

# How to Build a Winning Case Study for MMA SMARTIES Awards

MMA Webinar Series  
May 19, 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



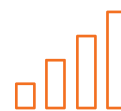
#### **Cultivating Inspiration**

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

 <b>SMoX</b> Mobile ROI Research	 <b>MATT</b> MARKETING ATTRIBUTION THINK TANK Marketing Attribution Think Tank	 <b>MOSTT</b> MARKETING ORGANIZATION STRUCTURE THINK TANK To Rethink Mrktg Org	 <b>SAVE</b> Brand Safety Council 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/weareinitttogether>



# UPCOMING WEBINARS

- ≡ May 20 - In times of uncertainty, progress through creativity & UGC
- ≡ May 21 - MarTech: Powering Digital Transformation in China
- ≡ May 22 - In conversation with Rohit Dadwal ... **There Is No Playbook For This.....**
- ≡ May 26 - Social Commerce: The Next Normal?
- ≡ May 28 - Fireside chat: Swiggy and Zeotap unpack customer intelligence



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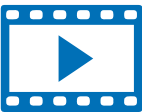





# MMA PROGRAMS & INITIATIVES



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](mailto:committees@mmaglobal.com)

# MANAGING YOUR QUESTIONS



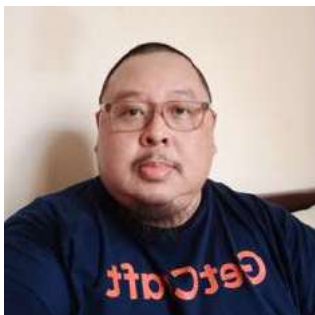
Share the Insights

#MMAWeb





## PRESENTER



**Sapto Handriyanto**  
Senior Vice President Strategy  
GetCraft.com



**Shanti Tolani**  
Country Manager Indonesia  
Mobile Marketing Association

## MODERATOR/HOST



**Rohit Dadwal**  
Managing Director  
Mobile Marketing Association  
APAC



**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 CATEGORIES

There are 24 categories for APAC Awards for this year.

## 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

Best use of Branded Content

## Technology

New

Banners & Rich Media  
Advertising

Innovation

Location Based Services or  
Targeting

Mobile Video

Mobile Audio

New

Data/Insights

The Internet of Things

## Creative Awards

Best Brand Experience in  
Mobile Rich Media

Most Engaging Mobile  
Creative

Best Use of UGC

Best Data Driven Display  
Creative



SCAN ME

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**.

# SMARTIES LOCKDOWN EDITION

Marketers have an important role during the current COVID-19 situation by participating and providing insights or response to the public, as their brand responsibility. SMARTIES 2020 is presenting COVID-19 categories to acknowledge marketer's resolutions to engage with the consumers during the pandemic.

The awards will be based on **6 main pillars**.

## Enabling Content

Brand content marketing and production driven by mobile.

## Enabling Tech Innovation

Brand creating new products and features to cater the consumer needs with new technology.

## Enabling Business

Brand enabling business through mobile to support their retail activities during COVID-19.

## Enabling Purpose

Brand enabling the marketing purpose for the ecosystem.

## Enabling Experience

Brand providing new experience in creative and purposeful messaging .

## Enabling Social Responsibility Messaging

Brand creating a meaningful experience to be responsive to the current situation and to give back to the customers.

# SMARTIES LOCKDOWN EDITION

## COVID-19 Awards Categories

Meaningful Brand Experience

Best Use of Data and Insights

Best Retail Experience  
in Lockdown

Best App Experience

Best Corporate Social  
Responsibility

Best Adaptation of Content to a  
Mobile Device

Best Interactive Application

Best Gaming Experience

#WeAreInItTogether

# 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.

# 2

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

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  
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	July 15, 2020	July 24, 2020
India	July 15, 2020	July 24, 2020
Indonesia	July 15, 2020	July 24, 2020
Vietnam	July 15, 2020	August 15, 2020
Thailand	July 15, 2020	July 24, 2020
China	July 15, 2020	July 29, 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.



