BUILD WINNING SMARTIES CASE STUDIES

MMA Webinar Series
July 8, 2021

In partnership with:





ABOUT MMA

Global trade association that brings together the full ecosystem of marketers, tech providers and sellers working collaboratively to shape the future.

MMA is 800+ Members strong globally MARKETERS, AGENCIES, MEDIA SELLERS, TECHNOLOGY & OPERATORS



Click to view all global members



OUR PURPOSE

The people we serve, our reason for being, and MMA strategic priorities



Prime Audience: Chief Marketers

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



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



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 & Impact

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

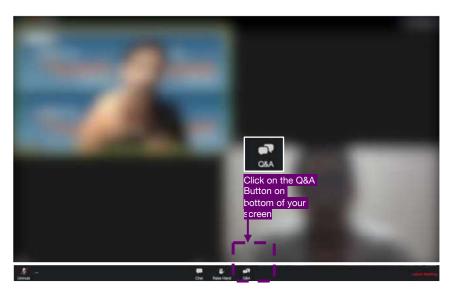


Advocacy

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



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



Namita Ved Head – BD & Strategic Alliances MMA



Anthony Reza Prasetya CEO Indonesia & Group COO GetCraft



MMA SMARTIES AWARDS 2021



MMA SMARTIES AWARDS 2021

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.

| GLOBAL AWARDS | REGIONAL AWARDS | COUNTRY AWARDS | | | |
|---------------|-------------------------------|--|--|-----------------------------------|--|
| SMARTIES X | North America APAC EMEA | APAC India Indonesia Vietnam China | EMEA MENA South Africa Spain Turkey United Kingdom | LATAM Brazil Hispanic LATAM | |



APAC 2021 CATEGORIES

MMA SMARTIES

Marketing Objective

Media Channel

Technology

Creative Awards

Brand Awareness

Cross Channel Integration

Programmatic and Machine Learning

Best Brand Experience in Mobile Rich Media

Consumer Promotions

Cross Mobile Integration

Mobile Audio/Voice

Most Engaging Mobile Creative

Data/Insights

Gaming/Gamification & E-Sports

Connected Devices/ The Internet of Things Best Data Driven **Display Creative**

Lead Generation

Mobile App (includes mCommerce Solutions)

Innovation

Location Targeting

Video Advertising

XR Technology (AR/VR/MR)

Product/Services Launch

Social Impact/Not for Profit

Best Use of **Branded Content**

Social Media Marketing



MMA SMARTIES

ALL 2021 CATEGORIES

| CATEGORIES | | India | Indonesia | Vietnam | China |
|--|---|-------|-----------|---------|-------|
| MARKETING OBJECTIVES CHANNEL | | | | | |
| Brand Awareness / Experience | | Υ | Υ | Υ | Υ |
| Consumer Promotions | Υ | Υ | Υ | Υ | Υ |
| Data/Insights | Υ | | | | |
| Lead Generation | Υ | Υ | Υ | Υ | Υ |
| Product / Services Launch | Υ | Υ | Υ | Υ | Υ |
| Social Impact / Not for Profit | Υ | Υ | Υ | Υ | Υ |
| Purposeful Marketing | Υ | | | | |
| MEDIA CHANNEL | | | | | |
| Cross Channel Integration | Υ | Υ | Υ | Υ | |
| Cross Mobile Integration | Υ | Υ | Υ | Υ | Υ |
| Gaming / Gamification & E-Sports | Υ | Υ | Υ | Υ | Υ |
| Mobile App (includes mCommerce Solutions) | Υ | Υ | Υ | Υ | |
| Social Media Marketing | Υ | Υ | Υ | Υ | Υ |
| Best use of Branded Content | Υ | Υ | | | |
| Contextual / Native Advertising (NEW) | Υ | Υ | | | |
| Seamless Consumer Experience | Υ | | | | |
| TECHNOLOGY CHANNEL | | | | | |
| Mobile Voice & Audio | Υ | Υ | Υ | Υ | |
| Connected Devices / The Internet of Things | | Υ | Υ | Υ | |
| Digital Out of Home (DOOH) | Υ | | | | |
| Banners & Rich Media Advertising | Υ | | | | |
| Innovation | Υ | Υ | Υ | Υ | Υ |
| Location Targeting | Υ | Υ | Υ | | |
| User Generated /Influencer Marketing | Υ | | | | |
| Video Advertising | Υ | Υ | Υ | Υ | Υ |
| XR Technology (AR/VR/MR) | Υ | Υ | | | |
| Best Use of Vernacular Language in Mobile Advertising | Υ | | | | |
| Programmatic & Machine Learning | Υ | Υ | Υ | Υ | Υ |
| CREATIVE AWARDS | | | | | |
| Best Brand Experience in Mobile Rich Media | Y | Υ | Υ | Υ | Υ |
| Best Brand Experience in Mobile Rich Media Most Engaging Mobile Creative | | Υ | Υ | Υ | |
| Best Data Driven Display Creative | Υ | Υ | Υ | Υ | |
| Best Use of User Generated Content for advertising | Υ | | | | |

