

SMARTIES

Official Submission Kit



2018

SMARTIES

The Global Celebration of Mobile Talent

To enter, visit mmaglobal.com/smarties. Deadline is July 15, 2018.

MOBILE MARKETING

According to trend watchers, the message for businesses and marketers this year is: go mobile or go home.

Mobile is disrupting the way people engage with brands. Everything that can be done on a desktop computer is now available on a mobile device. From opening an email to visiting your website to reading your content, it's all accessible through a small mobile screen. It's no longer a question of whether mobile marketing is important -- we know it is -- it's now the case of understanding how consumers behave on mobile devices. By 2018, more than half of all consumers will be using mobile devices first for anything they do online, according to Gartner.

- 80% of internet users own a smartphone
- Mobile platforms, such as smartphones and tablets, host up to [60% of digital media time](#) for users in the U.S.

In today's world, every Moment is Mobile.

GET RECOGNIZED, GET ACCOLADES, GO GLOBAL

The MMA Smarties Awards is the world's only global mobile marketing awards program honoring innovation, creativity, and success. Gain recognition worldwide and be counted amongst the best in the mobile marketing community. The Smarties recognizes regional winners, country winners and Global winners in addition to Industry Awards. You can select from a combination of global, regional and local options. Enter a single campaign in multiple categories. Increase your chances of winning by entering into multiple regions and/or multiple categories, and receive discounts when entering in Global & North America.

Smarties - The Global Celebration of Mobile Talent

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MISCELLANEOUS

- The Smarties Awards is a competition owned by the Mobile Marketing Association, a global organization headquartered in New York City.
- Each entrant accepts full responsibility for the quality of entries and discharges the MMA from any responsibility in respect of third parties.
- All entrants will strictly observe the entry rules. Completion and signature/sending of the entries payment form will imply full acceptance by each entrant of the entry rules.
- Non-compliance with any of the entry rules will result in automatic disqualification of the entry.
- The decisions of the MMA in all matters relating to the Smarties Awards shall be final and binding.

CELEBRATION OF TALENT DATES AND LOCATIONS

The Smarties Awards Celebration of Talent takes place in New York City during Advertising Week – Monday, October 1, 2018. All Global and North America winning entries are showcased at the MMA's premier event Innovate, October 1-2, 2018 in NYC.

Please visit the region and country sites for information on additional ceremony dates.

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CONTENTS

PAGE

Updates.....	05-06
General Information.....	07-12
Entry Deadlines.....	07
Global and North America Entry Fees	08
EMEA + EMEA Country Entry Fees	09
LATAM Entry Fees	10
APAC + APAC Country Entry Fees.....	10
Payment Methods & Refunds.....	11
Eligibility.....	12
Entering in Multiple Categories/Regions.....	13
Entry Resources.....	13
Entry Requirements.....	14-15
Completing the Entry Form.....	14
Credits for Your Entry.....	15
Foreign Language Entries.....	15
Creative Requirements.....	16-17
Video Clip of Your Entry	16-17
Categories.....	18-22
Category Definitions	
Publication of Entries.....	23
Entry Form.....	24
A Step-by-Step Guide.....	24
Entry Checklist.....	25
Judging and Scoring.....	26-27
Awards.....	27
Partial List of Past Winners.....	28
Frequently Asked Questions.....	29-32
Contacts.....	32

UPDATES

ELIGIBILITY

Global Program Eligibility Period Extended

Now campaigns that are active in the marketplace between January 2017 through July 2018, are eligible for the Global Smarties. An extra 6 months opens your opportunities.

All Other Programs

Eligibility for the region and country programs are a one-year period – June 2017 through July 2018.

NEW REGION & COUNTRY PROGRAMS

North America Region

We have re-launched the Smarties North America Region. Now you can enter your campaigns that ran in North America for another chance to win a Smarties.

MENA & Spain Countries

We have launched Middle East and Spain Country Programs. We now have Global, 4 regional programs (North America, EMEA, APAC, LATAM) and nine country programs.

CATEGORIES

23 categories including **AR/VR and 360 Video categories**- increase your chances of winning by entering your campaigns in multiple categories and regions

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MMA SMARTIES Business Impact Index

The Business Impact Index analyzes the finalist and winner data from the previous year's awards programs across the globe using a proprietary methodology to determine the business impact by assigning points to campaigns and the organizations behind them based on the SMARTIES Awards they have won to produce the rankings. The methodology was developed in close collaboration with WARC, the global authority on advertising and media effectiveness. [Click here](#) for additional information.

