



AGENCY ENTRY KIT
2021

TABLE OF CONTENTS

<i>ABOUT THE IMC EUROPEAN AWARDS</i>	3
<i>ENTRY PROCEDURE</i>	3
<i>ENTRY FEE & PAYMENT</i>	4
<i>RULES</i>	4
<i>CATEGORIES</i>	6
<i>CASE VIDEO</i>	8
<i>JUDGING PROCEDURE & CRITERIA</i>	9
<i>WINNERS</i>	9
<i>CONTACT US</i>	9

ABOUT THE IMC EUROPEAN AWARDS

The Integrated Marketing Communications Council (IMCC) represents the European standard of brand activation and integrated marketing communication. Our ongoing mission is to celebrate the very best work in each market and to strengthen our international network so we may share our award-winning insights, creativity, and knowledge. The Awards, organised by the European Association of Communications Agencies (EACA) and the IMCC Europe, are open to national award winners of the 8 member countries of IMCC: Austria, Czech Republic, Germany, Greece, Ireland, Italy, Spain, and the United Kingdom.

**Entries from the Netherlands are also eligible to enter the Awards as the country is represented by the Dutch Jury Chair, Renate Vogt, Director at Friends4You.*

The key dates for IMC European Awards 2021 are:

30 November – 5 January 2022	Call for Entries
January	Round 1 Judging
February	Round 2 Judging
February	Winners' Announcement

ENTRY PROCEDURE

Please make sure you read the Entry Procedure and Rules before filling in your entry form.

Before you submit your entry, check that you have:

- received the country organisation's approval
- provided sufficient details on your choice and use of communications/media
- reinforced your story with credible and accurate data in the Evidence of Results section
- referenced all your data sources
- provided any additional information to support your entry
- filled in the credits correctly
- submitted your creative material (a max. 3-minute case movie is mandatory)

*Once you have submitted your entry it cannot be changed.
Entries must be received by 5 January 2022.*

ENTRY FEE & PAYMENT

To enter your campaign, follow the following steps:

1. *Fill in the Entry Form and pay*

Members:

- € 300* per campaign for 1st category
- € 150* for each additional category

Non-members:

- € 500* per campaign for 1st category
- € 250* for each additional category

Payment must be received by 5 January 2022 at the latest on the account of:

European Association of Communications Agencies s.c. (EACA).

Fortis Bank, Rue des Begonias 5-7-9, 1170 Brussels, Belgium

Account No. 001-5806853-24

Swift: GEBA BE BB 36A

IBAN: BE81 0015 8068 5324

VAT No. BE 0422.332.060

One entry fee includes:

- *registration processing*
- *entry processing*
- *judging*
- *one trophy (sent by post)*

Should we not receive the payment by 5 January 2022 your entry will be automatically disqualified.

RULES

- 1) *Campaigns entered into the IMC European Awards should be the highest winning campaign in any national category. If there is no Gold winner, then the Silver winner should be considered and if no Silver, then the selection passes to Bronze. The eligible judged campaign must initially be entered into the same European category as it was in the national competition and only in case there is no equivalent, is allowed to enter in the closest related category. The campaign may then also be entered in multiple categories but must be written appropriately each time to reflect the category's particular emphasis (see 'emphasis note' below each category description'). Member countries are: Belgium, Czech Republic, France, Germany, Greece, Ireland, Italy, Spain, and United Kingdom.*

- 2) *Agencies are responsible for registering and submitting their case(s) but must have the approval of the country organisation.*
- 3) *Advertising companies and agencies may enter more than one campaign.*
- 4) *Campaigns must have run in one IMCC member country between 1 January 2019 and 31 December 2020.*
- 5) *An 'entry' means one case with one choice of category. Should you enter the same case in three categories, this represents three entries and therefore three entry fees.*
- 6) *Every entry is liable to pay an entry fee. Should the entry fee not be paid by 5 January 2022 the case will be automatically disqualified. Entries can be paid online by credit card or by bank transfer.*
- 7) *Case description is split into:*
 - a. *Campaign Background & Summary (200 words)*
 - b. *Description of National Context (200 words)*
 - c. *Objectives (100 words)*
 - d. *Strategy (300 words)*
 - e. *Creative Strategy (300 words)*
 - f. *Evidence of Results (1000 words)*

In order for the judges to understand your market situation and the national context of the campaign please make sure you give as much information as possible.

- 8) *Each entry should be submitted in English. All creative material must be translated into English.*
- 9) *Any campaign can be submitted and all disciplines are welcome.*
- 10) *The length of the submission is limited by the entry form format. This includes charts, statistics, tables and illustrations of the campaign itself.*
- 11) *Any agency failing to complete evidence of results for its entered campaign(s) will receive 0 points for Effectiveness by the judges.*
- 12) *Evidence of Results data must be referenced and entries can be disqualified if the data source is not cited.*
- 13) *You must submit a max. 3-minute case video to showcase the idea behind your campaign.*
- 14) *Entrants are required to complete & submit their entry by the closing date.*

CATEGORIES

There are nine categories in which a case may be entered. More than one category may be chosen per campaign; however, each case must place a different emphasis on the content, depending on the choice of category. The emphasis note, underneath each category explanation, will help to underline what the jury is looking for and the scoring weight given for any entry in that given category.

1. Integrated

Awarded to the campaign that uses at least three different types of media/disciplines (game, direct marketing, instore, sampling, e-mail marketing, word-of-mouth, street performance, event, social, mass-media) to most effectively market a product, service or company. Emphasis: media choice and integration of all media channels, creative look and feel.