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.



MMA SMARTIES

2020 INDUSTRY AWARD WINNERS

Marketer of The Year

Brand of The Year



Agency of The Year **Tech Enabler** of The Year



Publisher of The Year



APAC

The Oca Cola Company

Marketer

of The Year

Creative Agency

of The Year

Dentsu DER

Agency Network

of The Year

dentsu

AEGIS

Tech Enabler of The Year



Publisher of The Year



VIETNAM



Marketer

of The Year

Dentsu @ DER

Brand

of The Year

NETFLIX

Agency of The Year



Tech Enabler of The Year



Creative Agency

of The Year

Publisher of The Year



INDIA



Marketer

of The Year

Brand of The Year



of The Year



Tech Enabler of The Year



INDONESIA









JUDGING PROCESS

Judging is done in 2 stages

Online screening by Pre-Screening Council: Total of 35-40 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 prescreeners, 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)

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.

ELIGIBLITY AND CRITERIA

Eligibility

Campaigns active in the marketplace between **January 2020 through June 2021** 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.).



SUBMISSION DEADLINE AND FEE

| Country/Region | On-time Deadline | | | Campaign Eligibility Period | |
|----------------|------------------|-------|-------|--------------------------------|--|
| APAC | July 15 | \$250 | \$300 | | |
| India | July 16 | \$175 | \$200 | | |
| Indonesia | July 15 | \$175 | \$200 | Jan 2020 - Jun 2021 | |
| Vietnam | July 15 | \$175 | \$200 | | |
| China | June 30 | \$175 | \$200 | | |

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.

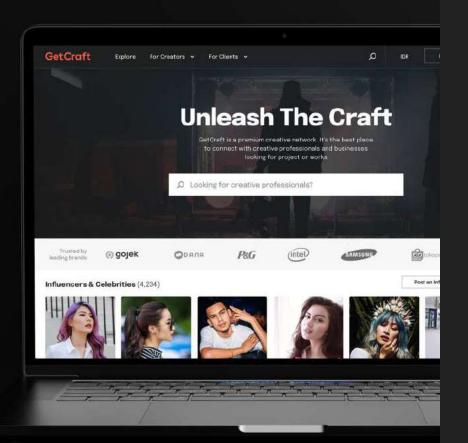




To view the SMARTIES APAC Submission Kit 2021







We are

GetCraft

A Premium Cloud Marketing Platform

The best place to connect with creative professionals and businesses looking for projects or work.

7,000+

1,250+

Creators

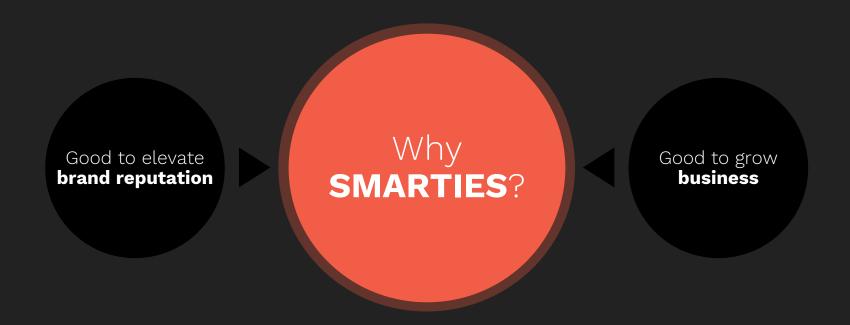
Clients

22,000+

\$24,000,000+

Completed Projects

Payments Processed





It's not only about how good you are, it's also about how good your story is.