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Judging Criteria

Judges will evaluate specific criteria in scoring the entry's business impact and provide four separate scores for specific attributes of the work. Scoring will be weighted as follows:

1. Strategy – 20%
2. Creativity – 20%
3. Execution – 20%
4. Results (Business Impact) – 40%

GENERAL INFORMATION

ENTRY DEADLINES

Global and North America Program

Early Bird – May 24, 2018

Deadline (On-Time) – June 29, 2018

Extended Deadline – July 12, 2018

EMEA & Countries Program

Early Bird – May 24, 2018

Deadline (On-Time) – June 29, 2018

Extended Deadline – July 6, 2018

LATAM Program

Deadline (On-Time) – July 15, 2018

Extended Deadline – July 30, 2018

APAC & Countries Programs

Deadline (On-Time) – July 15, 2018

Vietnam – September 7, 2018

All materials, documentation and payment must be completed and submitted no later than the dates listed above. Entry fee will be based on date submitted. Refer to pages 8-11 for entry fees & payment methods.

Entrants should submit their entry(ies) according to our deadline to allow sufficient amount of time for entries to be thoroughly reviewed and processed. This will also allow the Smarties staff to provide relevant feedback when necessary.

ENTRY FEES

Entry Fees for Global, North America, EMEA, LATAM and APAC are listed on the following pages.

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ENTRY FEES, PAYMENT METHODS & REFUNDS

Entry fees and charges are US Dollars only.

GLOBAL AND NORTH AMERICA DEADLINE & FEES

Early Bird – May 24th	Global Program	North America	Global + North America
<i>First Submission</i>	\$325	\$300	\$500
Additional Categories			
<i>First Additional</i>	\$250	\$225	\$475
<i>Each Additional After</i>	\$175	\$150	\$325

On Time – June 29th	Global Program	North America	Global + North America
<i>First Submission</i>	\$400	\$375	\$650
Additional Categories			
<i>First Additional</i>	\$325	\$300	\$625
<i>Each Additional After</i>	\$225	\$200	\$425

Extended – July 12th	Global Program	North America	Global + North America
<i>First Submission</i>	\$475	\$450	\$800
Additional Categories			
<i>First Additional</i>	\$400	\$375	\$775
<i>Each Additional After</i>	\$300	\$275	\$575

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Entry Fees, continued

EMEA AND COUNTRIES DEADLINE & FEES

EMEA plus Country	Early Bird – May 25th	On Time – June 29th	Extended – July 6th
<i>First Submission</i>	\$400	\$525	\$700
<i>Additional Categories</i>			
<i>First Additional</i>	\$325	\$500	\$650
<i>Each Additional After</i>	\$200	\$300	\$450

EMEA	Early Bird – May 25th	On Time – June 29th	Extended – July 6th
<i>First Submission</i>	\$300	\$375	\$450
<i>Additional Categories</i>			
<i>First Additional</i>	\$225	\$300	\$375
<i>Each Additional After</i>	\$150	\$700	\$275

EMEA (MENA, South Africa, Spain, Turkey, UK)	Early Bird – May 25th	On Time – June 29th	Extended – July 6th
<i>First Submission</i>	\$200	\$275	\$350
<i>Additional Categories</i>			
<i>First Additional</i>	\$125	\$200	\$275
<i>Each Additional After</i>	\$100	\$100	\$175

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Entry Fees, continued

LATAM DEADLINE & FEES

LATAM MEMBER	Before July 15 th
<i>One Submission in 2 Categories</i>	\$350
Additional Categories	
<i>Each Additional After</i>	\$130

LATAM NON-MEMBER	July 15 th – July 30 th
<i>One Submission in 2 Categories</i>	\$400
Additional Categories	
<i>Each Additional After</i>	\$150

APAC AND COUNTRIES DEADLINE & FEES

Country/Region	Deadline	Member	Non-Member
APAC	July 15 th	\$260	\$300
India	July 15 th	\$175	\$230
Indonesia	July 15 th	\$175	\$230
Vietnam	September 7 th	\$175	\$230

GENERAL INFORMATION

Payment Methods & Refunds

To qualify for the specific rates, entries must be complete and ready to process by the appropriate deadline date(s) listed above. All material (no place holder jpgs or videos). Entry forms should be completed in full (any entries that are considered incomplete will not be charged the early bird rate).

Payment is to be made by credit card only, except by special arrangements with the Smarties Staff (awards@mmaglobal.com). *Checks are not accepted.*

Credit Card

You can pay for your entries online using VISA, Master Card, Discover or American Express credit cards. The Online Entry System will process the payment at the checkout. Upon completion of your order, you will receive a confirmation email with an attached PDF document containing your entry forms as well as an Invoice/Receipt for your records.

