Submit Your Entries for SMARTIES X GLOBAL 2022

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 ▾ 2022 ▾ to January ▾ 2022 ▾ ☐ **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 Country** India ▾	**Enter Regional** APAC ▾	**Enter X Global**
Marketing Impact			
Brand Experience	☐	☐	☐
Instant Impact	☐	☐	☐
Lead Generation	☐	☐	☐
Data Insights	☐	☐	☐
Product / Service Launch	☐	☐	☐
Partnerships Marketing	Not available in this country	Not available in this region	- N/A -
Customer Life-Cycle Marketing	Not available in this country	☐	☐
Small Business / Big Impact	Not available in this country	Not available in this region	- N/A -
Purpose Driven Marketing			
Social Impact Marketing	☐	☐	☐
Brand Purpose/Activism	Not available in this country	☐	☐
Diversity & Inclusion	☐	☐	☐
Sustainability (Brand & Product & Initiative)	Not available in this country	Not available in this region	- N/A -
Best Use of Indigenous Language in Mobile Advertising	☐	Not available in this region	- N/A -
Impact Media			
Cross Platform - All Media	☐	☐	☐
Cross Platform - Digital Only	☐	☐	☐
Gaming, Gamification & E-Sports	☐	☐	☐
Creator Economy	Not available in this country	Not available in this region	- N/A -
Social Media Marketing	☐	☐	☐
Creator / Influencer Marketing	☐	☐	☐
Social Messaging / Chat Apps / Text Messaging	Not available in this country	Not available in this region	☐

Experience Technology

Programmatic	☐	☐	– N/A –
Audio / Voice / Sonic Branding	☐	☐	☐
XR Technology – (AR/VR/MR)	☐	☐	☐
Experimental / Innovation Technology	☐	☐	☐
Geo Targeting	Not available in this country	☐	☐
Digital Out-of-Home (DOOH)	Not available in this country	Not available in this region	– N/A –
Search	☐	Not available in this region	– N/A –

Web 3.0

The Internet of Innovation / Connected Intelligent Devices	☐	☐	☐
Spatial Technology	☐	☐	☐
Real Time Marketing	☐	☐	☐
Metaverse	☐	☐	☐

E-commerce marketing

Integrated Ecommerce Innovation	☐	☐	☐
Live (Streaming) E-commerce	Not available in this country	Not available in this region	– N/A –
O2O / New Retail / Innovative Sales Channels	☐	☐	☐
Social / Influencer Commerce	☐	☐	☐

Creative

Customer Experience (CX)	☐	☐	☐
User Experience (UX) & Design	Not available in this country	☐	☐
Personalization	☐	☐	☐
Short or Long Form Video	☐	☐	☐

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 →

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

d) Context: Is this the first year of the 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 / Use of Media (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 (if any) went to mobile? What was the overall campaign budget and why has that % allocated to mobile? *Word limit 200 words. Remember that the maximum word limit for the total Execution section is 475 words.*

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

Creative Samples (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 3 minutes.**

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

1) [_____] delete ☑

2) [_____] delete

3) [_____] delete

+ add more

These URLs require special instructions and/or username & password

Instructions:

[_____]

Username:

[_____]

Password:

[_____]

NEXT →

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*:

Attn*:

Street Address*:

Suite/Floor:

State/Province*:

Zip / Postal Code*:   **Country*:**
- SELECT ONE -

SMARTIES Business Impact Index

All SMARTIES Awards winner and finalist data will be analyzed to create the 2022 SMARTIES Business Impact Index. Should you receive a ranking on the Index, whom do we notify?

First name*:

Last Name*:

Job Title*:

Email*:

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.)