

How to Build a Winning Case Study for MMA SMARTIES Awards

MMA Webinar Series
September 3, 2020

In Partnership with:

GetCraft





MMA IS 800+ MEMBERS STRONG GLOBALLY

MARKETERS, AGENCIES, MEDIA SELLERS, TECHNOLOGY & OPERATORS



MMA PURPOSE

WHO

The People We Serve

Prime Audience: *Chief Marketers*

By helping Marketers do Mobile better, everyone wins. MMA membership represents Marketers, Agency, Media and Technology Enablers from across the globe.

WHY

Our Reason for Being

Mission: To accelerate the transformation and innovation of marketing through mobile, driving business growth with closer and stronger consumer engagement.

WHAT

Our Strategic Priorities



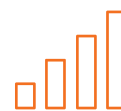
Cultivating Inspiration

Aimed at the Chief Marketer;
guiding best practices and
driving innovation



Building Capability for Success

Fostering know-how and
confidence within the Chief
Marketer's organization



Demonstrating Measurement and Impact

Proving the effectiveness and
impact of mobile through
research providing tangible ROI
measurement and other data







Advocacy

Working with partners and
our members to protect the
mobile marketing industry



MMA: RESHAPING THE FUTURE OF MOBILE MARKETING

 Mobile ROI Research	 Marketing Attribution Think Tank	 To Rethink Mrktg Org	 Marketer Brand Safety Council
Industry Working Groups Driving the Future of Marketing & Mobile	Guidelines & Best Practices Viewability, Location, Native	MM25 Marketer Peer Group Tackling Core Issues for Marketers	Shared Knowledge of 800+ Members Entire Mobile Ecosystem Worldwide
SMARTIES Awarding Best in Class Mobile Campaigns	CEO & CMO Summit Annual Mobile Think Tank	1,000+ Mobile Case Studies Inspiring Creative Innovation	30+ MMA Events Spread across 20 Countries



MMA COVID-19 Marketer Support Hub

#WeAreInItTogether



Select region: **Global** | [APAC](#) | [EMEA](#) | [LATAM](#) | [North America](#)

RECENT UPDATES

Best Of COVID-19 Ads
10 hours 40 min ago

COVID-19 Emails: Key Considerations And Tips
10 hours 54 min ago

What The Coronavirus (COVID-19) Means For Marketers
10 hours 59 min ago

How to Adapt Your Marketing During the Coronavirus (COVID-19)
11 hours 2 min ago

Search...

**TRACKING COVID-19 AND ITS
IMPACT AROUND THE
WORLD**

**HUMAN RESOURCES,
BUSINESS TOOLS AND TIPS**

**MARKETING AND
ADVERTISING TODAY! & IN
THE FUTURE**

BUILDING OUR MARKETING

CONSUMER TRENDS AND

LIGHT-HEARTED

<https://www.mmaglobal.com/marketersupporthub/weareinittogether>



MMA PROGRAMS & INITIATIVES



Our programs and working groups consist of executives who discuss key issues for a specific industry segment, technology or business issue. The programs and working groups meet on an ongoing basis to develop and execute industry initiatives that reflect the needs of their initiative area and membership.



