

Submit Your Entries for The SMARTIES™ 2021

Contact Information (Submitting Company)

* denotes required field

The submitting company is the business that submits an entry. This information will be used to notify finalists and if we have questions about your submission. In case of winning an award, the trophy will be sent to this individual.

First Name*

Last Name*

Email Address*

Phone*

Job Title*

Create your Username* (email address recommended)

Create your Password*

Re-type Password*

Submitting Company Information

Company*

☐ I am an MMA member.

Street Address*

Suite or Floor:

City*

State / Province*

- SELECT ONE -

Zip / Postal Code*

Country*

- SELECT ONE -

How did you hear about The Smarties?*

- SELECT ONE -

Alternative Contact

This individual will be contacted only if we are unable to contact the submitter listed above.

First Name*

Last Name*

Email Address*

Phone*

Job Title*

CREATE YOUR SMARTIES ACCOUNT

* denotes required field

Entry Details

Entry Title*:

Advertiser / Brand / Client*: (e.g. "Pond's")

Note: you must have the client's approval in order to submit your entry. Should your client require an official letter from MMA confirming the confidentiality of the written submissions, in order to approve your participation in the awards, please email awards@mmaglobal.com.

Brand Owner*: (e.g. "Unilever")

Submitted By (Company Name)*:

Submitting Organization*:

- SELECT ONE -

Affiliated Agencies:

Please list any other agencies that were involved in the project. Will be listed under "Other Credits" on the shortlist if different from submitting company.

Affiliated Agency Name:

City:

State/Province: Country:

- SELECT ONE -

Tech Provider:

Please list the ad tech provider / platform, if you worked with a dedicated supplier and different from submitting company.

Region Where Campaign Ran*:

- SELECT ONE -

Campaign Run Dates*:

January



2021



to January



2021



☐ 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.

Unsure where your campaign would fit best? Contact us, and we will get back to you with recommendations.

Request Category Recommendation

Category

Hover over any category name to view its description

Enter
SMARTIES X

Enter Regional

EMEA

Enter Country

Turkey

Marketing Objectives Channel

Brand Experience	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Brand Activism	- N/A -	Not available in this region	Not available in this country
Consumer Promotions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Data/Insights	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lead Generation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Relationship Building / CRM	- N/A -	Not available in this region	Not available in this country
Multicultural	- N/A -	Not available in this region	Not available in this country
Product / Service Launch	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Gender Equality in Advertising	- N/A -	<input type="checkbox"/>	<input type="checkbox"/>
Small Budget, Big Impact Campaign	- N/A -	Not available in this region	Not available in this country
Social Impact / Not-For-Profit	<input type="checkbox"/>	Not available in this region	Not available in this country
Purposeful Marketing	- N/A -	Not available in this region	Not available in this country

Media Channel

Contextual / Native Advertising	<input type="checkbox"/>	Not available in this region	<input type="checkbox"/>
Cross Channel Integration	<input type="checkbox"/>	Not available in this region	<input type="checkbox"/>
Seamless Consumer Experience	- N/A -	Not available in this region	Not available in this country
Cross Mobile Integration	<input type="checkbox"/>	Not available in this region	Not available in this country
Gaming / Gamification & E-Sports	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mobile App (includes mCommerce Solutions)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Social Media Marketing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Social Messaging / Chat Apps / Text Messaging	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mobile Search	- N/A -	<input type="checkbox"/>	<input type="checkbox"/>
Best use of Branded Content	- N/A -	Not available in this region	Not available in this country
Joint Marketing with Hero App	- N/A -	Not available in this region	Not available in this country
Social Commerce	- N/A -	<input type="checkbox"/>	<input type="checkbox"/>

Technology Channel

Audio / Sonic Branding	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Connected Devices / The Internet of Things	<input type="checkbox"/>	Not available in this region	Not available in this country
Digital Out-of-Home (DOOH)	<input type="checkbox"/>	Not available in this region	Not available in this country
Banners & Rich Media Advertising	- N/A -	Not available in this region	Not available in this country
Innovation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Location Targeting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Machine Learning and AI	<input type="checkbox"/>	Not available in this region	Not available in this country
Best use of vernacular language in mobile advertising	- N/A -	Not available in this region	Not available in this country
User Generated / Influencer Marketing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Video Advertising	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Programmatic and Machine Learning	- N/A -	Not available in this region	Not available in this country
XR Technology - (AR/VR/MR)	<input type="checkbox"/>	Not available in this region	Not available in this country
mCommerce	- N/A -	<input type="checkbox"/>	<input type="checkbox"/>