All entries intended for judging must be paid in full and submitted prior to the entry deadline. This includes wire transfers, and credit card payments. For wire transfer, please allow an extra week to process.

Refunds

- ◆ There will be no refunds for withdrawals by entrants after the official entries deadline, regardless of any extension of the original deadline.
- ◆ Entrant requests for withdrawals of entries after the deadline will not be eligible for a refund or credit, but are entitled to submit a replacement entry (up to the closing date of submissions).
- ◆ Credit notes will be issued for any entries eligible for refunds after the gala ceremony.
- ◆ Refunds can only be requested after a credit note has been issued. This credit note entitles you to a refund.

To request a refund, email awards@mmaglobal.com.

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ELIGIBILITY

GLOBAL PROGRAM ELIGIBILITY PERIOD EXTENDED - Now campaigns that are active in the marketplace between January 2017 through July 2018, are eligible for the Global Smarties. An extra 6 months opens your opportunities.

ALL OTHER PROGRAMS – Eligibility period remains the same - Campaigns that are active in the marketplace between June 2017 through July 2018.

Additional Eligibility Requirements:

- The competition is open to marketers, agencies, and suppliers globally – including but not limited to – those involved in advertising, media, PR, design and the creative industries.
- It is the responsibility of the entrant to ensure that the client has the rights to use the intellectual property of the brand advertised/promoted. Entries cannot be made without the prior permission of the client/owner of the rights of the case. At our request, you shall immediately provide us with a copy of such permission.
- Entries cannot be cancelled or removed from the competition after July 6, 2018.
- In the event that additional information regarding results and the outcome of the campaign becomes available after you have submitted your entry, we will accept updated and additional information relating to the results section only up to July 6, 2018.
- In the event that a campaign runs over an extended period of time (with multiple implementation dates), it is the responsibility of the entrant to provide adequate proof of the campaign's evolution from year to year.
- Only one party may enter an entry, i.e. the agency, client, vendor, public relations firm, etc. may enter a piece that both parties have worked on, but not both.
- The Smarties staff may contact the agency/client related to any entry at the request of the jury at any time during the voting process should any questions about the implementation or presentation of the work arise.
- All entry forms must be completed online.
- Entries will not be considered completed until full payment has been made.

Your work must have made an impact during the eligibility period and the results you provide must be within this time frame. Elements of the work may have been introduced earlier and may have continued after, but your case must be based on data relative to the qualifying time. Judges will evaluate success achieved during the eligibility time period.

ENTERING MULTIPLE CATEGORIES/REGIONS

You can enter a campaign into multiple categories and/or regions. You will need to complete a separate entry form, submit a separate set of creative samples and pay the entry fee for each additional category/region/country. Each entry should be customized to the specifics of each category whenever possible.

When entering into multiple categories, regions, and/or country, you should complete all information for one entry, then copy & paste the entry so you do not have to enter the same information over again. Or you could type the information in sections on a word document and then copy & paste into the online form for each additional category/region/country.

RESOURCES

[Insights](#)

Review Jury Tips for tips on crafting an effective campaign

Review the Effective Entry Insights PowerPoint

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[Judging Criteria & Scoring](#)

Review information to include in each of the scoring areas of the entry form.

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[Review Past Winning Work](#)

Go to the Smarties Case Studies Hub to review winning cases. MMA Members are able to see all case studies. Non-members can view those case studies that do not include a lock key.

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ENTRY REQUIREMENTS

COMPLETING THE ENTRY FORM

All entries must be submitted for judging exactly as implemented and may not be modified for awards entry. Entries that are not originally in English may be translated as long as the presentation is exactly the same as the original version.

Entries must be entered using the entry online tool. The electronic form cannot be altered or modified in any way. No other form or substitution will be accepted. Please provide all required information. Failure to provide complete information will be subject to disqualification. An entry is considered submitted after payment has been made.

Entrants are required to answer all questions in the four main areas: Strategy, Execution, Creativity and Results. Please be as specific and as concise as possible. Winning entries are well written entry forms.

We recommend that you write your entry like a short story, but keep it simple, clear, and concise. Smarties judges are highly experienced mobile marketing experts, however, they review several campaigns in a single judging session. Therefore, we recommend that you consider the readability of each entry and attempt to tightly edit your write-ups, using short, brief paragraphs wherever possible.