Currency
Measurement



Internet of
Things



Location



Mobile
Games



Mobile
Messaging



Mobile Native
Advertising



Mobile
Programmatic



Mobile Shopper
Marketing



Mobile
Video

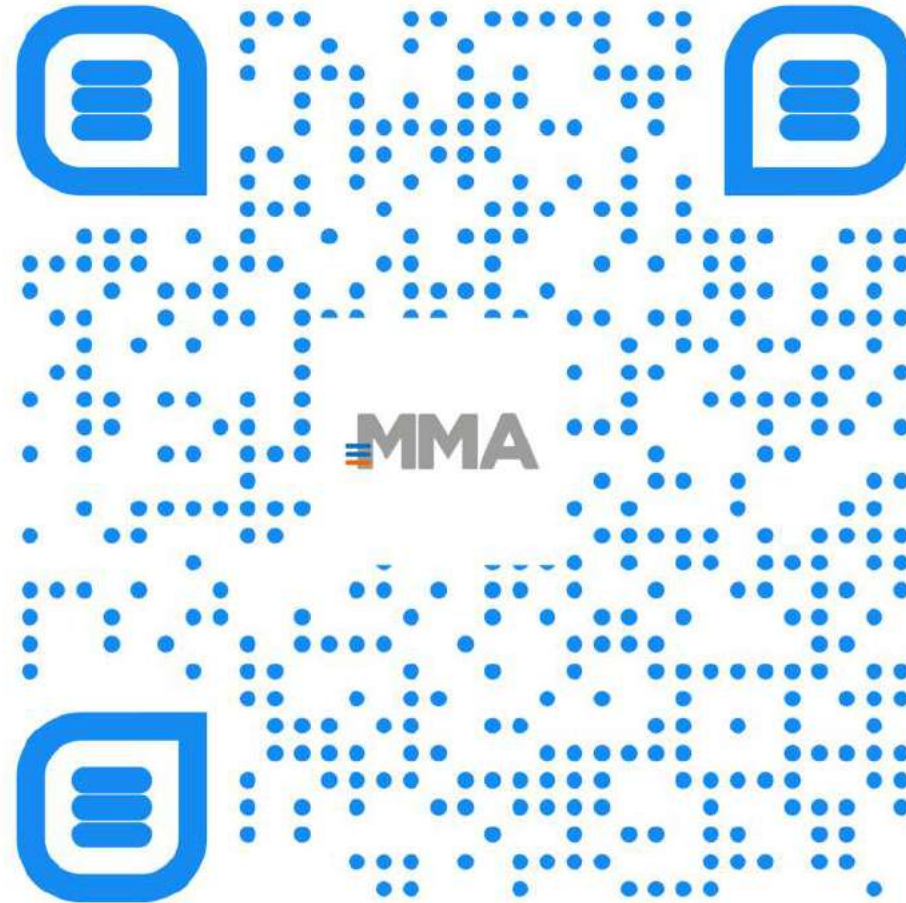


Privacy



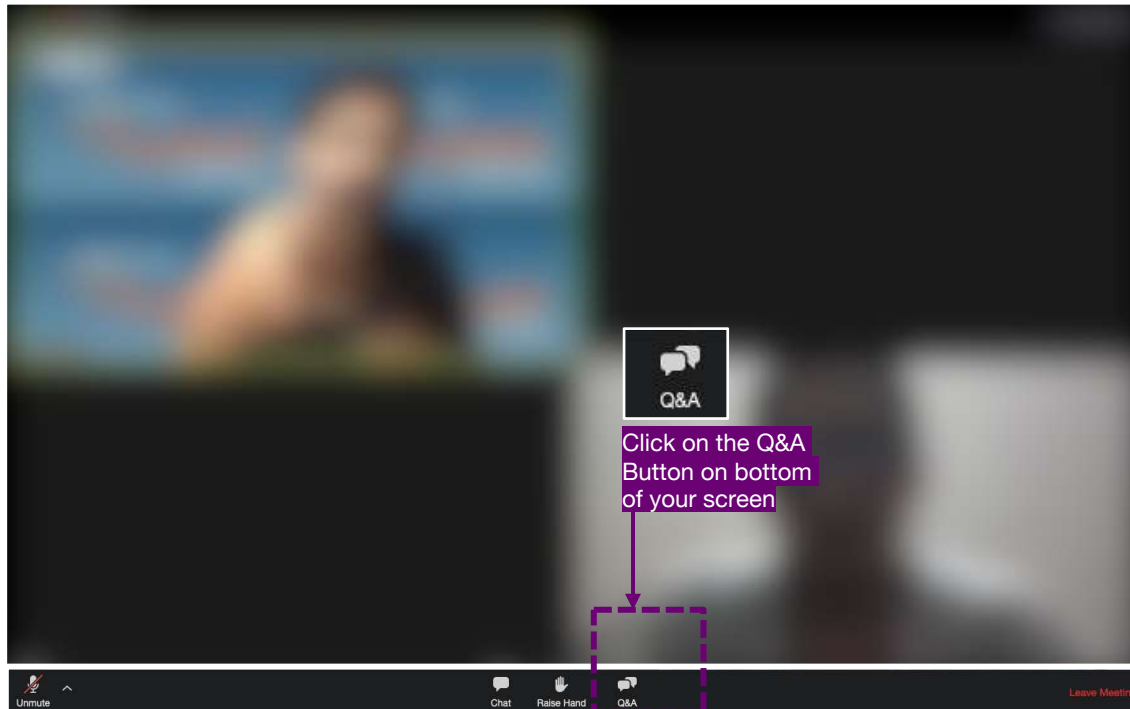
Enroll by emailing committees@mmaglobal.com

UPCOMING WEBINARS



<https://www.mmaglobal.com/webinars>

MANAGING YOUR QUESTIONS



- ☐ Please type in all your questions in Q&A section only.
- ☐ The question which has maximum **likes** may be addressed.
- ☐ Please mention - Your Name, Designation, Company while asking questions.
- ☐ Please mention the speaker you would like to answer.
- ☐ Please keep your questions **related to this webinar** discussions.



PRESENTERS



Keynote Speaker
Anthony Reza Prasetya
Co-Founder
CEO Indonesia & Group COO
GetCraft



Shanti Tolani
Country Manager
Indonesia



Moneka Khurana
Country Head
India



Tam Phan Bich
Country Manager
Vietnam, Myanmar, Cambodia



Namita Ved
Head – BD & Strategic Alliances
India



SMARTIES

AWARDS PROGRAMS

2020

MMA SMARTIES 2020

SMARTIES Awards is the highest achievement across the globe honoring and awarding outstanding innovation resulting in significant business impact for brands, agencies, media companies, and technology providers.



