



**EMBRACE
EXTRA
ORDINARY**

2023 B&T Awards Criteria Doc

Friday, 24th November 2023
Hordern Pavilion, Sydney



Criteria and Submission Information:



Key Dates:

Launch/Entries open: **21 June 2023**

Early bird tickets on sale: **21 June 2023**

Entries close: **24 July 2023 (11:59pm AEST)**

Late entries close: **31 July 2023 (11:59pm AEST)**

First round judging: **7 August – 4 September 2023**

Finalists announced: **11 September 2023**

Live-judging day: **27 September 2023**

Early bird tickets end: **6 October 2023**

Awards night: **24 November 2023**

[Online Portal](#)

Judging Period:

Examples of work must have been active in market during this period: **1 August 2022 – 31 July 2023**

Submission Process:

All categories are to be submitted and payment completed ONLINE. Entries into all categories will be submitted online for the 2023 Awards. We are also allowing all awards entries to be submitted as a PDF document.

(see page 3 for page limits).

We will also be showcasing your entry on the B&T Awards Hub, to be launched in November.



Your Entry:

For Agency Of The Year Categories

Please submit your entry as a PDF document of no more than 20 pages – please include your letter from your CFO as one of the pages within the PDF document.

For All Other Categories

Please submit your entry as a PDF document of no more than 5 pages.

For Campaign Related Categories

Please provide a brief summary of the media schedule of the campaign – please submit this in the submission section of the online portal.

JURORS will be assessing many entries so please keep them as concise as possible.

All Entries should not exceed the word counts specified for each category. Must include a video link of campaign or Agency sizzle reel submitted as Youtube or Vimeo link.

Supporting Material

Entries may be accompanied by supporting material (maximum of 10 pieces).

Any supporting material, including print work, screen grabs, radio ads, TVCs, and photographs need to be high res where applicable (300 dpi).

For online work, a live URL together with username and password if necessary, should be supplied in the written portion of the entry.



Your B&T Awards Hub Showcase

Submission:

As a part of your submission process, we will be collecting a 300-word, condensed version of your entry for your showcase. Please ensure that you only include information that you are happy to be made public. We will also collect the full list of agency and personnel credits as a part of your showcase. You will also be asked to include up to 3 attachments (e.g. one hero board and two videos/websites URLs).

Judging:

Second round presentations: Wednesday, 27th September 2023, Sydney. A key element of the B&T Awards is the finalist presentations and the ability of judges to question those about their entry, agency, work and results over and above what is contained in the written entry. Each shortlisted entrant is given 30 minutes of which 20 minutes is devoted to the presentation followed by 10 minutes of questions and answers from the judges.

The Jury:

The jury for each category will be carefully selected to include senior marketers, industry consultants, and people from related, but not competing sectors. There will be no representatives from directly competing agencies on the panel. All judges are required to sign a nondisclosure declaration ahead of judging. Any judge that has a conflict of interest with a particular entry will be required to declare it and will not be allowed to score on that entry.

Auditing:

All entries submitted may be audited at random. Failure to supply additional evidence to the auditor in the prescribed time frame may result in disqualification.

Key Dates:

Entries Close – Monday 24th July 2023

Late Entries Close – Monday 31st July 2023

Live – Judging Day – Wednesday 27th September 2023 – Sydney

Sydney Awards Night – Friday, 24th November 2023 – Hordern Pavilion, Sydney



Agency Of The Year Awards



Advertising Agency

Open to any creative agency in Australia or New Zealand. Full service, strategic, advertising, digital or other specialist agencies are all eligible to enter and the assessment will be based upon the agency's area of expertise. Where an Australian agency has more than one office, the entry should be for the group operation.

Branding, Design & Cx Agency

Open to any agency in Australia or New Zealand. Both stand-alone agencies and departments of larger agencies or organisations are eligible to enter. Where an agency has more than one office, entries in this category should represent the agency's offering across Australia and New Zealand.

