Submit Your Entries for The SMARTIES™ 2017

Contact Information

* denotes required field

This information will be used to notify finalists and if we have questions about your submission. First Name*: Last Name*: **Email Address*:** Phone*: Title*: **Choose a Username*:** (email address recommended) Password*: Re-type Password*: **Company Information** Company*: I am an MMA member. Street Address*: **Suite or Floor:** City*: State / Province*: Zip / Postal Code*: - SELECT ONE -Country*: SELECT ONE -• How did you hear about The Smarties?* - SELECT ONE -

CREATE YOUR SMARTIES ACCOUNT →

NEXT →

Case Study

Judges would like to review a short case study about your entry. If a case study answer section is not relevant to your campaign, please include a short statement letting us know why.

Strategy (20 percent)

he brand, sales, lead thallenges and oppositions thallenge and the state performance at	was your strategic objective? (Increased market share, brand awareness, time engaged wi ds). What was the business problem the effort was meant to address? What were the spec ortunities that the client and/or brand/product faced? Detail both the global marketing pecific challenges faced in bringing the case to specific markets if applicable. What were the eas you are measuring against your objectives, and how did you measure them? State spec sal and country-by-country basis or regional/market basis as necessary.
rying to reach. Ple	: Who was your intended target audience? Include a definition of the audience you were see include specific demographic information such as attitudes, behaviors, age, sex, culture you defined your target audience.
ommunications st bove. How did you nedia strategy and trategy adapt ove	y: What was your creative and media strategy? Describe and provide rationale for your ategy that brings the idea to life, as borne from the insights and strategic challenge descrif c reative and media strategies work together to reach your specific audience? Explain you why the channel choices were right for your audience & idea. Did your communications time to real time results? If so, how? Describe why certain strategies for different markets cable to your campaign.
	rst year of campaign? If not how has your strategy adapted to previous results and new now does it measure against previous efforts for a similar product or idea?

Execution (20 percent)

a) Overall Campaign Execution: How did the execution or enabling technology help achieve results? What percent of the campaign budget went to mobile? What was the overall campaign budget and why was that % allocated to mobile?

b) Mobile Execution: How was the mobile component or enabling technology integrated into the overall marketing strategy? How creative or sophisticated was the campaign in its use of mobile media? What did the mobile channel or enabling technology bring to the overall campaign that other marketing channels missed? How was the mobile chânnel or enabling technology matched to specific markets, demographics relevant to the overall campaign execution? How well was mobile technology leveraged?

Business Impact (40 percent)

a) Context: Wha	at was the state of the brand's/client's business and the marketplace or category in which it
competes befor	e your effort began?
b) Evaluation: [old the campaign achieve its objectives and goals? Please provide specific numerical results.
	campaign or enabling technology have on future utilization of mobile in their business?
impact did the t	Ampaign of enabling technology have on ruture utilization of mobile in their business:
c) Market Impar	ct: What impact did the campaign have on the market, if any? How innovative was the campa
How did consur	ners receive the campaign?
	· -

d) ROI (optional): Calculate a figure for return on investment (based on sales, profit, etc.). This section is voluntary - entrants that cannot calculate an ROI figure will still be included in judging. Please express ROI figure as a ratio - example 4:1. Please list the ROI ratio in the chart below, and indicate what type of ROI figure you are sharing.
Sales/Revenue:
Profit:
Value of Exposure/Coverage:
Other (Please specify):

Creativity (20 percent)

Please provide as close to an original user experience as possible. Judges will consider engagement, use of medium, art direction, copywriting, integration with overall campaign (if applicable) and use of technology. A case study video showcasing the creative and giving an overview of the entry is strongly recommended but not required. Length: No longer than 5 minutes.

Provide URL(s) where the creative can be found online: ne:

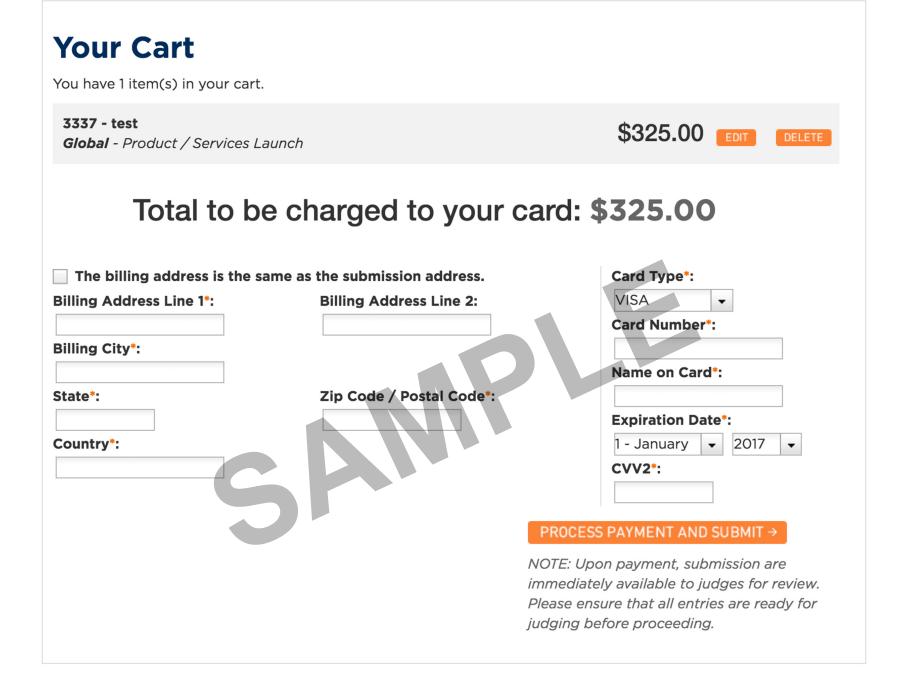
delete
These URLs require special instructions and/or username & password

Your Submission Details



Permission

I have read and agree to these terms and conditions as they apply to my submissions to be considered for The **Smarties Awards Program.**



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