SMARTIES AWARDS APAC CATEGORIES

Marketing Objective

Brand Awareness

Lead Generation / Direct
Response / Conversions

Product / Services Launch

Promotion

Relationship Building / CRM

Social Impact / Not for Profit

Media

Cross Media

Cross Mobile Integration

Mobile App Advertising

Programmatic and Machine
Learning

Mobile Gaming, Gamification
& E-Sports

Mobile Social

Technology

New

Banners & Rich Media
Advertising

Innovation

Location Based Services or
Targeting

Mobile Video

Mobile Audio / Voice

Data/Insights

The Internet of Things

Creative Awards

Best Brand Experience in
Mobile Rich Media

Most Engaging Mobile
Creative

Best Data Driven Display
Creative



SCAN ME

SMARTIES AWARDS CATEGORIES

CATEGORIES	APAC	India	Indonesia	Vietnam
MARKETING OBJECTIVE				
Brand Awareness	✓	✓	✓	✓
Lead Generation / Direct Response / Conversions	✓	✓	✓	✓
Product / Services Launch	✓	✓	✓	✓
Promotion	✓	✓	✓	✓
Relationship Building / CRM	✓			✓
Social Impact / Not for Profit	✓	✓	✓	✓
MEDIA STRATEGY				
Cross Media	✓	✓	✓	✓
Mobile App Advertising	✓	✓	✓	
Cross Mobile Integration	✓	✓	✓	✓
Mobile Gaming, Gamification & E-Sports	✓	✓	✓	
Mobile Social	✓	✓	✓	✓
Programmatic & Machine Learning	✓		✓	✓
TECHNOLOGY				
Banners & Rich Media Advertising	✓			
Innovation	✓	✓	✓	✓
Location Based Services or Targeting	✓	✓	✓	✓
Mobile Video	✓	✓	✓	✓
Mobile Audio	✓	✓	✓	✓
CREATIVE AWARDS				
Best Brand Experience in Mobile Rich Media	✓	✓	✓	✓
Most Engaging Mobile Creative	✓	✓	✓	✓
Best Data Driven Creatives	✓	✓	✓	✓

You may enter as many categories as you wish.
To increase your chances of winning, consider entering your work in **multiple categories** and **across regions/countries**.



WINNING FROM HOME AT SMARTIES 2020

#TakeHomePride

Purposeful Marketing

Campaigns and messaging created to engage in purposeful marketing with the customer thereby contributing to support a larger cause using mobile as a key medium. Demonstrate how the campaign resulted in success in terms of loyalty, top of mind recall or customer sales.

Seamless Consumer Experience

Campaign that enriches digital experiences or enables new methods of connecting with the consumer enabling seamless experience and keeping in mind social distancing norms. Mobile should play a vital role in enhancing consumer experience & engagement.

Best Use of Mobile to Drive Sales

Brands that adopted new methods or pivoted to digital as a key sales channel. Campaign can highlight how the brand reengineered their sales strategy & achieved measurable results.

Innovation & Creativity

Campaigns that enabled innovation and creativity primarily leveraging digital media. These campaigns, in turn, delivered significant impact to the current business and enabled significant shifts to content investments in digital as a part of marketing efforts. Showcase how the campaign revolved around innovation & creativity and delivered set KPIs. Mobile to act as a key device for creativity.

Home Production

Production of digital and mobile assets which were produced from home versus a professional studio set up and yet delivered compelling results/output and enabled business objectives. Digital Campaigns that leveraged brand ambassadors or mascots can also be considered in the category. Detail the role that mobile had within the campaign strategy in achieving the brand and business goals.

JUDGING PROCESS

Judging is done in 2 stages

1

**Online screening by Pre-Screening Council : Total of 30 Pre-Screeners
(Brands, Agencies, Technology Enablers, Media, Publishers etc)**

The shortlist is decided by a first round of voting. By all 30 Pre-screener jury members

Each entry is screened online by a minimum 5 pre-screeners, depending on the total number of campaigns submitted .

An automated voting system selects the highest marks given in each category. Entries with the highest scores become the category finalists.

**Jury Panel Discussion : A total of 15 – 18 Jury Members
(Marketers only and top-level management)**

2

Jury Panel gets together in an entire day session : They will together evaluate, discuss, and debate the merits of each shortlisted entry to determine the category winners.

Final scores by the jury are tabulated and checked by an external/neutral party (eg: Kantar) and campaigns are then awarded Gold, Silver, and Bronze depending on the total jury scores given.

ELIGIBILITY & JUDGING CRITERIA

Eligibility

Campaigns active in the marketplace **between January 2019 through July 2020** are eligible for the SMARTIES.

If your work continued running in this year's eligibility period and you have results from this eligibility period, you may re-enter the past winning work.

Judging Criteria

Creative 20%

Consumer engagement, unique use of mobile media types, creativity dynamics and integration with overall campaign will be considered.

Strategy 20%

Judges look for information and understanding of the business and/or marketing challenge along with a solid mobile strategy.

Execution 20%

Explain how the campaign was implemented and executed plus its level of success.

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.).