When providing results, hard numbers and context will have a great impact on how your entry is judged. Judges are reviewing a variety of cases across a number of different industries. Providing context for your marketplace/category is helpful so they can understand just how challenging your situation was. Context is crucial in helping them understand your challenge and the significance of your results.

Some entries may include information deemed confidential by the client. If your client won't let you reveal results in terms of actual response rates or sales, express results in relative terms — percentage improvement over control or return on investment ratio. Index results against your allowable, your past campaigns' successful performance or another standard. But if you do, be sure to explain what that standard is. Index numbers are meaningless if out of context.

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To protect the integrity of the judging, do not include the agency name except where asked on the entry form. Any mention of the submitting agency in the body of the Entry Form is grounds for disqualification. The only exception would be for agency self-promotion campaigns.

View the [Entry Insights](#) section for tips to increase your chances of winning a Smarties Award.

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CREDITS FOR YOUR ENTRY

An area to list companies and individuals who worked on your campaign is part of the entry form. You should list agency and client individuals. Please carefully check and re-check the credits you have entered. If you are shortlisted or a winner, these credits will be published on our website exactly as you have typed them here. Credits cannot be altered until after the Smarties Gala when a specific period of time will be allocated to entrants to make amendments or additions to credits.

Please note that the person submitting the entry form will be considered the entrant and will be advised of the competition results. If submitter is no longer a part of your organization, please send an email to: awards@mmaglobal.com with new contact information.

FOREIGN LANGUAGE ENTRIES

All foreign language copy must be translated into English. Clear translations must be provided for all work not in English. Entries may be dubbed or subtitled in English or include a complete written translation. Local idioms that may not be understood in the US, must be explained. Entries not accompanied by translations and/or explanations will not be judged. Submit translations electronically via URL.

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CREATIVE REQUIREMENTS

VIDEO CLIP OF YOUR ENTRY

It is highly recommended that entrants supplement the written entry form with a video showcasing how you brought your idea to life.

This video should provide an explanation of the project, and may include cultural background. It should focus on the IDEA of the project and its creative execution. The video should summarize the challenge, strategy, objectives, execution and outcome of your entry. This clip will be viewed by the judges during the judging sessions. If your entry is a winner, the clip will also be used at the Smarties Gala, in the traveling Smarties Gallery, on the Smarties website, in the Smarties Case Studies Hub, and for media and educational purposes.

Please indicate when you enter your submission if there are reasons, such as music licensing, that restrict your video showcase from being shown.

Your video showcase should be no longer than 3 minutes.

This explanatory clip must be concise and should contain key visuals — video, still images or any other relevant footage — along with simple, clear commentary in English summarizing your entry.

It is preferred that commentary summarizing your entry is in English. If this is not possible, please add subtitles for all non-English creative materials.

Upload your Video Showcase to the online entry area using the following specifications:

Please label as "2018 Entry Video Showcase"

Creative Requirements, continued

Requirements:

- 3-minute video
- 16:9 aspect ratio with minimum resolution of 1280x720
- QuickTime or an embedded link (as in YouTube, Vimeo, etc.)
- .H264 QuickTime .mov format

Finalists whose videos do not meet these requirements may be asked to submit a video for use at the gala.

CATEGORIES

CATEGORY DEFINITIONS

In order for your entry to be as simple and successful as possible, we have refined our 2017 categories to be: Marketing Objective, Media, and Technology. Additionally, this year the MMA, in partnership with WARC will be launching the first-ever Business Impact Index. The Smarties Index will identify, rank and award the marketing industry's agencies, marketers and brands that are delivering the highest level of business impact by analyzing finalist and winner data from all the Smarties programs around the world. The Index provides an insightful glimpse into who is actually delivering campaigns that create significant impact across the globe.

Based on this, we have adjusted our judging criteria as follows:

Creative: 20%
Strategy: 20%
Execution: 20%
Results (Business Impact): 40%

While achieving the above touchstones are instrumental to success, it is critical to remember that across all entries in all categories, the work must have mobile at its core. To be certain of this, it may help to ask yourself "If we were to remove mobile from this idea/execution, would it still work?"

One more tip: in order to increase your chances of winning, consider entering your work in multiple categories and across regions.

We are thrilled for this year's program and are looking forward to seeing how you have pushed the practice forward!

Please be sure to review each category in detail when determining your category selection. Choose the category(s) that most accurately describes the product or service promoted in your campaign. The Smarties Jury Panel reserves the right to reassign entries to proper categories as necessary.

Entry requirements for each category can be found [here](#).