**GetCraft**

# HOW TO BUILD A WINNING CASE STUDY FOR SMARTIES AWARD

**Sapto Handriyanto**

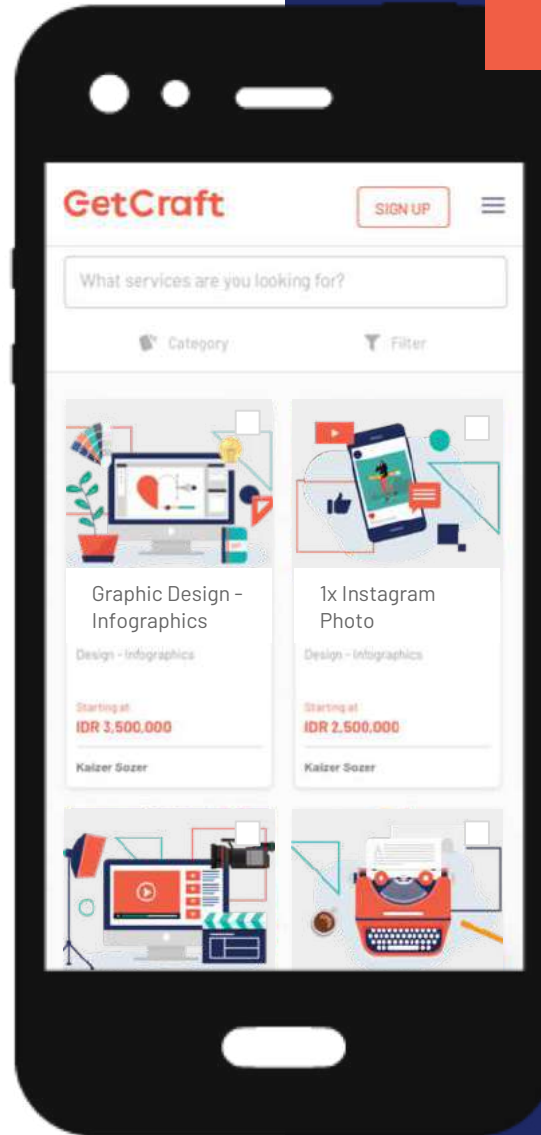
*Senior Vice President Strategy*

sapto@getcraft.com

Welcome to

# GetCraft

Southeast Asia's premium creative network, helping you to showcase your work, win & manage clients and get paid fairly.



## 9,000+ Creators



**500+**  
Strategy / Creatives



**6,000+**  
Celebrities & Influencers



**400+**  
Publishers



**180+**  
TV, Radio & OOH Media owners



**650+**  
Writers & Editors



**500+**  
Designers



**500+**  
Photographers



**500+**  
Videographers

## 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 Uniqlo stole the 11.11 singles day traffic, from online to offline



Amazing story on how Rexona & Mindshare empowered Disable People through an App



Amazing story on how Yasmin & PHD helped reduce abortion numbers in China

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

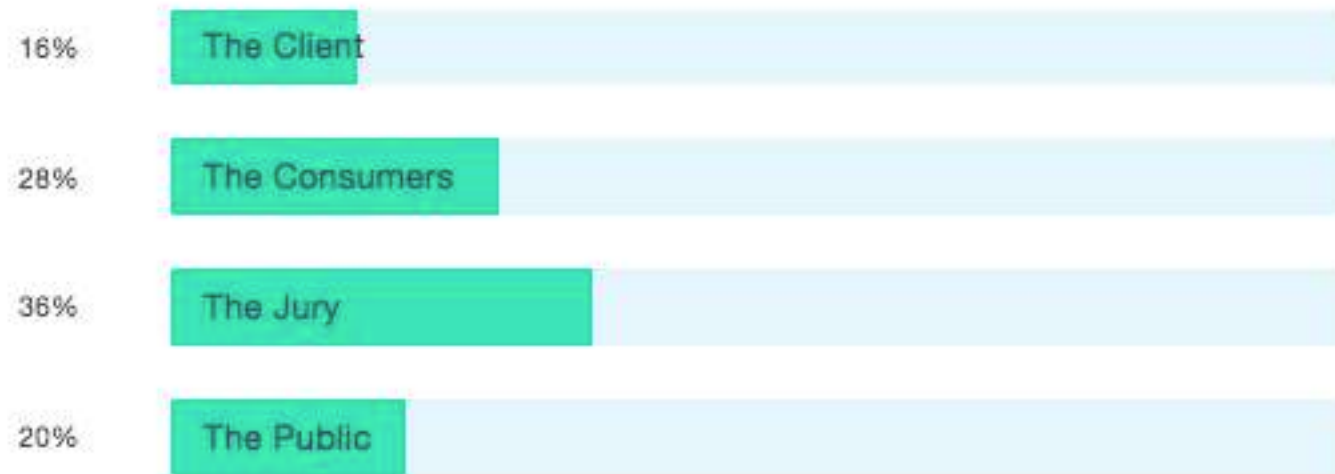
**When you submit your case study to SMARTIES Awards,  
who is your actual target audience?**