HIGHLIGHT OF 2019 INDUSTRY AWARDS WINNERS

APAC

Brand of the Year



KFC

Marketer of the Year



Unilever

Media Agency
of the Year



Mindshare China

Creative Agency
of the Year



Dentsu Redder

Publisher/Media
Company of the Year



Google

HIGHLIGHT OF 2019 INDUSTRY AWARDS WINNERS

India



Marketer of the Year
Hindustan Unilever Limited



Agency of the Year
Mindshare India



**Enabling Technology
Company of the Year**
Affle



Brand of the Year
Meesho



Publisher of the Year
Hotstar

Vietnam



Marketer of the Year
Unilever



Creative Agency of the Year
Dentsu Redder



**Media Agency of the Year
in Mobile**
Mindshare



Brand of the Year
Cocacola



**Publisher/Media Company
of the Year**
Google



Special Mention (Agency)
Dinosaur Vietnam

Indonesia



Marketer of the Year
Google



Agency of the Year
Mindshare Indonesia



Agency of the Year
Toaster



Brand of the Year
Burger King



Publisher of the Year
Google

SUBMISSION TIMELINE

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

Country	Deadline	Extended Deadline
APAC	September 15, 2020	September 22, 2020
India	September 15, 2020	September 22, 2020
Indonesia	September 15, 2020	September 22, 2020
Vietnam	September 15, 2020	September 22, 2020
Thailand	September 15, 2020	September 22, 2020

All materials, documentation and payment must be completed and submitted no later than the dates listed above.
Entry fee will be based on the date submitted.

How to Build a Winning Case Study for SMARTIES Award

WHY SMARTIES AWARDS?

SMARTIES



Not only that SMARTIES will help you to build a prestigious reputation for your brand, it will also helps your brand to keep raising its standard of achievement.

Both will direct/indirectly helps you to grow the business.

CRAFTING A SUCCESSFUL CAMPAIGN INTO A SMARTIES WINNING STORY

There is a common thread between all the 2019 SMARTIES winner campaigns, they all told amazing stories!



Amazing story on how Meesho & Affle offers an opportunity for female entrepreneurs to break the social shackles and join the social commerce revolution.



Amazing story on how Gojek & Coca-Cola offers combo menu using data driven targeting & increase transaction by 500%



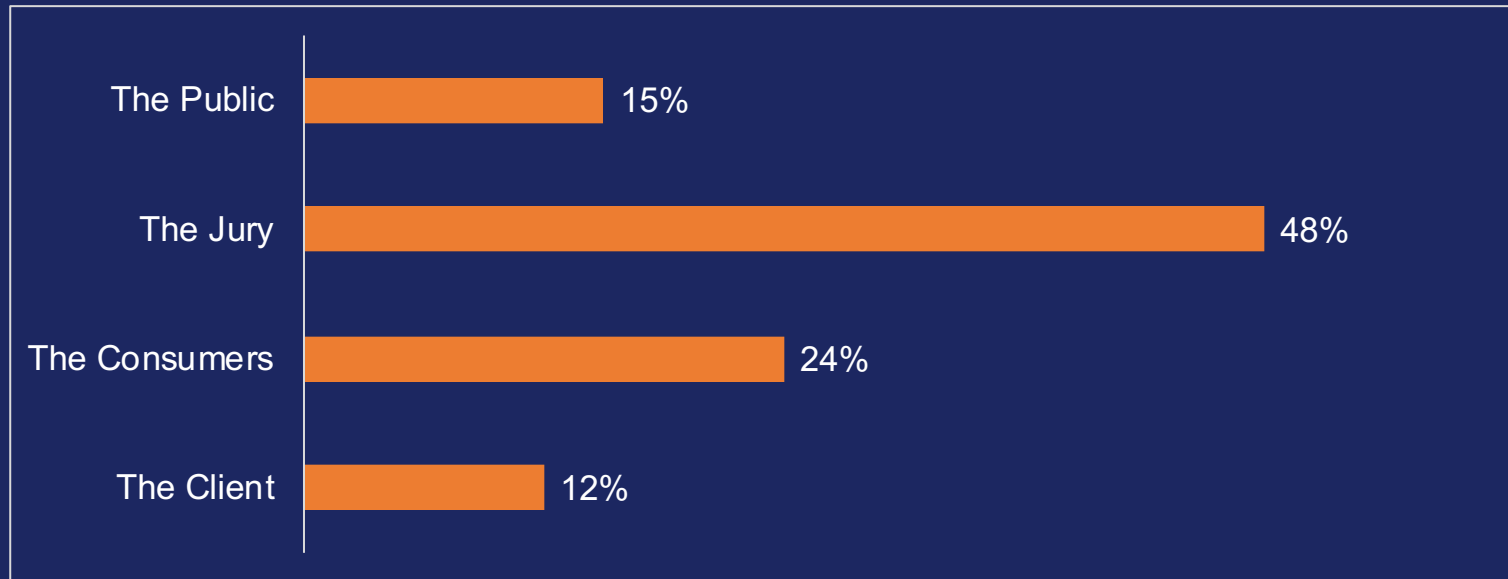
Amazing story on how ZaloPay fanbase increased by 120%, making it one of the most favourite mobile payment platforms by the Vietnamese Youth for Tet 2019.

Now that you have a successful campaign, you also need to learn how to write a winning story for the entry.

**When you submit your case study to SMARTIES Awards,
who is your actual target audience?**

- A. The Client**
- B. The Consumers**
- C. The Jury**
- D. The Public**

When you submit your case study to SMARTIES Awards, who is your actual target audience?



IT'S NOT ONLY ABOUT HOW GOOD YOU ARE, IT'S ABOUT WRITING A STORY TO TELL THE JURY MEMBERS HOW GOOD YOU ARE.