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SMARTIES

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MARKETING OBJECTIVE

Brand Awareness

Brand growth, development and enrichment. These components are critical to a successful brand awareness campaign as well as establishing brand recognition and familiarity with your customers. Please showcase how your campaign has achieved any or all of these components.

Lead Generation/Direct Response/Conversions

A great lead generation campaign will expertly use mobile to directly impact sales, conversions, trial or purchase intent. It can also be quite powerful prior to any transaction(s) if the mobile campaign attracts a good amount of prospective customers that are primed for future engagement and sales. Please showcase how your campaign has achieved either (or both).

Product/Services Launch

Your campaign launched or re-launched a product or service with mobile at the heart, delivering measurable success. Please be specific as to what made this launch effective, along with the role mobile played in the process.

Promotion

A promotion can range from contests and coupons to special offers, sweepstakes and POS/Merchandising. Demos, coupons, exhibitions/trade shows, games, special offers (and more) are also fair game for this category. Please be very specific in demonstrating how your campaign specifically changed buyer behavior.

Relationship Building/CRM

Keeping the customers you have is already tough. Increasing their loyalty is another thing altogether. But that's what CRM is all about - building and managing customer relationships. This category is for the best examples of how mobile can be the cornerstone to those relationships.

Social Impact/Not-For-Profit

Driving social change - from the palm of your hand. Or your tablet. Or some other mobile device. The point is, campaigns for not-for-profits or government agencies are now more powerful than ever because mobile makes them accessible to *everyone*. This category is for best in class campaigns that create significant social change or deliver against a public service.

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SMARTIES

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MEDIA

Cross Media

This category utilizes mobile as a core strategy, along with one or more separate channels to round out the campaign. This could include: TV, print, radio, outdoor, PR, direct marketing, etc.

Cross Mobile Integration

This category is for campaigns integrating a minimum of 3 mobile applications or mediums (i.e. apps, mobile web, messaging, video, display, search, etc.). We are looking for campaigns that hit the above marks, and are strategically customized for each experience.

Marketing within a Mobile Gaming Environment

Successful marketing within a gaming environment that isn't the app or game itself requires a balance of subtlety and ingenuity. If your campaign strikes that balance, this is the category for you. If you have a branded gaming app, please submit to the Mobile App category.

Messaging

This category focuses on the use of SMS/MMS to brilliantly bring a marketing campaign to life. Examples could include (but are not limited to): activation of marketing programs, customer acquisition, engagement and conversion.

Mobile App

Any application that provides information, entertainment, productivity or utility for the customer. Mobile App can be part of a broader marketing strategy or a stand-alone brand experience. Both short-term apps for a specific moment in time as well as longer term apps are eligible for this category.

Mobile Native

An ad that follows the natural form and function of the user experience in which it is placed can be especially impactful. This category celebrates the best examples of native mobile - both display and video.

Mobile Search

Current research indicates that 4 out of 10 people conduct their searches exclusively on mobile during a typical day. This category showcases the ever-important campaigns that have search at their core.

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SMARTIES

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Mobile Social

Social can include networks (think Facebook, Snapchat, Instagram, etc.), person-to-person (i.e. Skype, Facebook Messenger, Whatsapp etc.). Of course, all work must be focused on the mobile platform.

Mobile Website

A website designed specifically for the smaller screen that is both thoughtful and delivers an enhanced user experience - no matter the objective. From products and brands to companies and services, we are looking for the best in mobile web that is *not* an app.

TECHNOLOGY

Innovation

For this category, innovation in mobile marketing can come from two different places: Groundbreaking/new technologies or an unconventional/creative use of existing technology.

Due to its exploratory nature, this category will have less weight on results than the others - that doesn't mean though that you shouldn't include the impact to your current business or potential shifts it will create for your future marketing efforts.

Location Based Services or Targeting

Connecting to customers with the most relevant message when and where they are most likely to act with location based targeting is a marketer's dream. Easier said than done? This category can include one-off executions or longer term campaigns but must include specifics on impact against your marketing goals.

Mobile Payments/Commerce

Transactions via mobile have become much easier to navigate, more beautiful in their design, and way more trustworthy. This category exhibits the best examples of mobile commerce that can be an app and/or native mobile capabilities.

Mobile Video

Mobile is quickly ascending as the dominant screen for video consumption. It's nuanced and intimate and is proven to yield impressive results as the most effective storytelling platform, despite the small screen. The formula for success is far more complicated than a 30 second spot but also offers greater opportunities. Show us your best in class, most impactful mobile video campaigns!