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



## POLL RESULT

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.**

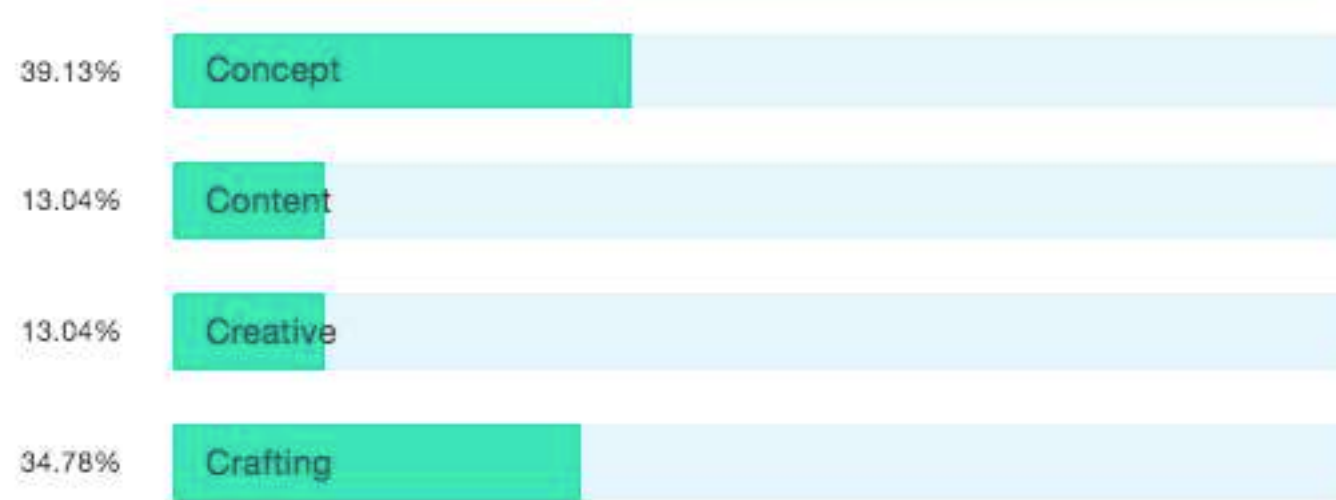


**Which one of these is the most important element when you develop a case study for SMARTIES Awards?**

- A. Concept**
- B. Content**
- C. Creative**
- D. Crafting**

## POLL RESULT

**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
<b>Different</b> Is your concept different compared to the competitors'?		Y	N
<b>Better</b> Is your concept better compared to other similar campaigns?		Y	N
<b>Matter</b> Is your concept matter for your consumers?		Y	N

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

**GOOD**      **NOT GOOD**

# ■ 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	Y/N	Y/N
<b>Challenge</b> Is your challenge specific enough to establish the brand relevance?		Y	N
<b>Solution</b> Is your solution unique & innovative enough to answer the challenge?		Y	N
<b>Result</b> Is your the result significant enough and been put in numbers?		Y	N

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

**GOOD**      **NOT GOOD**



# 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
<b>Theme</b> Have you set the right theme that amplifies the story?		Y	N
<b>Storytelling</b> Have you tell the story in the right order and manner?		Y	N
<b>Visual</b> Have you put the right visual that help explain the story?		Y	N
<b>Sound</b> Have you incorporate the right sound to help narrate the story?		Y	N
<b>Attraction</b> 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 be able to translate your story into the video the way you want it but also the one that can add more value 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
<b>Capable</b> Is the creative partner have the capability you need?		Y	N
<b>Credible</b> Is the creative partner have the credibility to do it?		Y	N
<b>Committed</b> Is the creative partner have the commitment to the project?		Y	N
<b>Reasonable</b> Is the creative reasonable enough? (i.e. cost & timeline)		Y	N