Yes you did an amazing campaign!

But that not a guarantee that your video will get noticed by the jury members across the room. You will need to re-write a good story about your campaign, and then craft that story well, so that the jury members will consider your campaign to go further or even win the awards.

Sometimes maybe you are just too confident or clueless, on what should be put in the video submission, and maybe the video does not deliver your amazing story the way you want it.

Remember that the jury members are experts in this, therefore you will need to tell the story in a language and manner that speaks directly to them, and not fall in the trap of using a “consumers language and manner” that the campaign was originally intended into.

■ THE JURY MEMBERS ARE THE ONES TO DECIDE THE WINNERS, BUT YOU CAN HELP THEM MAKE THE DECISION

Put yourself in The Jury Member's shoes, and you'll find that their job to sort out all of the submissions is not an easy job at all. They have to go through and see hundreds of submitted videos, follow the stories in the case studies in order to decide which ones deserve the awards.

Naturally, the videos that are least attractive will not get much of their attention. On the other hand, videos that are attractive, easy to digest, equipped with logical flow, and presented in an amazing story will certainly stay in for further consideration.

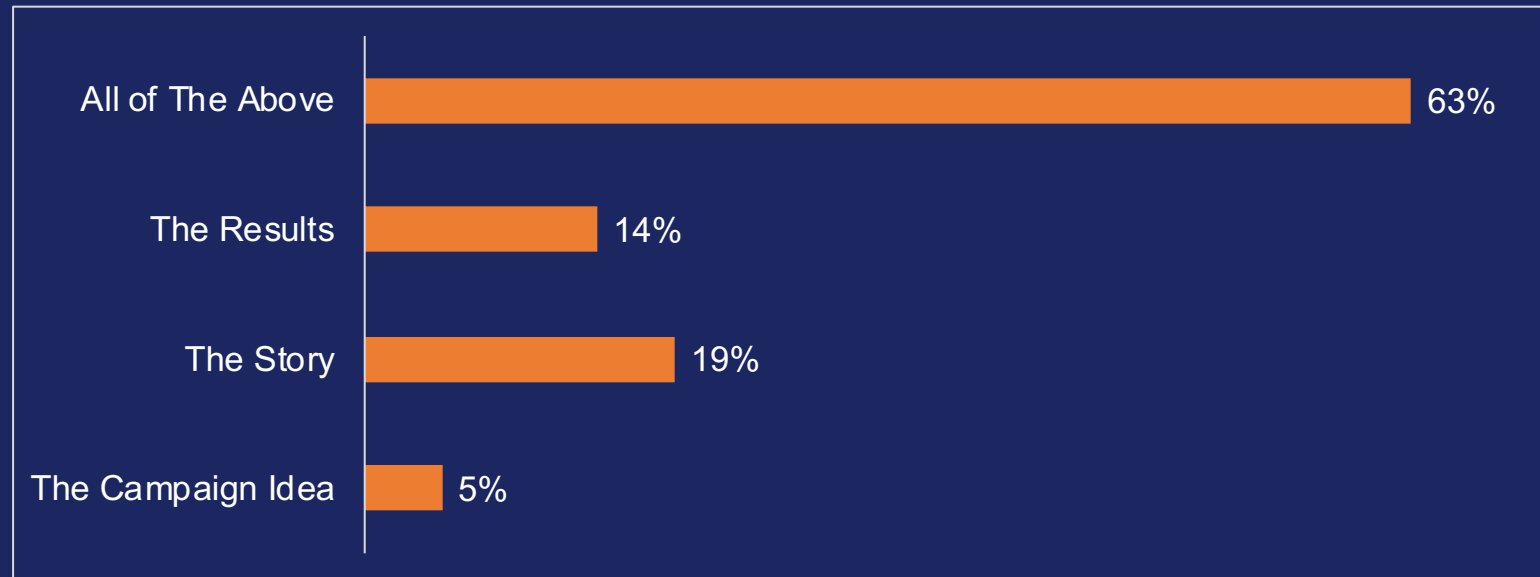
This is where you can help the Jury members make their decision by providing them a quality case study.



Which one of these is the most important element when you develop a case study for SMARTIES Awards?

- A. The Campaign Idea**
- B. The Story**
- C. The Creative**
- D. The Results**
- E. All of the above**

Which one of these is the most important element when you develop a case study for SMARTIES Awards?



■ A SIMPLE FORMULA TO HELP YOU WIN SMARTIES

4 x C = W

There are 4 most important elements for you to build a winning case study video. They are Concept, Content, Creative, and Craft. When you prepare them right, there's a big chance that your campaign will go further or even win the competition.



■ CONCEPT // THE **FUNDAMENTAL** OF YOUR STORY

Before even thinking to write a good story for SMARTIES submission, you need to ask yourself whether or not you have a fundamental concept that is **different**, **better**, and **matter** for the campaign. The stronger your concept is, the stronger your story would be.

To do self checking on your concept, you can simply do it by answering YES or NO the the following questions.

1. CONCEPT	Y/N		Y/N	Y/N
Different Is your concept different compared to the competitors'?			Y	N
Better Is your concept better compared to other similar campaigns?			Y	N
Matter Is your concept matter for your consumers?			Y	N
			GOOD	NOT GOOD

The more YESes you have, the more confident you should be in writing the story and creating the video for your case study.