Yes you may did an amazing campaign!

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

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

Yes the jury are the ones who decide the winners, but you can help them make the decision

Put yourself in The Jury'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 and see hundreds of submitted videos, in order to decide which one the awards should go to.

Naturally, the videos that are less attractive will not get much of their attention. On the other hand, attractive videos, 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 making their decision by providing them a quality case study.



A simple formula to help you win The Smarties Awards

 $4 \times C = W$

There are 4 C's, which are the 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

It's the **Fundamental** of your story



Content

It's the **Essence** of your story



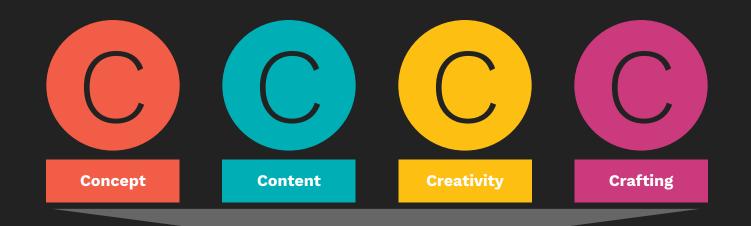
Creativity

It's the **Soul** of your story

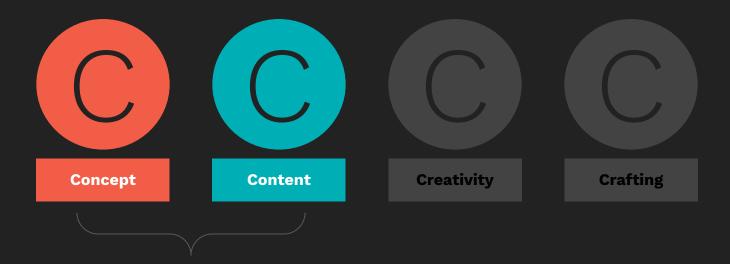


Crafting

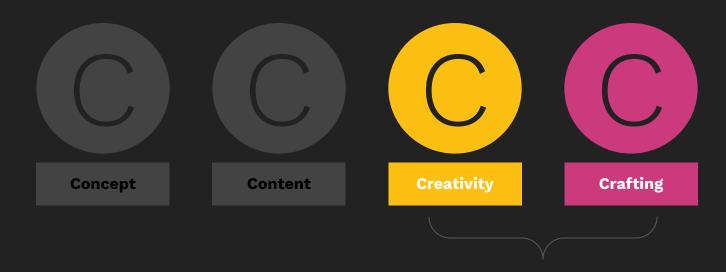
It's the **Charm** of your story







You already have these first two Cs in hand as you already run a successful campaign. You just need to arrange them in the right order.



You need to recreate these last two Cs to correctly address the jury, and to make your whole story relevant to them



How to self-assessing your video case study using the formula of **4xC=W**

Each element of C in the 4C has different attributes. You can self-scoring these attributes using these parameters:

- The lowest value, this means the attribute is still bad
- The middle value, this means the attribute is decent but can be improved
- The highest value, this means the attribute is already good



Concept is the **fundamental** of your case study.

A good concept should have 3 attributes: *Different, Better, Matter*. The stronger your concept is, the better your story will become.

Review your concept by giving score to these 3 attributes:

1 DIFFERENT My campaign concept is different from competitors

1 2 3

Max Score better from competitors

1 2 3

My campaign concept is better from competitors

1 2 3

My campaign concept is better from competitors

1 2 3



Content is the **essence** of your case study.