Direct Response / Performance Agency

Open to any agency in Australia or New Zealand. Both stand-alone agencies and departments of larger agencies or organisations are eligible to enter. Where an agency has more than one office, entries in this category should represent the agency's offering across Australia and New Zealand.

Emerging Agency

Open to any agency in Australia or New Zealand. Full service, advertising, media, digital, PR, promotional or other specialist agencies are all eligible to enter and the assessment will be based upon achievements within the agency's chosen area of expertise. The agency must have started a new original business after August 31, 2020 and cannot be part of another agency or group.

Experiential / Promotional Agency

Open to any agency in Australia or New Zealand. Both stand-alone agencies and departments of larger agencies or organisations are eligible to enter. Where an agency has more than one office, entries in this category should represent the agency's offering across Australia and New Zealand.

Independent Agency

There are two awards in this category:
Employer with more than 50 employees
Employer with fewer than 50 employees

Open to any agency in Australia or New Zealand that is 100% independently owned, i.e., not owned or part owned by a larger agency group.

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Agency Of The Year Awards

Media Agency

Open to any agency in Australia or New Zealand involved in media planning, buying and/or strategy. Where an agency has more than one office, the entry should be for the group operation.

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Audience³⁶⁰

Pr Agency

Open to any agency in Australia or New Zealand involved in delivering PR services. Where an agency has more than one office, the entry should be for the group operation.

Production Company

Open to any production company in Australia or New Zealand. Both stand-alone companies and departments of larger agencies or organisations are eligible to enter. Where a company has more than one office, entries in this category should represent the company's offering across Australia and New Zealand.

Research Agency

Open to any agency in Australia or New Zealand. Both stand-alone agencies and departments of larger agencies or organisations are eligible to enter. Where an agency has more than one office, entries in this category should represent the agency's offering across Australia and New Zealand.

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State Agency (Nsw, Vic & Qld/Other States/Territories/NZ)

Open to any agency in Australia. Full service, strategic, advertising, media, digital, or other specialist agencies are all eligible to enter, and the assessment will be based upon achievements within the agency's area of expertise. Where the agency is part of a larger network, the entry should represent the output of a single office. Different offices within the same network may enter. Separate shortlists will be selected for NSW, Victoria and Queensland/other states/territories/New Zealand.

B&T Agency Of The Year

Awarded by B&T to one of the winners from the Agency of the Year categories.
This category can't be entered.



Agency Of The Year Awards Criteria

Case Studies

Supply 2 case studies – Each case study should explain, in a maximum of 500 words or less, how the agency helped a client during the period in question. A jury will be looking for clear evidence of strategic thinking, ability to deliver against a brief, effectiveness of the campaign/s, and evidence of success.

Body Of Work

In no more than 500 words, provide the information that best demonstrates the breadth of the agency's abilities within the category under consideration. In the advertising agency categories this should consist of no more than 10 individual pieces of advertising.

Agency Culture

In no more than 500 words, explain what makes the agency distinctive. Judges will be looking for commitment to staff development and retention, how the agency has innovated and evidence of the impact the agency's culture has on its output and a demonstrable commitment to diversity and inclusion.

Commercial Success

Judges will be looking for evidence of the agency's commercial success including new business wins, client retention, revenue and profit growth. Where regulatory or confidentiality issues preclude offering specific figures, percentages are acceptable. This should be articulated in no more than 500 words. Figures and claims should be accompanied by a letter from the agency's financial director or equivalent confirming their accuracy. All judges will sign an NDA prior to judging.

Impact And Momentum

How has the agency adapted to the changing market? How has the agency's behaviour moved the industry forward? What is the agency's vision for the future? Examples might include the adoption of innovative techniques or tools, diversification into new business areas, setting the agenda through new research or commitment to participation in industry forums. No more than 500 words.