■ CONTENT // THE ESSENCE OF YOUR STORY

Now that you know the quality of your concept, let's move to the next C which is Content.

You can now go deeper to check if the main elements you need to build a good story are there, and that you can arrange all the informations you have in the following flow: **Challenge**, **Solution**, and **Result**.

Again you can do a similar quick test to check if the essence is there in your campaign story.

2. CONTENT	Y/N
Challenge Is your challenge specific enough to establish the brand relevance?	
Solution Is your solution unique & innovative enough to answer the challenge?	
Result Is the result significant enough and been put in numbers?	

Y/N	Y/N
Y	N
Y	N
Y	N

GOOD

NOT GOOD

The more YESes you have, the better the story you have.

CREATIVE // THE SOUL OF YOUR STORY

Now you get into the details where you build your concept and content into a story that will resonate well with the jury. Remember that you don't build this video for any audience, you build it for the jury and the jury alone, therefore all the creative elements you put in the video should emphasize your story and make it relevant (AHA moment!) in the eyes of the jury. Your checklist here includes: **Theme**, **Storytelling**, **Visual**, **Sound**, and **Attraction**

3. CREATIVE	Y/N	Y/N	Y/N
Theme Have you set the right theme that amplifies the story?		Y	N
Storytelling Have you tell the story in the right order and manner?		Y	N
Visual Have you put the right visual that help explain the story?		Y	N
Sound Have you incorporate the right sound to help narrate the story?		Y	N
Attraction Have you set point of attractions that will make the jury stay till end?		Y	N
		GOOD	NOT GOOD

Again, the more YESes you have, the better the creativity will work for you.

CRAFT // THE CHARM OF YOUR STORY

When you have all the concept, content, and creative ready, you will need to find the right creative partner to bring your story into life, a partner that will not only able to translate your story into the video the way you want it but also the one that can add more values to craft the video into a winning material.

For that, whether you use internal or external resource, you need to ensure that your creative partner is **Capable**, **Credible**, **Committed** and **Reasonable**.

4. CRAFT	Y/N		Y/N	Y/N
Capable Is the creative partner have the capability you need?			Y	N
Credible Is the creative partner have the credibility to do it?			Y	N
Committed Is the creative partner have the commitment to the project?			Y	N
Reasonable Is the creative reasonable enough? (i.e. cost & timeline)			Y	N
			GOOD	NOT GOOD

Of course the more YESes, the more suitable your creative partner would be

OVERALL CHECKLIST

At the end, by compiling all of the 4 Cs, you will have a better assessment on the story that will submit as a case study video to the SMARTIES Awards. The target here is to get a solid 15 YESes, anything below 15 you should re-think, re-write, and re-craft your story again.

1. CONCEPT	Y/N	3. CREATIVE	Y/N
Different Is your concept different compared to the competitors'?		Theme Have you set the right theme for that amplifies the story?	
Better Is your concept better compared to other similar campaigns?		Storytelling Have you tell the story in the right order and manner?	
Matter Is your concept matter to your consumers?		Visual Have you put the right visual that help explain the story?	
2. CONTENT	Y/N	Sound Have you put the right sound that help narrate the story?	
Challenge Is your challenge specific enough to establish the brand relevance?		Attraction Have you set point of attractions that will make the jury stay till end?	
Solution Is your solution unique & innovative enough to answer the challenge?		4. CRAFT	Y/N
Result Is your the result significant enough and been put in numbers?		Capable Is the creative partner have the capability needed?	
		Credible Is the creative partner have the credibility to do it?	
		Committed Is the creative partner have the commitment to the project?	
		Reasonable Is the creative reasonable enough? (i.e. cost & timeline)	

