

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*:

Country*:

How did you hear about The Smarties?*

[CREATE YOUR SMARTIES ACCOUNT →](#)

Entrant Info

Entry Name*:

Advertiser / Brand*:

Submitted By (Company Name)*:

Submitting Organization*:

Additional Affiliated Agencies:
Separate multiple agencies or partners by comma

Region Where Campaign Ran*:

Campaign Run Dates*:
January to January This campaign is still running.

Categories

Choose the categories and regions in which you'd like your submission to be judged. There is no limit on the number of entries submitted by one particular entrant.

Category Enter Global Enter Regional Enter Country
Hover over any category name to view its description EMEA

Marketing Objective

Brand Awareness	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lead Generation / Direct Response / Conversions	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Product / Services Launch	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Promotion	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Relationship Building / CRM	<input checked="" type="checkbox"/>	Regional N/A	<input type="checkbox"/>
Social Impact / Not For Profit	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Media

Cross Media	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cross Mobile Integration	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cross Screen Advertising	Global N/A	Regional N/A	Country N/A
Marketing within a Mobile Gaming Environment	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Messaging	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Programmatic	Global N/A	<input type="checkbox"/>	<input type="checkbox"/>
Mobile App	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mobile Native	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mobile Search	<input checked="" type="checkbox"/>	Regional N/A	Country N/A
Mobile Social	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mobile Website	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Technology

Innovation	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Location Based Services or Targeting	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mobile Payments / Commerce	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mobile Video	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
VR/AR	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
360 Degree Video	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mobile Audio	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Internet of Things - Products in the Market	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Internet of Things - Products in Prototype / Incubator Stage	<input checked="" type="checkbox"/>	Regional N/A	Country N/A

Industry Awards

Best Brand Experience in Mobile Rich Media	Global N/A	Regional N/A	Country N/A
Most Engaging Mobile Creative	Global N/A	Regional N/A	Country N/A

Key Team Members

Please include representatives from client, creative and media planning/buying. This is optional and may be added later if your submission wins.

Please make sure information and spelling is accurate. It may appear on printed materials, Gala materials and in the online Winners' Gallery.

	First:	Last:	Title:	Company:	Email:	
1)	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	delete
2)	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	delete

[+ add more](#)

[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)

a) Objective: What was your strategic objective? (Increased market share, brand awareness, time engaged with the brand, sales, leads). What was the business problem the effort was meant to address? What were the specific challenges and opportunities that the client and/or brand/product faced? Detail both the global marketing challenge and the specific challenges faced in bringing the case to specific markets if applicable. What were the key performance areas you are measuring against your objectives, and how did you measure them? State specific objectives on a global and country-by-country basis or regional/market basis as necessary.

b) Target Audience: Who was your intended target audience? Include a definition of the audience you were trying to reach. Please include specific demographic information such as attitudes, behaviors, age, sex, culture, etc. indicating how you defined your target audience.

c) Creative Strategy: What was your creative and media strategy? Describe and provide rationale for your communications strategy that brings the idea to life, as borne from the insights and strategic challenge described above. How did your creative and media strategies work together to reach your specific audience? Explain your media strategy and why the channel choices were right for your audience & idea. Did your communications strategy adapt over time to real time results? If so, how? Describe why certain strategies for different markets were chosen if applicable to your campaign.

d) Context: Is the first year of campaign? If not how has your strategy adapted to previous results and new technology? If yes, how 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 channel 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: What was the state of the brand's/client's business and the marketplace or category in which it competes before your effort began?

b) Evaluation: Did the campaign achieve its objectives and goals? Please provide specific numerical results. What impact did the campaign or enabling technology have on future utilization of mobile in their business?

c) Market Impact: What impact did the campaign have on the market, if any? How innovative was the campaign? How did consumers 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:

1) [delete](#)

[+ add more](#)

These URLs require special instructions and/or username & password

[NEXT →](#)

Your Submission Details

Entry Info

EDIT

Entry Name: - not entered -
Advertiser/Brand: - not entered -
Lead Agency: - not entered -

Submission Categories

EDIT

- You haven't chosen any categories yet. -

Case Study

EDIT

Strategy (20 percent)

Execution (20 percent)

Business Impact (40 percent)

Sales/Revenue:
Profit:
Value of Exposure/Coverage:
Other (Please specify):

SAMPLE

Creativity (20 percent)

EDIT

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.

If everything looks good, you can

[CREATE ANOTHER ENTRY →](#)

or

[CHECKOUT →](#)

(Your current work will be saved.)

Your Cart

You have 1 item(s) in your cart.

3337 - test

Global - Product / Services Launch

\$325.00

[EDIT](#)

[DELETE](#)

Total to be charged to your card: \$325.00

The billing address is the same as the submission address.

Billing Address Line 1*:

Billing Address Line 2:

Billing City*:

State*:

Zip Code / Postal Code*:

Country*:

Card Type*:

Card Number*:

Name on Card*:

Expiration Date*:

CVV2*:

[PROCESS PAYMENT AND SUBMIT →](#)

NOTE: Upon payment, submission are immediately available to judges for review. Please ensure that all entries are ready for judging before proceeding.

Not ready to checkout? You can:

[Create an additional entry →](#)

[Save my cart now and let me checkout later →](#)