



Entry Kit

Early entry deadline: Tuesday, 6 October 2015
Final entry deadline: Tuesday, 13 October 2015

Editor's introduction

Now in its second year, **Campaign Asia-Pacific**, in association with **Roth Observatory International**, is delighted to announce the 2015 call for entries for the Agency | Marketer Partnership Awards, which sets out to recognise Asia-Pacific's most effective client-agency relationships.

While speed, efficiency and effectiveness have become even more critical for brands to succeed in these challenging times, a strong client-agency relationship is essential in producing the most creative work and can help bring a new level of insight and intelligence to brand strategy.

This year, we have split the Agency | Marketer Partnership Awards into two categories: Single Agency / Discipline, and Multiple Agencies / Disciplines. These awards aim to showcase the global and regional partnerships that have delivered outstanding work and sustainable ROI over time, and ultimately to bring the importance of the client-agency relationship to the forefront.

We look forward to receiving your entries. Good luck!



Atifa Silk
Brand Director
Campaign Asia-Pacific

The Agency | Marketer Partnership Award

Entrants must have had an established relationship of at least 2 years or longer between an individual brand and an individual agency, and it has to be in existence for at least part of the stated entry eligibility period, October 1, 2014 to October 13, 2015.

Agencies and marketers must complete the entry together, and construct a clear and relevant case which demonstrates that their partnership has driven marketing excellence. This case can be supported with third-party endorsements from the likes of media and other marketing services partners.

This year, the award is split into two categories to recognise the best client-agency partnerships in Asia-Pacific.

Agency | Marketer Partnership Award – Single Agency / Discipline

This award recognises the best global and regional partnerships that have delivered outstanding work and sustainable ROI between a single agency from any discipline and a client. The effectiveness of the relationship has to be seen to be measurable – with a range of measures being considered such as marketing effectiveness, industry recognition and awards, performance reviews, performance-based incentives and more.

Agency | Marketer Partnership Award – Multi Agencies / Disciplines

This award recognises the best global and regional partnerships that have delivered outstanding work and sustainable ROI between multiple agencies from any discipline and a client. The effectiveness of the relationship has to be seen to be measurable – with a range of measures being considered such as marketing effectiveness, industry recognition and awards, performance reviews, performance-based incentives and more.

Judging

Judges will score the submission against the following criteria:

Marketing Challenge & Objectives (10%)

In what context was the partnership started, what were the significant challenges and what goals were set for the partnership to achieve?

Partnership Strategy & Innovation (30%)

Fresh and unique thinking on the Agency | Marketer Partnership, which enabled better working processes and procedures and eventually superior marketing outcomes.

Partnership Performance Overview (30%)

How the Agency | Marketer Partnership actually performed – based on formal and informal partnership review procedures. This can also include 3rd party testimonials from partners who have observed the relationship's success.

Partnership Results & Achievements (25%)

The impact of marketing initiatives on business performance – what was achieved versus targets – as well as any industry recognition for the work produced.

Partnership Showcase (5%)

A video compilation (up to 3 minutes) which best showcases the Agency | Marketer Partnership (video may include interviews and endorsements from both agency and client leaders)



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Agency | Marketer Partnership Award is produced by Haymarket Media group limited, the publishers of *Campaign Asia-Pacific*

GENERAL ENTRY RULES AND INFORMATION

Entries and nominations will be accepted from the entire Asia Pacific region.

All entries should include achievements within the period of the partnership from October 1, 2014 to October 13, 2015. Written entries which exclude achievements within the stated partnership period will be disqualified.

Campaign reserves the right to reject work it feels does not comply with the spirit of the awards.

Entry fees & deadline

Early entry deadline: Tuesday, 6 October 2015, 6pm HK/SG Time

Final entry deadline: Tuesday, 13 October 2015, 6pm HK/SG Time

Early entry discount for each submission: US\$150

Entry fee for each submission received after October 6: US\$200

A separate fee is required for each category submission. Entry fees are due upon submission. No refunds will be made for incorrect, withdrawn or disqualified entries.

Entries unpaid by October 13, 2015 may be disqualified and Haymarket Media Ltd will retain the right to claim for unpaid entry fees.

All entries must be completed using the Agency | Marketer Partnership Awards entry template. Entries not completed on the template will not be eligible.

To obtain an entry template or for enquiries, please contact:

Eunice Boo

Email: entries@haymarket.asia

Confidentiality

All materials remain confidential to the judges but the organiser reserves the right to retain entries for subsequent publication. Entrants may indicate on their entry form various sensitive parts of their entry by **highlighting text in yellow** and/or mark as "Not for Publication", and information marked as confidential will be treated as such.

Winners announcement

The winners of the Agency | Marketer Partnership Awards will be announced at the Campaign Asia-Pacific Agency of the Year Awards in Singapore on December 10, 2015 and the organisers will send an email to all participants on their application status at the end of November.

The awards presentation

The winners of the Agency | Marketer Partnership Awards will be presented with a trophy at the Agency of the Year Awards dinner held in Singapore on 10 December 2015. Please note that the Agency | Marketer Partnership Awards is independent of Agency of the Year Awards.

ENTRY AND SUPPORT MATERIAL GUIDELINES

Entry submission

Entries are to be submitted via the 'Enter Now' link on

www.aoyawards.com/network

Please select "Agency | Marketer Partnership Award" category to enter.