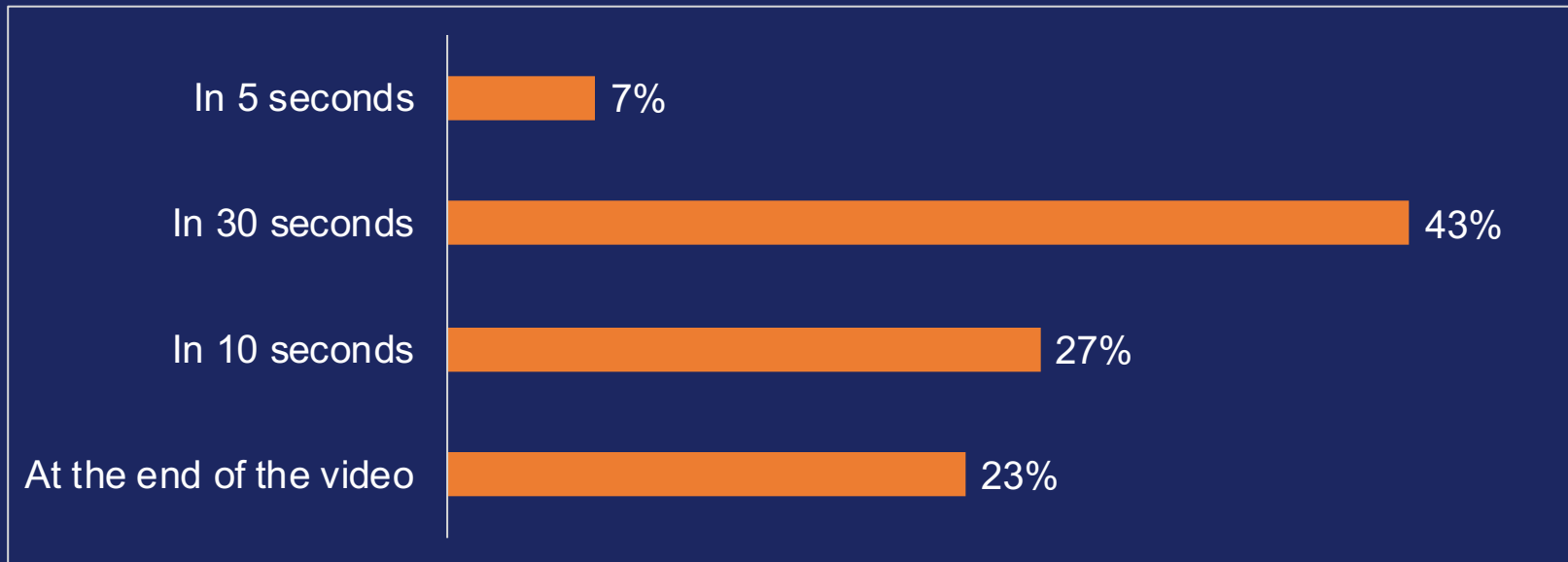
15
GOOD

<15
NOT SO GOOD

**How long do you think a Jury will decide
your story is good to go?**

- A. In 5 seconds**
- B. In 10 seconds**
- C. In 30 seconds**
- D. At the end of the video**

How long do you think a Jury will decide your story is good to go?



■ STEAL THE JURY'S ATTENTION IN THE FIRST 5 SECONDS



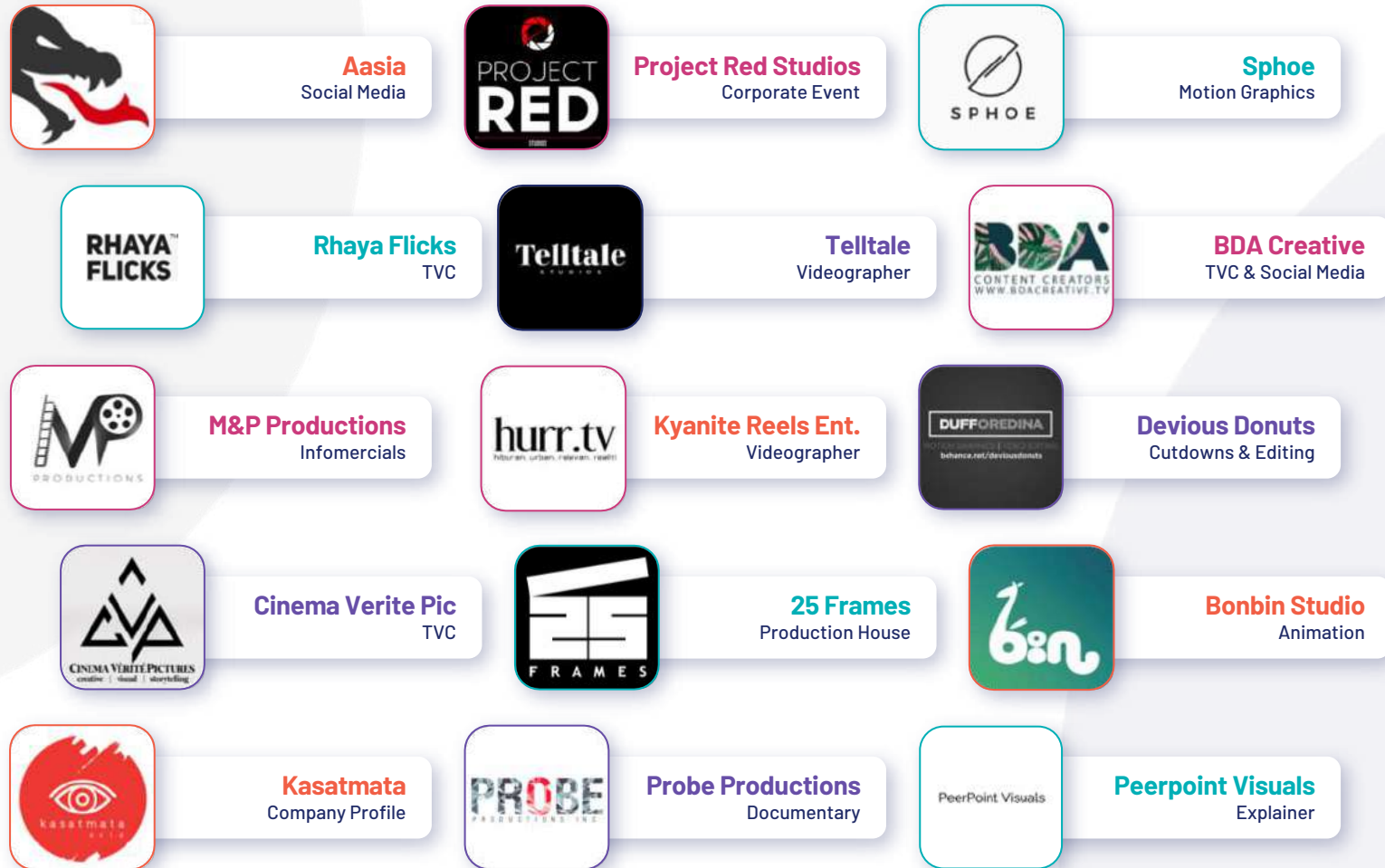
It sounds easy but actually it's hard.