2. Experiential / Sponsorship

Awarded to the campaign that best uses experiential marketing activity to achieve its promotional objectives, guerrilla, ambient, PR stunts or any other live activity that disrupts the consumers environment to market a brands key objectives. 360°, AR, VR Live and physical experiences are welcome in this category. Emphasis: engaging live experience.

3. Innovation

Awarded to the campaign that best demonstrates a unique marketing/creative idea or fresh interpretation of an established idea in relation to mechanics, channels of communication, type of incentive and/or approach to the target group. Emphasis: creativity and innovation.

4. Brand / Loyalty

Awarded to the campaign that does the utmost to enhance a brand's/company's image and equity in view of the marketplace and relevant circumstances, using all means of and appropriate communication vehicles. Emphasis: brand activation e.g. feasibility of brand heritage and meaning.

5. B2B marketing

Awarded to the campaign that does the most to market a product or service among business customers: a B2B activity tailored to an identified business need, target audience and business environment. This can include dealer and salesforce activation. Self-promotion campaigns of agencies fall also within this category. Emphasis: B2B target group.

6. Shopper

Awarded to the campaign that combines the best new thinking for pre-, to-, in- and post-store activity with a deep understanding of the consumer to positively impact on the consumption of a brand by changing shopper behaviour. Focusing on the powerful brand currency of intelligent shopper journeys and immersive experiences – captivating audiences at every touch point. This can include traffic creation, point of sale design, instore theatre and any activity in close proximity that contributes to the shopper experience. Emphasis: impact on shopper journey and sales activation.

7. Digital

Awarded to the campaign that uses interactive communication most effectively as the major communication driver via the use of digital media, electronic or other forms of interactive communication to effectively promote a product, service or company. This can include, but is not limited to, websites, microsites, games, search engines, banner ads and instant messaging. Emphasis: use of digital media which clearly drives customers to act directly.

8. Cause, Charity/Non-Profit

Awarded to the campaign that does the most to market a charity or product, service or company while making a positive impact on a social cause of charity. Emphasis: relate non-profit to a brand/service; raise profile of the cause or charity; create awareness on issues: social, economic, political.

9. Small Budget

Awarded to the campaign that achieves all stated objectives while adhering to a small budget. A small budget is considered as less than €25,000. Emphasis: maximum result with a minimum of budget (cleverness).

OVERALL REQUIREMENT

You must state results as well as execution samples to show approach and performance. Emphasis: relevance, consistency, clear creative.

CASE VIDEO

Content

The 3-minute case video that you are required to submit should showcase the idea behind your campaign and how the idea was ultimately brought to life. This video helps jurors understand your case better and visualise how your creative work ran in the marketplace; the jury want to experience your creative work as your audience. All of the creative and communications elements outlined in your written case must relate to your objectives and results which should reflect on the case video.

In your case video, you must touch upon the most important points of your communications and creative strategy. You must also present your objectives and results.

Do Not Include:

- Agency names, logos or images
- Any work that you do not have the rights to (e.g: any music/images that are not part of your creative execution)

Rights & IMC European Awards' Publishing Video Policy

Work submitted must be original or you must have secured rights to submit it. You cannot include any work that you do not have rights to. However, stock music/images are allowed if you have the rights to use them.

Creative material becomes the property of the IMC European Awards. By entering your work into the competition, the IMC European Awards are automatically granted the right to make copies, reproduce or display the creative material, including the 3-minute case video, for education and publicity purposes.

Media	File type
Video	Window Media Player Quick time Real Player Win amp
Audio	MP2 – 48khz stereo at 384 Kbps MP3 WAV
Print	Jpeg or gif
Web	Link (you may need to ask your web technician to reactive the website)
Interactive	Swf file (one file, no links, no infinite loops) Gif files
Other	

JUDGING PROCEDURE & CRITERIA

Judging of the IMC European Awards takes place in two rounds. Round 1 is conducted purely online and round two, composed of the IMCC Board members, is an online video session.

The selection of up to 60 senior jury members from a variety of marketing disciplines (up to 6 from each country organisation) aims to evaluate entries based on proof that integrated marketing communications was key to the success of the campaign. A judge is not allowed to review and provide a score for any entry from their own country. Renate Vogt, Senior Consultant at Wijsman BV, will chair the IMC European Awards 2021.

Judges will be given information for each member country on the economic, political and environmental climate. This will enable them to better understand the different markets and marketing/communication context. Each entry has to be sharp, clear and convincing (less is more) without creating a “cloud” to get around unclear objectives, undefined target groups, etc.

Judges will score on 4 criteria:

- 1 Strategy
- 2 Choice of media
- 3 Creative Strategy
- 4 Effectiveness (Evidence of Results)

Scoring system

The entry briefs are scored on a 1-25 scale per criterion (1 = not effective, 25 = excellent). 100 is the maximum score. Scoring is based on each campaign's success in achieving its specific objectives and demonstrating a strong strategy and use of marketing communications.

WINNERS

The finalists will be announced on the IMC European Awards page (<https://eaca.eu/imcc-europe/>) in January 2022. The full list of winners and the Grand Prix announcement will take place in February 2022.

All winners will be awarded with one trophy which will be couriered to the agency stated on the entry form. Extra trophies can be ordered by contacting Kasia Gluszak via email kasia.gluszak@eaca.eu.

CONTACT US

If you have any questions about the Awards, please do not hesitate to contact: Kasia Gluszak, Project Manager at kasia.gluszak@eaca.eu.