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SMARTIES

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VR/AR

Technologies such as virtual reality and computer generated content in combination with live video have pushed the boundaries of creativity in mobile. This category flaunts the most immersive and/or interactive brand experiences using this technology.

*Please note that due to its nascent stage, this category will have less weight on results than the others. However, that doesn't mean you should exclude the impact to your current business or potential shifts it will create for your future marketing efforts.

360 Video

It's hard to argue with the immersive power of 360 video to engage viewers. Because the medium is already captivating by nature, we are looking for the most creative uses for this category.

*Please note that due to its nascent stage, this category will have less weight on results than the others. However, that doesn't mean you should exclude the impact to your current business or potential shifts it will create for your future marketing efforts.

Internet of Things - Products in Market & Incubation/Innovation Stage

This category, we are looking for products that are out in the market right now, OR, exist as a prototype or are in an incubator stage. To increase your chances to win a Smarties, please submit the actual product, OR, prototype or illustrate very clearly its design and functionality. *Due to its nascent stage, this category will have less weight on results than the others. However, that doesn't mean you should exclude the impact to your current business or potential shifts it will create for your future marketing efforts.

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PUBLICATION PERMISSION

PUBLICATION OF ENTRIES

Any material submitted in the course of entering the awards becomes the property of the MMA and cannot be returned. Smarties Awards competition will be showcased in various ways. Publication is at the sole discretion of the MMA.

Work submitted must be original or you must have received rights to submit it.

In order to promote the Smarties Awards, each entrant hereby grants to MMA a non-exclusive, right and license to:

Publicity Purposes

- Reproduce and display all campaign materials submitted to the Smarties – for education and publicity purposes – including creative materials, case summaries, and statements of effectiveness - in the Smarties Gallery, programming, conferences, at MMA public or private presentations, and offline.
- Reproduce and publish all campaign materials submitted to the Smarties on the website, Smarties Case Studies Hub, and partner websites as approved by MMA.

Publication Purposes

- Use any/all content included with the entry for the purposes of research. Information used for research will be kept confidential. Also, regional and global award winning campaigns may be published as part of an annual mobile marketing guide, and/or additional publications approved by MMA.

Each entrant confirms to the MMA that they have the legal right to enter the Smarties Awards on the terms of these entry rules. Each entrant indemnifies the MMA against all liability to any other person, firm or company and all loss arising from a breach by the entrant of any of these entry rules.

We respect that entries may have information considered confidential by the client. If you have these concerns, please contact awards@mmaglobal.com.

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ENTRY FORM

A STEP-BY-STEP GUIDE

1. Familiarize yourself with the Smarties Awards.
2. [Review the categories](#) and determine which of your campaigns is the best fit for each one.
3. Take a close look at [the guidelines](#), which includes eligibility requirements and judging criteria for each category. Think about how your campaign excels in the following areas: strategy, execution, creativity and results.
4. Gather your case studies, videos and creative supporting documents to support your entry.
5. [Create your Smarties™](#) account; you can begin the entry form and return anytime to complete prior to submitting.
6. Please make sure all campaign, client, agency names and contact details provided are accurate, we will use this for all our communication materials if your entry wins.
7. Get any necessary client or internal approval.
8. Complete the entry form for all your eligible categories and hit submit before the On Time deadline of June 29, 2018. (For discounts, submit by the Early Bird deadline of May 24th).

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ENTRY CHECKLIST

Online Entry Form

- √ Agency & Client Contacts
- √ Time-Period Campaign Ran
- √ Case Study Summary
- √ Strategy/Creativity/Execution/Business Impact
- √ Categories
- √ Credit
- √ Publication Permission

Creative Materials

- √ Video Case Study (3-minute maximum)
- √ Company Logos
- √ Team Photos
- √ Uploaded Materials, PDFs, URLs, etc.

Please visit the [Smarties Awards](#) website for complete entry details:

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SUBMISSION GUIDELINES

Visit the [Smarties Awards website](#) for more detailed guidelines.

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SMARTIES

The Global Celebration of Mobile Talent

To enter, visit mmaglobal.com/apac/smarties2018. Deadline is July 15, 2018

JUDGING AND SCORING

The award-winning entries are selected by an independent global panel of senior brand marketers and agency executives. Judges are asked to evaluate specific criteria in scoring the entry's overall effectiveness and provide four separate scores for specific attributes of the work:

Strategy – 20%: Judges look for information and understanding of the business and/or marketing challenge along with a solid mobile strategy. Reference research, creativity, demographic targets, technologies leveraged as well as other strategic considerations for the campaign

Execution – 20%: Explain how the campaign was implemented and its level of success.