SCORING

Case study 1: 10%

Case study 2: 10%

Body of work: 20%

Agency culture: 20%

Commercial success: 20%

Impact and momentum: 20%



OTHER CATEGORIES

*Note: finalists in categories marked with * are required to attend the second round presentation.*

Best Ctv Campaign

The jury will be looking for the best use of CTV in terms of proving measured ROI and meeting quantified business objectives. The entry should demonstrate how the campaign leveraged CTV to meet the client's objectives, and deliver results. The jury will be looking for a strong creative insight specific to CTV (25%); leveraging data and targeting capabilities of CTV to execution (25%) and appropriateness of strategy and solution to the original brief (25%), as well as evidence of effectiveness and success (25%). Campaign must have been live during the judging period. Maximum 1000 words. This entry may also form one of the case studies for the media agency of the year category.

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SAMSUNG Ads

Best Video Campaign

The jury will be looking for video campaigns executed across multiple screens with YouTube at its core: Demonstrate a strong creative insight developing into a story that was adapted across multiple screens (25%). Demonstrate suitability of strategy, solution and execution against the original brief (25%). Show your outcomes: Primarily, delivered effective business results (ROI, brand lift, sales revenue) and secondary, delivered audience engagement (reach, watch time & view duration, sentiment) (50%). Campaigns must have been on YouTube during the judging period. Maximum 1000 words. This entry may also form one of the case studies from one of the agency of the year categories.

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[NEW] Best Integrated Ad Campaign

The jury will be looking for the best integrated ad campaign across multiple media channels: Demonstrate a strong creative insight developing into a story that was adapted across multiple channels (25%). Demonstrate suitability of strategy, solution and execution against the original brief (25%). Show your outcomes: Primarily, delivered effective business results (ROI, brand lift, sales revenue) and secondary, delivered audience engagement (reach, watch time & view duration, sentiment) (50%). Maximum 1000 words. This entry may also form one of the case studies for the advertising agency of the year category.

Best Direct Response Campaign

The jury will be looking for a campaign that elicits a direct response from a brand's target audience: Demonstrate a strong creative insight (25%). Demonstrate suitability of strategy, media channels, solution and execution against the original brief (25%). Show your outcomes: Primarily, delivered effective business results (ROI, brand lift, sales revenue) and secondary, delivered audience engagement (reach, watch time & view duration, sentiment) (50%). Maximum 1000 words. This entry may also form one of the case studies for the advertising agency of the



OTHER CATEGORIES

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Best Digital Campaign

The jury will be looking for a strong creative idea specific to the chosen digital medium or media. Demonstrate a strong creative insight (25%). Demonstrate suitability of strategy, media channels, solution and execution against the original brief (25%). Show your outcomes: Primarily, delivered effective business results (ROI, brand lift, sales revenue) and secondary, delivered audience engagement (reach, watch time & view duration, sentiment) (50%). This category covers all digital channels. Maximum 1000 words. This entry may also form one of the case studies from one of the agency of the year categories.

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twitch

Best Digital Services

This category is opened, but not limited to, search marketing specialists, web build firms and digital design agencies which did not fit into any of the agency of the year categories. Outline, in no more than 1000 words, the company's successes in the past 12 months (30%), innovation and impact on the market (30%) and provide two client testimonials of no more than 250 words each (40%).

Best Digital Transformation

This category is opened, but not limited to companies, who offer integration of digital technology into all areas of a business resulting in fundamental changes to how businesses operate and how they deliver value to customers. Outline, in no more than 1000 words, the company's successes in the past 12 months (30%), innovation and impact on the market (30%) and provide two client testimonials of no more than 250 words each (40%).

Best Media Campaign

The jury will be seeking creative thinking, backed by excellence in understanding media consumption in devising a media campaign that best helps specific clients achieve the set goals. Please set out the brief and how the target was achieved. The jury will be seeking a strong central media idea (40%), the ability to translate this into a detailed plan (30%) and evidence of its success and effectiveness (30%). Maximum 1000 words. This entry may also form one of the case studies for the media agency of the year category.

Best Media Platform

The jury will be looking for a powerful media platform that can demonstrate sustained commercial success (30%), dramatic influence on its market (20%), and demonstrate its value as an advertising vehicle (30%). It should also be able to show progress within the year in question (20%). Maximum 1000 words.