Remember that a jury have to see hundreds more videos other than yours. Naturally he will not be able to see all of those videos in the same level of focus.

Hence by implementing the 4Cs, you will help the jury members to:

1. Put you in the follow up bucket
2. Give them something to stick in his head
3. Entertain him with a good quality video (and i'm not talking about video budget here)
4. Easier to make the decision among the best case studies

NOW THAT YOU HAVE A GREAT STORY, THE NEXT CHALLENGE IS TO FIND THE RIGHT PRODUCTION PARTNER TO BUILD YOUR VIDEO CASE STUDY



And more...

To make it easier, you can use online creative network like GetCraft.com where you can work with over 500+ vetted Production Houses & Freelance professionals across 4 different countries (ID, PH, MY, and SG)

With some of the solutions they provide being as follows:

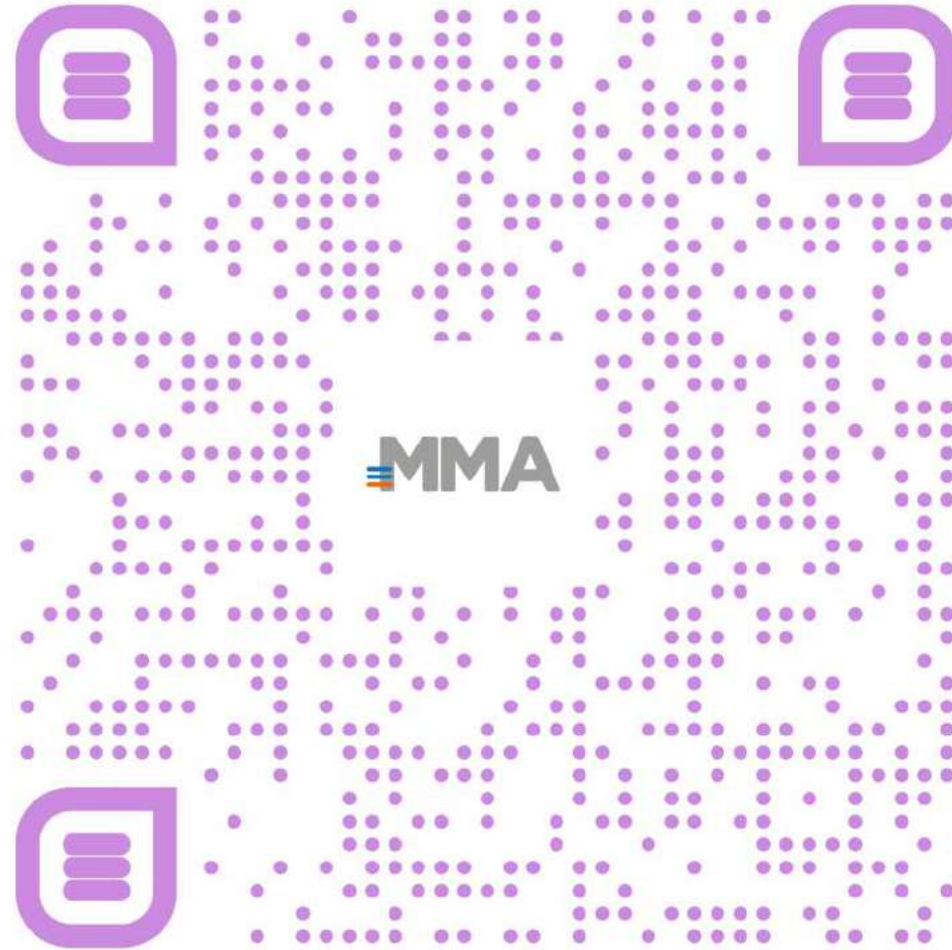
- TVC
- Online ads
- **Explainer**
- Company profile
- How to or social media
- Documentary
- Interview or event coverage
- Video cut downs or editing

Thank You.

Q&A SESSION



CREATE YOUR SMARTIES ACCOUNT



SMARTIES AWARDS & IMPACT FORUM CALENDAR

India

Impact Forum
October 21 - 22, 2020

SMARTIES Awards
November 27, 2020

Vietnam

Impact Forum
November 11, 2020

SMARTIES Awards
November 11, 2020

Indonesia

Impact Forum
November 24-25, 2020

SMARTIES Awards
December 3, 2020

THANK YOU

How to Build a Winning Case Study
for MMA SMARTIES Awards

MMA Webinar Series

September 3, 2020

In Partnership with:

GetCraft