Creativity – 20%: Consumer engagement, unique use of mobile media types, creativity dynamics and integration with overall campaign will be considered. Make it as easy as possible for judges to experience the creative as originally intended.

Results (Business Impact) – 40%: Include qualitative and quantitative data to support claims of success. Also, calculate a figure for return on investment (based on sales, profit, etc.).

Review [Jury Tips and Effective Entry Insights PowerPoint](#) for additional insights as to how to craft your entry form.

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Judging is done in two stages:

PHASE ONE

Pre-Screening: The shortlist is decided by a first round of voting. Judges evaluate and score each entry. Each campaign is screened by a minimum of 5 judges. A voting system selects the highest marks given in each category. The four entries with the highest scores become the category finalists.

Judging & Scoring, continued

PHASE TWO

Further voting establishes the ranking in each category, which is the basis for the juries' discussions and awarding of Gold, Silver and Bronze. Judges evaluate, discuss and debate the merits of each shortlisted entry to determine the category winners. Judges score each campaign from 1-10. Scores are tabulated, and campaigns are awarded Gold, Silver and Bronze. The Jury Panel will determine the Best-In-Show from the winners of each of the award categories.

Smarties Jury Panel will make the final selection of winners. If there are no suitable entries, judges may decline to appoint a winner for any category in any given year.

At all marking stages, a judge's vote will not be counted for any entry submitted by his or her own company(ies) in his or her own country. The decision of the juries in all matters relating to the awarding of prizes will be final and binding.

AWARDS

AWARDS ARE GIVEN AS FOLLOWS

Category Award Winners:

- Gold, Silver, and Bronze

Best in Show

- Best in Show award winner will be selected from the gold winners each of each category

Industry Awards

- The best-of-the-best in the mobile marketing industry. Winners will have a direct impact in the growth of the industry and are chosen by MMA Board Members

JOIN YOUR PEERS + MOBILE INDUSTRY LEADERS

Partial list of past winners. For a full list, please view the Smarties Winners Gallery

Adidas	House of Fraser	Pernod Ricard
Adsmovil	Havas Worldwide	PHD
Africa Agency	HBO	R/GA
Amazon Media Group	Heineken	Razorfish
Agencia3	Helmann's	Ray Donovan and Showtime Networks
Audi AG	Hershey's	Ready Set Rocket
Arc Worldwide	Ignition –Razorfish	Reckitt Benckiser
A2G	Itau Bank	Red Bull
Ben & Jerry's	Intel	Red Roof Inn
Beats Music & Dr. Dre	J. Walter Thompson	Rockfish
Best Buy	Juan Valdez Coffee	Sam's Club
Billboard Magazine	KBS	Rovio/Angry Birds
Bloomberg L.P.	Kenneth Cole	Saatchi & Saatchi
Brandtone	Kraft Foods	Samsung
BMW	Levi's	SapientNitro
Carat	Logan, Mobex & Room 23	Serviceplan
Cannon	Leo Burnett	Shell
Chiquita	Liquorice	Skylight/Shazam
Clinique	L'Oreal Paris	S4M
Colgate Palmolive	LoopMe	Sony Pictures
COTY	Macy's	Spotify
Dell	MEC	Starcom
Dentsu Inc.	Mediaplus/Serviceplan	State Farm
Diageo	Mercedes-Benz USA	360i
DigitasLBi	McDonald's	Taco Bell
Discovery Channel	Microsoft	Target Corporation
Disney	Mindshare	Televisa Televisión
Dove Hair	Mobiento/Deloitte	The Creamunion
DreamWorks Animation	Digital	The Miami Heat
DSW	Mood/TBWA	The Weather Channel
Dunkin' Donuts	Mr. Lama Studios	Team Detroit
Durex	MRM/McCann	Trilia/Hill Holiday
Engine Creative Agency	Nissan North America	Singapore Red Cross
ESPN	NetShoes	Unilever
F.biz Agency	Nimbletank	Universal Pictures
Facebook Creative Shop	Nice'n Easy	USA Today
Fiat	Nike	Virgin Mobile Australia
Ford	Ogilvy & Mather	Volvo Cars North America
FunMobility	Only IF	Walgreens
Garanti Bank	Opera Mediaworks	Wëe
Gatorade	OMD	Xbox
Google	P&G/Oral-B	Yonder Media
Goodstuff	Paramount Pictures Intl.	Y&R
Gorilla Creative Media	PepsiCo	

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FREQUENTLY ASKED QUESTIONS

1. How do I submit an entry?

All submissions MUST be submitted online via our Submission Tool. We will NOT accept submissions in any other format. [Click here](#) to submit. You can download a word version of our entry form [here](#).

