entered into. 11. No refunds shall be made under any circumstances.

12. Judges will not be entitled to vote on their own submissions or on any work in which they have any vested interest.

13. All entries must be received by 12.00 midnight on 17th November 2017. (Late entries will be accepted until 12.00 midnight on 30th November 2017 latest at a cost surcharge).

14. The MAA reserves the right, in extenuating circumstances, to cancel the awards programme at any time and shall not have any liability of whatsoever nature to entrants in such circumstances or otherwise.

The Marketing Agencies Association is registered in England & Wales No. 03779878. MAA, 57-61 Charterhouse Street, London EC1M 6HA

**DoDiiferent Awards 2017 CONCEPT AND DEVELOPMENT  
BY GYRO**