Each entry must include the following:

- Completed entry form
- Online submission of a maximum 10 single-sided pages of A4 paper in word or pdf format – completed using entry template provided
- Support materials in a microsite/landing page or uploaded online (follow format requirements)
- 3 compulsory hi-res images used to showcase the partnership if awarded
- 1 video (up to 3 minutes) which best showcases the client-agency relationship (video may include interviews and endorsements from both agency and client leaders)
- Total payment for all entries submitted
- Nominated person to collect trophy should entry win
- If you have submitted any video(s) as a support material on the entry system, send 3 copies of DVDs containing hi-res versions of **ALL the same videos submitted online** (in H264 compression, 1280 x 720, aspect ratio 16:9, and in .mp4, .avi, .mov, .mpeg2, or .avi formats) to:

Agency | Marketer Partnership Award 2015

Attention: Eunice Boo

Haymarket Media Ltd

21 Media Circle, #05-05 Infinite Studios

Singapore 138562

Tel: (+65) 6579 0556

* Please label the DVDs with the entry number assigned to you on the email confirmation that you received upon completion of your online submission. Haymarket reserves the rights to publish the video wholly or in part.

Written entry

The written entry must be submitted on the template in no more than 10 single-sided pages of A4 paper in word or pdf format. Entries which are not prepared using the specified template may be disqualified. Please mark sections that are not for publication on your written submission.

Support materials:

Please remember that the written entry should be considered the key part of your submission, the support materials submissions allow you to provide data results or examples of advertising and the actual work carried out. Support materials should be provided in digital format ONLY, and limited to:

- A maximum of ten (10) examples of creative works. This could include PDFs of print ads, TV ads, websites and even data reports etc.

Notes:

1. All support materials for judging should be provided following the format guidelines stipulated below.
2. All materials in languages other than English must be submitted with translation.
3. No supporting material can be returned after judging.
4. Any supporting data must be accompanied by an indication of the source of reference. If your agency is the source of research, please reference "Agency Research".
5. Support materials not provided in digital format or according to the specifications listed below will not be considered.
6. Only support materials supplied with the entry will be used in the event of an entry being shortlisted or winning. Entrants will not be asked for additional support materials after entry submission.

Support material formats for microsite or online submission

- **Documents** File size: Less than 5MB
File formats: .doc, .ppt, .pdf
- **Pictures/Photographs** File size: Less than 5MB
(At least 300 dpi, RGB) File formats: .jpg, .png, .gif
- **Audio** File size: Less than 5MB
File formats: .mp3
- **Animations/Videos** File size: Less than 25MB
File formats: .mp4, .avi, .mov, .wmv, .mpeg, .mpeg2, .swf

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ENTRY AND SUPPORT MATERIAL GUIDELINES

Terms & Conditions

Please ensure that each entry complies with the following rules. Failure to follow the rules may result in your entry being disqualified at an early stage in the judging process.

- Entry forms must be fully completed with Agency, Brand, Geographical reach, Partnership duration and Marketing Budget.
- Only the entries that follow the prescribed format as stated in the entry kit will be accepted.
- Entries not in English should be accompanied by a translation.
- The judges determine if an entry is worthy of shortlist or winning. The judges' decisions are final and neither the organisers nor the judging panel will enter into any correspondence about them.
- The organisers reserve the right to publish all entries wholly or in part, as case studies or for publicity purposes.
- Entrants may mark various sensitive parts in their submission as "Not for publication" and tick the "Confidentiality request" box on the online entry form provided these restrictions are not used excessively.
- Entries are non-returnable.
- Upon submission of the entry, entry fees are chargeable and you will be liable to pay for the entries, even in the event of disqualification, entry withdrawal, duplicate submissions or non-endorsement by clients.
- Entries unpaid by October 13, 2015 may be disqualified and Haymarket Media Ltd will retain the right to claim for unpaid entry fees.

For enquiries, please contact:
Eunice Boo
Email: entries@haymarket.asia

Payment methods

Entry fees are payable in USD. On the online registration system, there are four payment methods to select from:

Credit card online

You will be redirected to our secure payment gateway, AsiaPay, where you key in all your credit card details. For this payment option, a 2.65% bank surcharge is applicable for the use of Visa/Master credit cards; while a 3.91% bank surcharge is applicable for the use of AMEX credit cards.

Credit card offline

Print out the offline credit card form and the confirmation email sent to you, fill out your credit card details as requested and fax it back to +65 6224 6102 or scan/email to hanielyin.wong@haymarket.asia (cc: entries@haymarket.asia). For this payment option, a 2.65% bank surcharge is applicable for the use of Visa/Master credit cards; while a 3.91% bank surcharge is applicable for the use of AMEX credit cards.

Cheque / Bank draft

The cheque / bank draft should be made payable to "Haymarket Media Ltd". Please attach it to the print out of your confirmation email and send it to:

Agency | Marketer Partnership Award 2015

Attention: Eunice Boo
Haymarket Media Ltd
21 Media Circle, #05-05, Infinite Studios
Singapore 138562
Tel: (+65) 6579 0556

Bank transfer

For this option, you will have to bear ALL bank charges related to this transaction. Please do indicate that to the bank clearly when making the transfer.

Beneficiary Name: Haymarket Media Ltd

Beneficiary address: 23/F, The Centrium, 60 Wyndham Street, Central, Hong Kong

Bank Name: CitiBank N.A., Hong Kong

Bank Address: 40/F Citibank Tower, Citibank Plaza, 3 Garden Road, Central, Hong Kong

USD Account No.: 006-391-61553174

HKD Account No.: 006-391-61553182

Swift Code: CITIHKHX

Upon successful bank transfer payment, please email hanielyin.wong@haymarket.asia (cc: entries@haymarket.asia) a scanned copy of the transaction proof, clearly stating the entry numbers the payment is for.