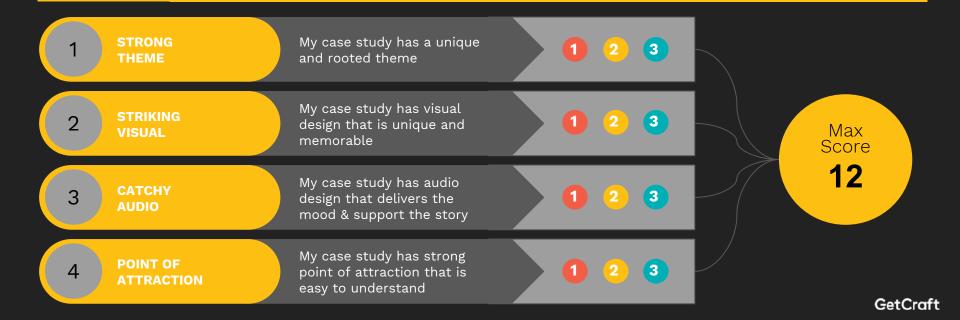
A good content should have 3 attributes: **Establish Challenge, Provide Solution, and Create Impact**. Arrange your campaign information in this order and you'll have a strong story to tell. Review your content by giving score to these 3 attributes:

ESTABLISH My campaign clearly indicate CHALLENGE the challenge to be solved Max My campaign provide a Score **PROVIDE** unique & relevant solution SOLUTION to the challenge My campaign create **CREATE** significant impact to the **IMPACT** consumers & society



Creativity is the **soul** of your case study.

A good creativity should have 4 attributes: **Strong Theme, Striking Visual, Catchy Audio, and Point of Attraction**. There attributes help your case study to have a unique character. Review your creativity by giving score to these 4 attributes:

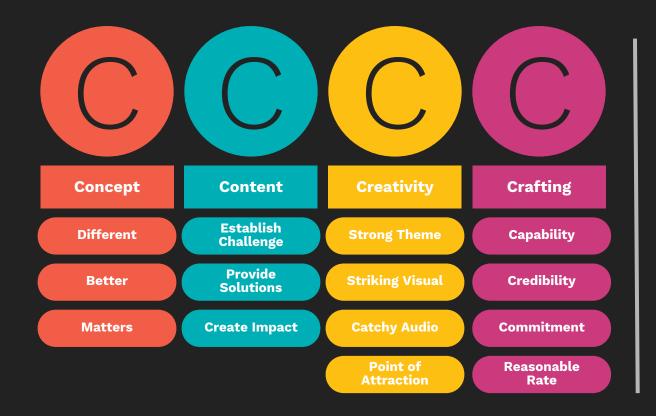




Crafting is the **charm** of your case study.

Let's admit it, **not all of us are good videographers**. We need professional help to create a winning case study, to choose a right production partner you need these attributes: **Capability, Credibility, Commitment, and Reasonable Rate**Review your crafting by giving score to these 4 attributes:



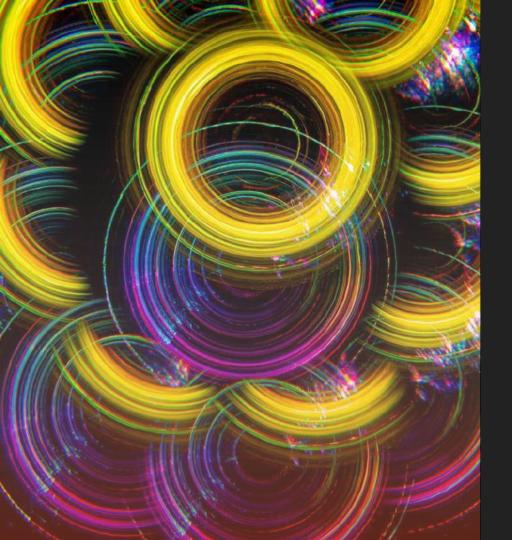


If you can reach at least 32 out of a total score of 42, you have a chance to win SMARTIES

>32 Big chance to win

21-31 Improvement needed

<21 Big Improvement needed



5 seconds rule!

win the jury's attention in the first 5 seconds of your case study video

Sounds easy but it's actually more difficult than we imagine. Remember that a jury has to see tens or 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, in the first 5 seconds, you will help a jury to:

- 1. Be attracted to your video
- 2. Easily digest what you're trying to say
- Leave the jury with a good and deep impression
- 4. Put your video in the follow up bucket for second review or more
- 5. Help him to decide the winner, by choosing your video among others

GetCraft

GetCraft is ready to help you win SMARTIES

You can work with 3,000+ awardwinning video / photography / writing / design professionals and agencies.