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

**GOOD**      **NOT GOOD**

# 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
<b>Different</b> Is your concept different compared to the competitors'?	
<b>Better</b> Is your concept better compared to other similar campaigns?	
<b>Matter</b> Is your concept matter to your consumers?	
2. CONTENT	Y/N
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15  
GOOD

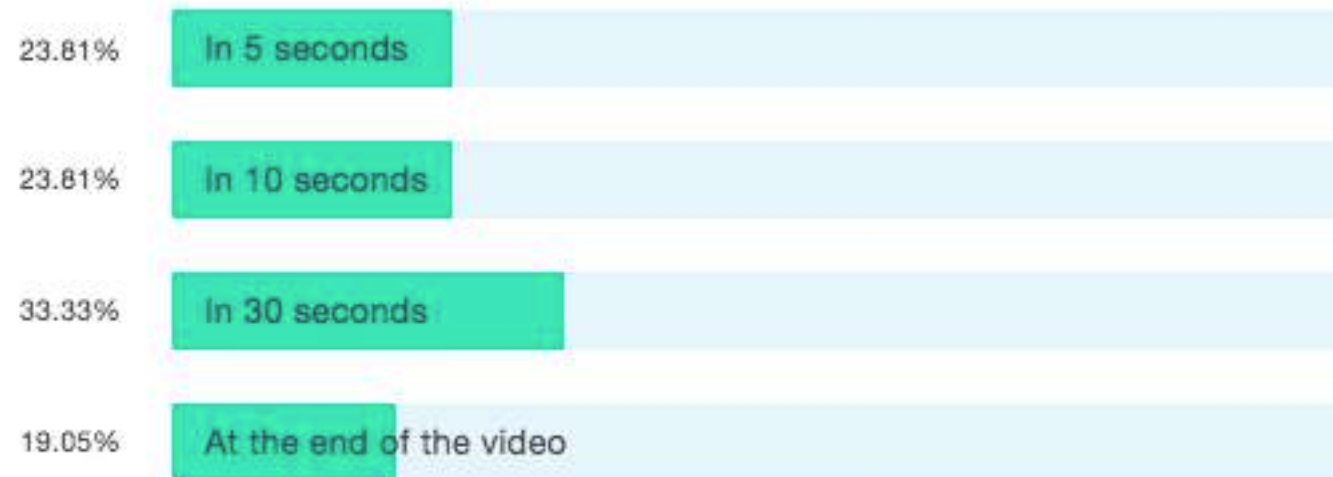