Creative Awards

Best Brand Experience in Mobile Rich Media	- N/A -	Not available in this region	Not available in this country
Most Engaging Mobile Creative	- N/A -	Not available in this region	Not available in this country
Best Use of User Generated Content for Advertising	- N/A -	Not available in this region	Not available in this country
Best Data Driven Display Creative	- N/A -	Not available in this region	Not available in this country

COVID-19 Categories

Social Distancing	- N/A -	Not available in this region	Not available in this country
Social Good	- N/A -	Not available in this region	Not available in this country
Pivot Marketing	- N/A -	Not available in this region	Not available in this country

Winning From Home

Best Use of Connected Devices To Drive Sales	- N/A -	Not available in this region	Not available in this country
Innovation & Creativity	- N/A -	Not available in this region	Not available in this country
Home Production	- N/A -	Not available in this region	Not available in this country

Business Transformation 2021

Social Responsibility	- N/A -	<input type="checkbox"/>	<input type="checkbox"/>
Technology Innovation	- N/A -	<input type="checkbox"/>	<input type="checkbox"/>
App	- N/A -	<input type="checkbox"/>	Not available in this country
Inclusivity (during the pandemic)	- N/A -	<input type="checkbox"/>	<input type="checkbox"/>
Customer Experience	- N/A -	<input type="checkbox"/>	<input type="checkbox"/>
eCommerce (pivoting during the pandemic)	- N/A -	<input type="checkbox"/>	<input type="checkbox"/>

Key Team Members

Please include representatives from client, creative and media planning/buying. These credits will be shown for winning entries. If you do not have all credit information when you submit your entry, please add those you do have and others 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:

Job Title:

Company:

Email:

1)

delete

2)

delete

+ add more

NEXT →

* denotes required field

Case Study

Judges would like to review a short case study about your entry. Typical case studies lengths are 1200-1600 words. It is highly recommended that you supplement the written entry form with a video that summaries the challenge, strategy, objectives, execution and outcome of your entry. Review video clip instructions in the creative requirements section on the Smarties website.

If a case study answer section is not relevant to your campaign, please include a short statement letting us know why.

Strategy (20 percent)

Maximum 650 words for entire Strategy Section (includes objective, target audience, creative strategy, and context sections below).

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. Suggested word limit 275 words. Remember that the maximum word limit for the total Strategy section is 650 words.

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. Suggested word limit 100 words. Remember that the maximum word limit for the total Strategy section is 650 words.

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. Suggested word limit 175 words. Remember that the maximum word limit for the total Strategy section is 650 words.

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? Suggested word limit 100 words. Remember that the maximum word limit for the total Strategy section is 650 words.

Execution (20 percent)

Maximum 475 words for the entire Execution Section (includes overall campaign execution and mobile execution sections below)

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? Suggested word limit 200 words. Remember that the maximum word limit for the total Execution section is 475 words.

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? Suggested word limit 275 words. Remember that the maximum word limit for the total Execution section is 475 words.

Business Impact (40 percent)

Maximum 450 words for the entire Results Section (includes context, evaluation, market impact, and ROI sections below).

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? Suggested word limit 100 words. Remember that the maximum word limit for the total Results section is 450 words.

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? Suggested word limit 200 words. Remember that the maximum word limit for the total Results section is 450 words.

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? Suggested word limit 150 words. Remember that the maximum word limit for the total Results section is 450 words.

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.

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. 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

* denotes required field

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)

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam commodo lobortis porttitor. Mauris tortor tortor, sodales id porta at, molestie commodo purus. Maecenas in dui quam. Cras quis aliquet ligula. Vivamus quam lectus, accumsan at eleifend ut, luctus at mauris.

Execution (20 percent)

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam commodo lobortis porttitor. Mauris tortor tortor, sodales id porta at, molestie commodo purus. Maecenas in dui quam. Cras quis aliquet ligula. Vivamus quam lectus, accumsan at eleifend ut, luctus at mauris.

Business Impact (40 percent)

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam commodo lobortis porttitor. Mauris tortor tortor, sodales id porta at, molestie commodo purus. Maecenas in dui quam. Cras quis aliquet ligula. Vivamus quam lectus, accumsan at eleifend ut, luctus at mauris.

Creativity (20 percent)

EDIT

https://www.xyz.com/sample-creative

Trophies

Should you win a SMARTIES Award and you are unable to attend the Gala and accept your trophy, please provide the following information so we may ship it to you.

Company*:

Street Address*:

State/Province*:

Attn*:

Suite/Floor:

Zip / Postal Code*:

Country*:

- SELECT ONE -

SMARTIES Business Impact Index

All SMARTIES Awards winner and finalist data will be analyzed to create the 2018 SMARTIES Business Impact Index. Should you receive a ranking on the Index, whom do we notify?

First name*:

Job Title*:

Email*:

Last Name*:

Phone:

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.)