Best Out Of Home Campaign

The jury will be looking for a strong creative idea specific to out of home: Demonstrate a strong creative insight (25%). Demonstrate suitability of strategy, solution and execution against the original brief (25%). Show your outcomes: Primarily, delivered effective business results (ROI, brand lift, sales revenue) and secondary, delivered audience engagement (reach, watch time & view duration, sentiment) (50%). This category covers all out of home channels. Maximum 1000 words. This entry may also form one of the case studies from one of the agency of the year categories.



OTHER CATEGORIES

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Best Pr Campaign

The jury will look at a campaign developed by a PR agency for a single client. They will be seeking to understand the client's original brief, the insight that went into understanding the client's needs (30%), the strategy developed to deliver on this (40%) and the effectiveness of the implementation (30%). Maximum 1000 words. This entry may also form one of the case studies for the PR agency of the year category.

Best Radio/Audio Campaign

The jury will be looking for a strong creative idea specific to the chosen medium of audio/ radio (25%); execution (25%) and appropriateness of strategy and solution to the original brief (25%), as well as evidence of effectiveness and success (25%). This category covers all radio channels, including digital radio, as well as podcasts, streaming services and connected home devices. Entries must demonstrate ideas that are wired for sound; work that communicates a brand message through audio excellence, sonic innovation or superior aural storytelling. Maximum 1000 words. This entry may also form one of the case studies from one of the agency of the year categories.

Best Regional Media Campaign

This category is open to all campaigns which were active in regional markets during the judging period. In this instance, 'regional' is defined by any market outside of the metropolitan areas of Sydney, Melbourne, Brisbane, Adelaide and Perth. Please outline the brief, key communication objective/s and the success measures, including specific targets. (Indexing is acceptable for confidentiality purposes). The jury will be seeking a strong central media idea (30%), how you translated the idea into a comprehensive plan (30%) and evidence of campaign success and effectiveness relative to your brief's targets (40%). Maximum 1,000 words. This entry may also form one of the case studies for the media agency of the year category.

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Best Tv Campaign

The jury will be looking for a strong creative idea specific to TV: Demonstrate a strong creative insight (25%). Demonstrate suitability of strategy, solution and execution against the original brief (25%). Show your outcomes: Primarily, delivered effective business results (ROI, brand lift, sales revenue) and secondary, delivered audience engagement (reach, watch time & view duration, sentiment) (50%). This category covers all TV platforms, campaign must have appeared on free to air or subscription television during the judging period. Maximum 1000 words. This entry may also form one of the case studies from one of the agency of the year categories.

OTHER CATEGORIES

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Best Use Of Tech

This category highlights examples of marketing that leverages technology to effectively showcase a brand or to drive an effective response. Judging will be based on the creative idea behind the campaign (25%), the experience delivered through the campaign that could only be achieved by harnessing the power of tech (25%), the appropriateness of strategy and solution to the original brief (25%), and demonstrable proof of effectiveness and success (25%). Maximum 1000 words.

Best Use Of Social Media

This category caters to all forms of social media platforms and applications. Examples of types of applications include but are not limited to social commerce, social networking, location-based services, entertainment, advertising campaigns, reviews and opinion, information aggregators, blogging sites as well as product and services. Judging will be based on the innovative and effective use of online communities (35%), engagement with these communities (35%) and the success achieved as a result (30%). Maximum 1000 words.

Best Use Of Sponsorship

The jury will be looking for the creative activation of a brand sponsorship of a sports, arts, media or special projects event. Demonstrate a strong creative insight (25%). Demonstrate suitability of strategy, solution and execution against the original brief (25%). Show your outcomes: Primarily, delivered effective business results (ROI, brand lift, sales revenue) and secondary, delivered audience engagement (reach, watch time & view duration, sentiment) (50%). Maximum 1000 words.

Best Content Marketing Strategy

The jury will be looking for a thorough overview of a content marketing project. Credit will be given for creativity and innovation (25%); the strategy (25%); evidence of its effectiveness such as measurement of lead generation, sales conversion and increased brand awareness (25%); audience reach and the overall impact on the brand/product (25%). Maximum 1000 words.