<15  
NOT SO GOOD

**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**

## POLL RESULT

**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



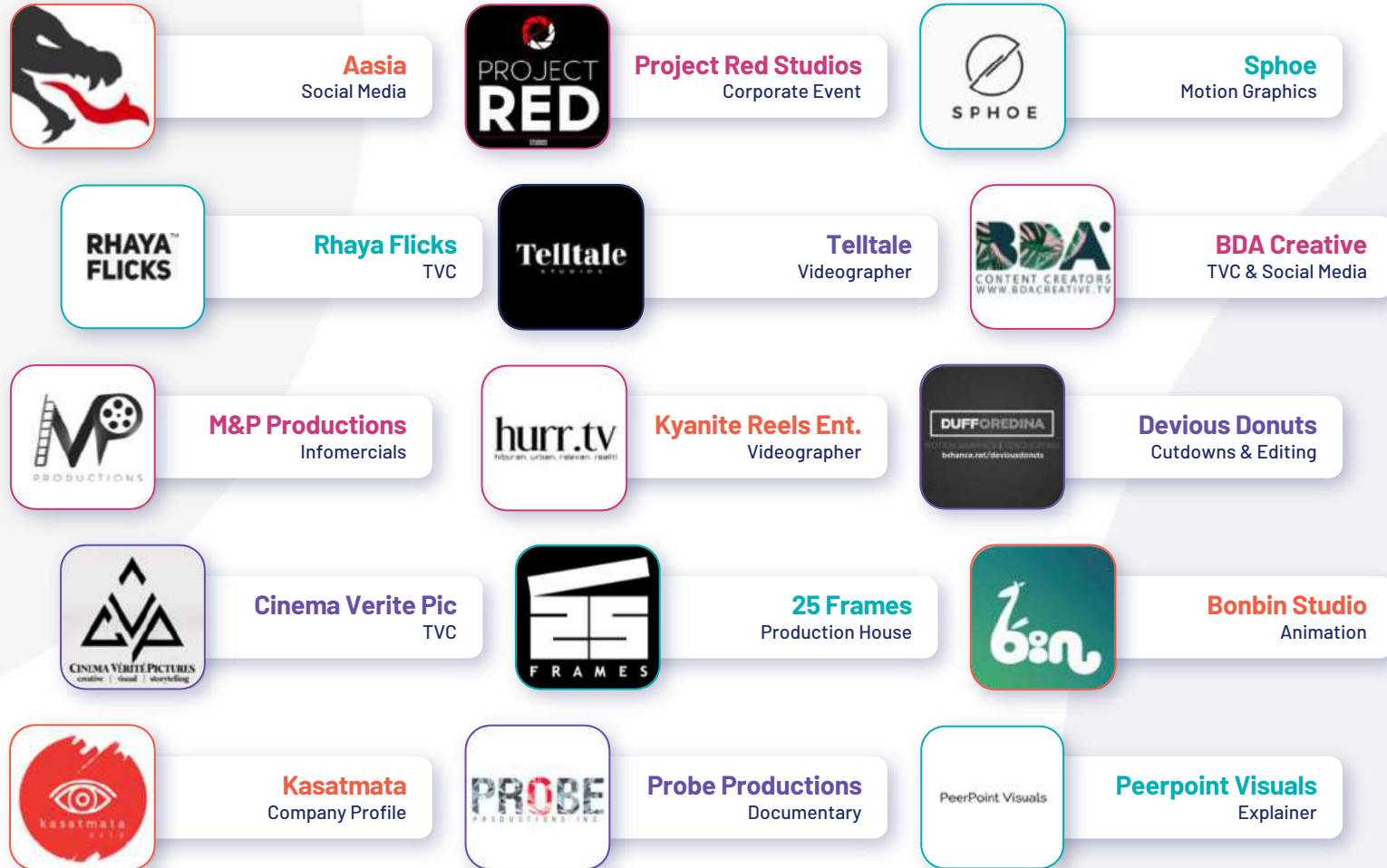
**It sounds easy but actually it's hard.**

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



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)

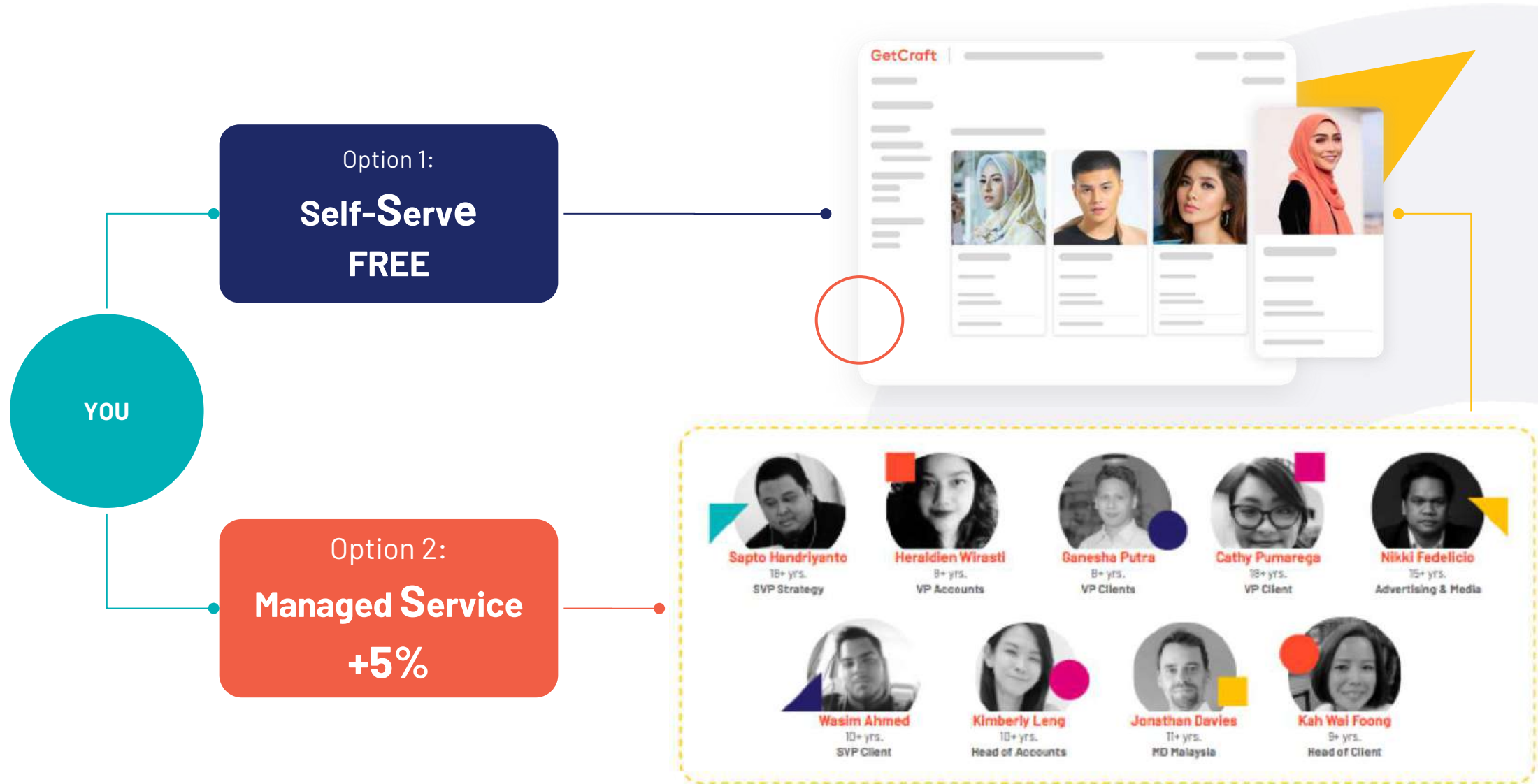
With some of the solutions they provide being as follows:

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

*And more...*



# THERE ARE TWO WAYS YOU CAN WORK WITH US





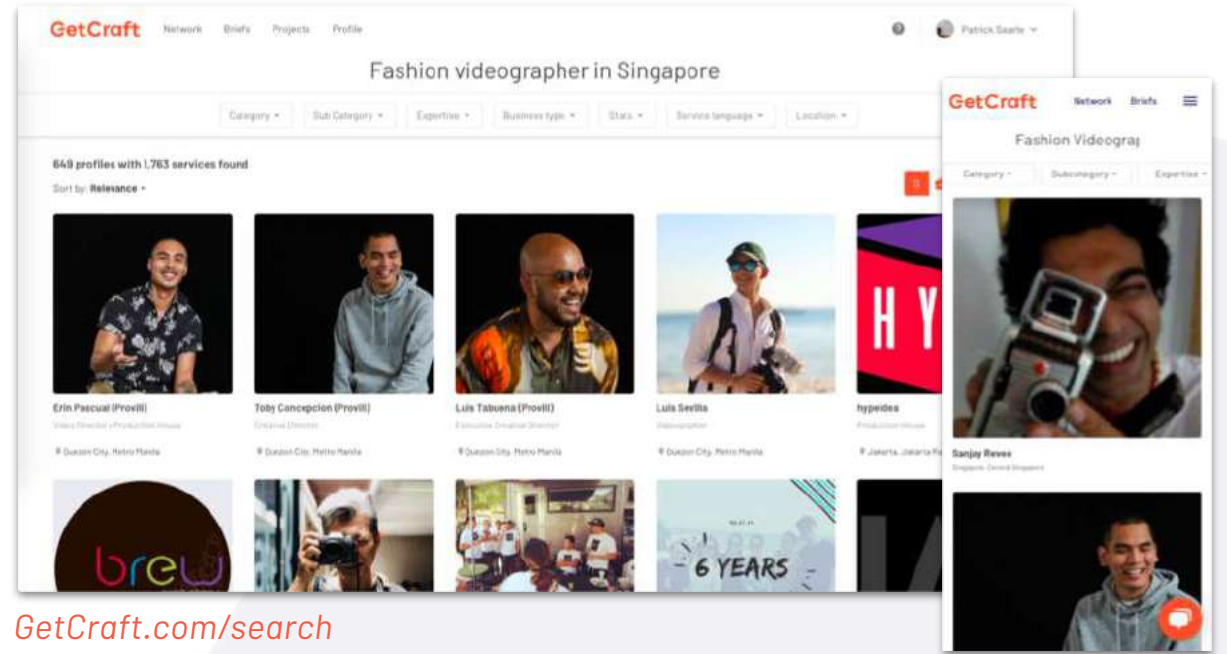
# OPTION 1: SELF-SERVICE

It's now easier than ever to connect with the 9,000+ vetted creative professionals & businesses on the GetCraft Network.