With some of the solutions they provide being as follows:

- Videographers
- TVC production
- Commercial photography
- Illustration
- Social media video
- Infographic design

- VR/360 video
- Brand identity design
- Digital Video production
- Logo design
- Article/Copywriting
- Whitepapers / corporate reports





















Directory Screening Process

GetCraft's in-house producers conduct a four stage vetting process for all creator applicants.

To date only 30% of creators successfully make it onto the Directory.



Plagiarism Check

We test all work submitted by the creators for plagiarism, analytics, & quality control checks.



Interview Call

We schedule an interview call with creators to discuss their ways of working & explain more about the craft behind their work



Credibility Check

We conduct a final online background check, followed by reference checks with clients/creators they have previously worked with.



Platform Training

We train the creators on how to use the platform & regularly invite them to trainings so they can upskill their expertise.

Moving forward we will require that all new creators first register for <u>GetCraft Premium</u> before we will initiate this network screening process. Further helping to ensure the premium nature of the network.



Last year we helped 800+ brands & agencies



You can work with GetCraft in two ways:





Option 1

Self Service



Explore The Creative Directory

Simpy search the Directory looking for creators who meet your specific requirements & message them for free.



Post a Creative Job

Post a free job to our Creative Jobs Board where all creators can see & respond if interested.

Both options are completely free as we monetize by charging our creators a monthly subscription fee to apply for these jobs.





Ganesha Dian Putra VP Sales ganesha@getcraft.com 10+ year of experience



Gugi Abdel Permana Sr Account Director gugi@getcraft.com 10+ year of experience



Dheny Rafliandhys Account Director dheny@getcraft.com 10+ year of experience



Antonius Edwin
Account Director
edwin@getcraft.com
6+ year of experience



Yohanna Emerentiana Account Director yohanna@getcraft.com 8+ year of experience



Account Director marina@getcraft.com 15+ year of experience



Irvan Labha
Account Manager
Irvan@getcraft.com
8+ year of experience



Vicka Sapta Kartika Account Manager Vicka@getcraft.com 8+ year of experience



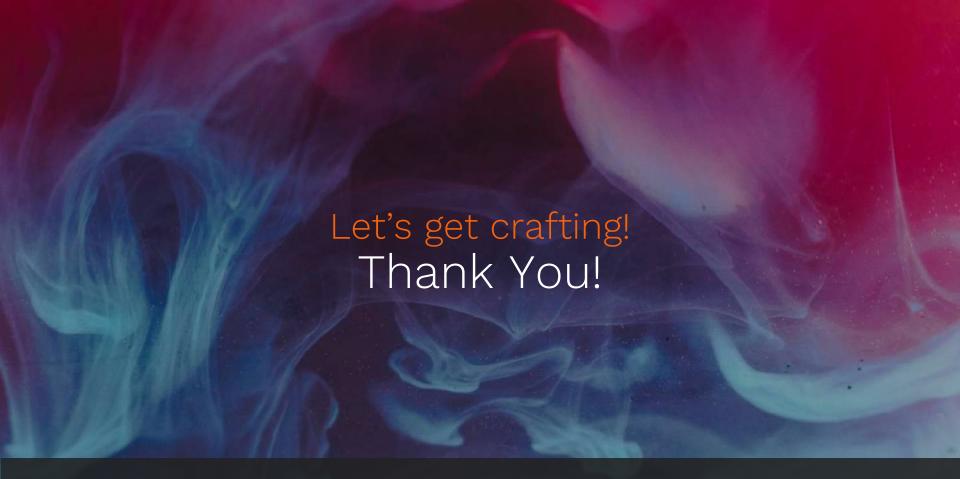
Strategic Account Managers

Managed Service

Schedule a consultation with GetCraft's Managed Service Team who on your behalf can help:

Source the right creators
Brief the creators
Assign a Production Specialist
Assign creators & starts the project
Strategizing & Ideation
Review the first draft & revision
Schedule the second/final review
Manage all creator paperworks & payments
Reporting & recommendation

In the last year we helped 800+ brands & agencies across a range of industries, to help design, produce and promote their campaigns.



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