Data-Driven Marketing

The jury will be looking for examples of a campaign that demonstrates the in-depth use of data to drive the marketing process with insight into return on investment. Winning entries will do more than focus on post-campaign analytics. They will go beyond the usual data sources or use that data in more sophisticated ways. Maximum 1000 words. Credit will be given for how the data was gathered (30%), a demonstration of how the data was used (40%) and evidence of effectiveness and ROI (30%). This category is open to both agencies and marketing teams.

The B&T Award For Bravery

This category aims to recognise campaigns involving a high-risk idea/ execution. Judges will look for the overall creativity and innovation within the context of the brief and against the objective of the campaign (30%), bravery involved in taking the risk – including how the risk was identified and managed (40%), learnings from the campaign (30%). Please note: the outcome of the campaign does not influence the scoring of this category as the judges will award points based on level of bravery and lessons learned. Maximum 1000 words.



OTHER CATEGORIES

*Note: finalists in categories marked with * are required to attend the second round presentation.*

Diversity – The Work

The B&T Award for Diversity – The Work celebrates brilliant, culture-shifting work. A campaign or execution that pushes boundaries, promotes conversation and highlights the lives of multicultural, under-represented and marginalised Australians.

Judges will look for the overall creativity and innovation within the context of the brief and against the objective of the campaign (50%) and quality of execution (50%). We welcome entries big and small. Please note: the outcome of the campaign does not influence the scoring of this category as the judges will award points based on how the work promotes conversation and highlights the lives of multicultural, under-represented and marginalised Australians. Maximum 1000 words.

Marketing Team Of The Year

The jury will be looking for the in-house marketing team that has achieved the most for a brand or related group of brands in the past 12 months. This will include insight into the issues faced by the brand, strategy, coordination of partners including advertising, media and PR partners and successful outcomes. Maximum 1000 words. The submission can be self-nominated or put forward by an agency on behalf of their client, with the client's permission.

Demonstrate a strong insight in relation to the marketing challenge/objective (25%). Demonstrate suitability of strategy, solution (25%). Show your outcomes: Primarily, delivered effective business results (ROI, brand lift, sales revenue etc).

Finalists are required to present to the jury.

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ATOMIC 212^o

Marketing Technology Company Of The Year

This category is intended to recognise companies which provide the marketing, media and advertising industry with technological solutions that help it to do its job better. Judges will be looking for the firm which has had the most profound impact on the Australian landscape in the judging period, but with an eye to the future. The type of companies might include, but are not limited to, programmatic technology companies, analytics companies, app developers, marketing automation platforms etc. Outline, in no more than 1000 words, the company's successes in the past 12 months (30%), innovation and impact on the market (30%) and provide two client testimonials of no more than 250 words each (40%).

Finalists are required to present to the jury.

OTHER CATEGORIES

*Note: finalists in categories marked with * are required to attend the second round presentation.*

People & Culture Award

There are two awards in this category:

Employer with more than 100 employees

Employer with fewer than 100 employees

Additional criteria: entering company must have been in operation in 2018 or earlier.

Open to any Australasian company working underneath the marketing umbrella, including marketing departments, agencies and media teams. Entrants should provide: statement of core company values, evidence of programs and/or initiatives currently in place to support the company core values, in no more than 300 words (10%); individual staff case studies of no more than 500 words each, in the words of the relevant appropriate staff member detailing their own experiences at the company. One should be for a member of staff who joined during 2021/2022, the other for a member of staff who joined in 2019 or earlier (20% each); in no more than 500 words, evidence of a well thought out and executed recruitment policy that delivers the best people for the job (20%); in no more than 500 words, demonstrate company culture including employer's commitment to health and wellbeing, commitment to work/life balance and building team morale. Investment in training and staff retention and a demonstrable commitment to diversity and inclusion (30%). Evidence such as third-party employee opinion surveys will be well regarded.

Finalists are required to present to the jury.