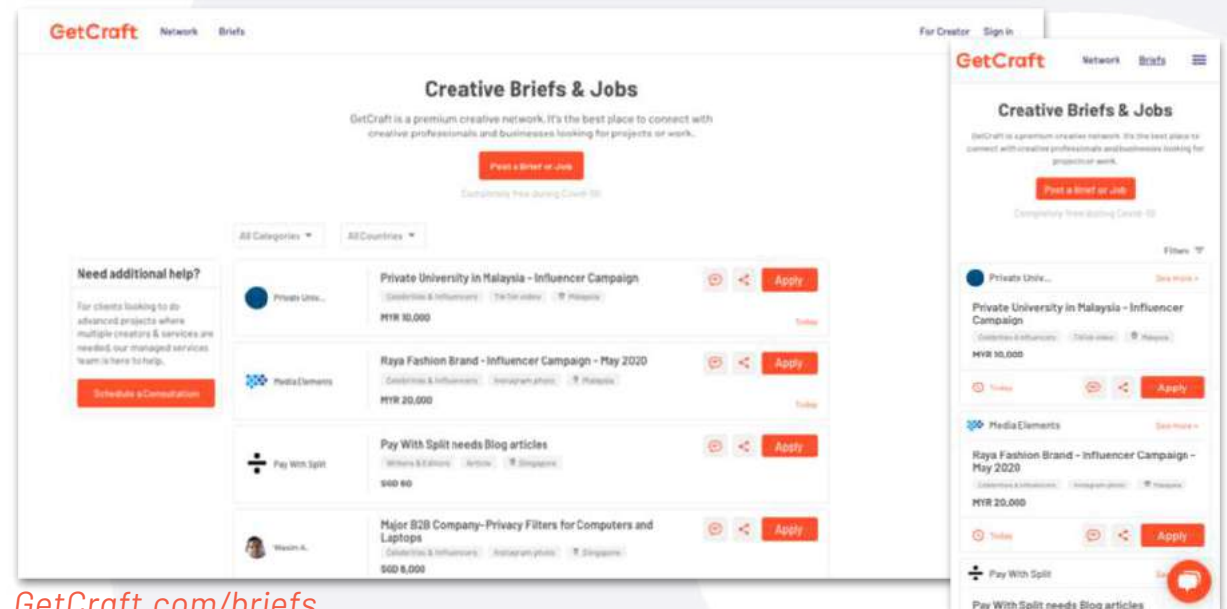
Via the **Network tool** you can search, filter, read descriptions, browse portfolios & directly message creators who fit your requirements.

Or via the **Creative Briefs & Jobs Board** you can submit a short brief & have creators directly contact you if they fit your requirements.

Both of which are **Completely Free** because we monetize by charging our creative professionals & businesses access to these briefs.



[GetCraft.com/search](https://getcraft.com/search)



[GetCraft.com/briefs](https://getcraft.com/briefs)

## OPTION 2: VIRTUAL MANAGED SERVICE

For those looking to ensure that your project runs smoothly & the highest levels of craft are achieved, we now offer a **Virtual Managed Service** solution.

Here you get access to both a **virtual project manager** & **virtual production specialist** to oversee all aspects of your project from start to finish.

For this service we simply apply a **5% managed service fee** to the final creator price.



### Virtual Managed Service Scope of Work

- Brief Writing Support
- Creator Selection
- Project Management
- Creative Quality Control
- Project Reporting & Asset Delivery
- Creator Financing
  
- Chat, Email & Video Support
- Multi-Language Support
- Monday-Friday, 9-6pm



# UPCOMING WEBINARS

- ≡ May 20 - In times of uncertainty, progress through creativity & UGC
- ≡ May 21 - MarTech: Powering Digital Transformation in China
- ≡ May 22 - In conversation with Rohit Dadwal ... **There Is No Playbook For This.....**
- ≡ May 26 - Social Commerce: The Next Normal?
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*Scan me*

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



# THANK YOU

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**MMA**