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2. Where do I find Eligibility & Rules?

[Click here](#).

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3. Can I submit in more than one award program?

Yes, you can submit in more than one award program. You can submit to a country, a region, and global, or all 3 programs. Please note discounts for submitting a single campaign to multiple regions.

4. What is the deadline to submit a campaign for The Smarties?

Global, North America, & EMEA - The On-Time deadline to submit entries is June 29, 2018. The early bird pricing will expire on May 24, 2018.

LATAM – The On-Time deadline to submit entries is July 15, 2018.

APAC Smarties Program - Please refer to the APAC Smarties for deadlines.

5. What are the entry categories this year?

We have revamped categories and introduced some new categories. A full list of categories is available [here](#).

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6. Are the categories the same for Global, Regional, and Country?

A limited number of categories are available for regional and country Smarties awards. [Click here](#) for details. *Please refer to the APAC Smarties for categories for all of the APAC region Programs.*

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FREQUENTLY ASKED QUESTIONS

7. How much does it cost to enter?

The cost to enter is listed in the fee structure on pages 8-11. For Early Bird and Extended Deadline fees, visit the [Smarties](#) website. All fees listed are in U.S. Dollars (USD).

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Please note: Discounts only apply to entries of the same campaign submission into multiple categories and multiple regions.

Payment may be made via credit card only, except by special request (awards@mmaglobal.com).

Please note fees are per submission.

Please refer to the APAC Smarties for costs to all APAC region Programs.

8. Can I submit an entry in more than one category?

Yes, you can enter a single campaign in multiple categories. Please note discounts for submitting a single campaign in multiple categories.

9. Is there a limit to the number of submissions I can enter?

No, there is no limit to the number of submissions an organization may submit. You may submit a single campaign in multiple categories or regions, or submit several campaigns in a single category or regions. Entrants are encouraged to customize the submission based on the category for which they enter.

10. Should I include a video with my submission?

Yes, it is highly recommended you include a video with your submission. A third party must host all videos, unless it is a self-promoting campaign. Please see page 16-17 for details.

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FREQUENTLY ASKED QUESTIONS

11. How do I become a judge or pre-screener?

You can submit your interest in pre-screening by sending an email to apac.awards@mmaglobal.com.

Our judges represent the leaders in the mobile marketing industry and come from wide array of companies and geographies, view our [2017 Pre-Screening and Jury Panel](#).

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12. When will the shortlist be announced?

The shortlist will be announced publicly once judging is complete and the results are tallied.

13. When will winners be announced?

The Smarties Jury Panel will make the final selection of winners. If there are no suitable nominees, judges may decline to appoint a winner, for any category or geography, in any given year.

The Global Smarties 2018 winners will be recognized for excellence at our awards Celebration of Talent Gala in New York City on Monday, October 1 during our [Innovate](#) event.

Regional and country winners will be recognized at a separate event prior to or following the October 1, 2018 Awards Gala. Please refer to the region and country Smarties Program pages for additional information.

14. Where do I find information about past winners and finalists?

Information on past winners and finalists can be viewed here, for, [2015, 2016, and 2018](#) winners.

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FREQUENTLY ASKED QUESTIONS

15. Will my submission be made public?

The MMA reserves the right to use any/all content included with the submission for the purposes of research. Information used for research will be kept confidential. Those who win regional or global awards should anticipate having their submission published as part of an annual mobile marketing guide. Submitters should assume that MMA will use any/all content included in the winning submissions accordingly. If you wish to review content prior to publication, please indicate that on your submission form.

16. Who can I contact for more information?

Please direct all additional inquiries to apac.awards@mmaglobal.com. Please note that as the submission deadline approaches, we receive a heavy volume of inquiries and may be delayed in responding.

17. What do winners receive?

Winners will receive a Smarties trophy recognizing their achievement. Attendees at our awards gala will receive their trophy on site. All others will be mailed to the address provided on your submission form. Only one Smarties™ trophy will be given to each winner, duplicate awards are available for purchase (apac.awards@mmaglobal.com).

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CONTACT

For all questions regarding Global, EMEA, and LATAM Smarties Competition, including entering and judging, contact:

Barbara Parker

Project Manager

Smarties Awards

Mobile Marketing Association

E: <http://www.mmaglobal.com/Smarties>

www.mmaglobal.com/smarties

For all questions regarding APAC Smarties Competition, including entering and judging, contact:

The Smarties APAC Team

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