



IN PARTNERSHIP WITH



CRITERIA AND SUBMISSION INFORMATION

KEY DATES:

Entries close – Monday 19th July 2021 (5pm AEST) – on-time entry fee \$399 + GST/entry
Late entries close – Monday 26th July 2021 (5pm AEST) – late entry fee \$499 + GST/entry
Live-judging day – Monday 11th October 2021 – Sydney
Awards night – Friday, 12th November 2021 – Hordern Pavilion, Sydney

ONLINE PORTAL:

<https://bandtawards.com.au/submissions/>

JUDGING PERIOD:

Examples of work must have been active in market during this period – 1 August 2020 – 31 July 2021



SUBMISSION PROCESS:

All categories are to be submitted and payment completed ONLINE via our online portal:
<https://bandtawards.com.au/submissions/>

Please note that due to hygiene requirements as a result of COVID 19, entries into all categories will be submitted online for the 2021 Awards. We are also allowing all awards entries to be submitted as PDF document (see below for page limits). Furthermore, 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 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.

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: Monday 11 October 2021, 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. Sydney-based teams are required to present in person, however teams from interstate and New Zealand, have the option to submit a 20 minute presentation, shot in a single unedited take from a fixed camera. A representative from the shortlisted team will then be expected to be available for a telephone conference immediately after the jury is shown the presentation.

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 auditor in prescribed time frame may result in disqualification.

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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, 2018 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

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.

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.

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.

SHOPPER MARKETING AGENCY OF THE YEAR

Open to any strategic shopper marketing, BTL marketing or promotional marketing agencies 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.

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.

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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%

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OTHER CATEGORIES

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

NEW - BEST YOUTUBE CAMPAIGN

The Jury are looking for YouTube campaigns that: Demonstrate a strong creative idea (e.g. best practice, storytelling, innovative use of the platform) (25%). Demonstrate suitability of strategy, solution and execution against the original brief (25%). Primarily, delivered effective business results (ROI, brand lift, sales revenue) and secondary, delivered audience engagement (reach, watchtime & view duration, sentiment) (50%). This category is for entrants that have used YouTube as a primary campaign channel. Business results, strategy, solution, execution and creative will be judged on YouTube specifically. 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.

BEST AD CAMPAIGN

The jury will be looking for creativity and innovation within the context of the brief and against the objective of the campaign. Credit will be given for the central idea (25%), quality of execution (25%), evidence of effectiveness (25%), integration in multiple media channels (25%). Maximum 1000 words. This entry may also form one of the case studies for the advertising agency of the year category.

BEST DIGITAL CAMPAIGN

The jury will be looking for a strong creative idea specific to the chosen digital medium or media (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 digital channels. Maximum 1000 words. This entry may also form one of the case studies from one of the agency of the year categories.

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%).

NEW - 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 client 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.

NEW - 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 the chosen medium (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 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.

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 in to 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.

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OTHER CATEGORIES (CONT.)

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

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.

BEST TV CAMPAIGN

The jury will be looking for a strong creative idea specific to the chosen medium (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 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.

BEST USE OF AR/VR

Key requirements for an effective advertising campaign is that it should be memorable, it should speak to the consumers, and it should be immersive. Many brands have turned to Augmented Reality and Virtual Reality for this purpose. This category highlights examples of marketing that leverages AR or VR 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 AR/VR (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. Credit will be given for the idea behind the association (25%) the strategy (25%), the execution (25%) and evidence of its effectiveness (25%). 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.

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.

NEW - THE B&T AWARD FOR DIVERSITY - CHAMPION

A person from any cultural background who embodies progress and imagination. He/she/they has championed peers and colleagues, creating breakthrough developments and/or improvements to build a more inclusive, ethnically diverse environment for all. Open to creatives, clients, CEOs, HR, producers, casting agents and more. We're looking for examples of leadership, passion and courage that drive our industry forward. Maximum 1000 words.

The jury will be looking for the most significant contribution the nominee has made to the retention, progression, satisfaction or development of culturally diverse individuals or groups within their organisation and/or the profession in the judging period of 1 August 2020 to 31 July 2021 (50%). References - Two individual references of no more than 500 words each, from appropriate culturally diverse staff members/mentees detailing their own experiences with the nominee (40%). Impact and momentum: How has the nominee adapted to the changing market? How has the nominee's contribution moved the industry forward? What is the nominee's vision for the future? Examples might include setting the agenda through new research, driving positive change for diversity and inclusion within the business and the wider industry, and commitment to participation in industry forums (10%).

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OTHER CATEGORIES (CONT.)

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

NEW - THE B&T AWARD FOR DIVERSITY - INDIVIDUAL

An individual from a culturally diverse background who is simply brilliant at what he/she/they do. A standout in their field, whether it be creative, design, strategy, account management, client side or beyond, this person is highly respected for their talent. Maximum 1000 words.

A brief overview of what the nominee has achieved for the business in the judging period of August 1, 2020 to July 31, 2021 to the advertising and media profession, and the wider community. Please include details of the nominee's culturally diverse background (50%). Supply 1 case study - Explain how the nominee helped the business/a client during the period in question, including how their culturally diverse background informs their work. The jury will be looking for clear evidence of strategic thinking, ability to deliver against a brief, effectiveness of the work, and evidence of success (20%). Impact and momentum: How has the nominee adapted to the changing market? How has the nominee's contribution moved the industry forward? What is the nominee'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 (20%). At least one reference from either an employer, colleague, community leader, academic or client must be included with the entry (10%).

NEW - THE B&T AWARD FOR 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 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. **Finalists are required to present to the jury.**

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.**

PEOPLE & CULTURE AWARD*

There are two awards in this category:

Employer with more than 100 employees
Employer with fewer than 100 employees

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 2019/2020, the other for a member of staff who joined in 2017 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.**

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