

M&M GLOBAL 2024 CATEGORIES



NEW: Best Campaign for a Specific Audience

This category recognises the effective execution of a campaign targeted towards a niche audience. Judges will be looking at how the campaign has used insight to target a specific demographic based on various groups including gender, age, interests, intent to purchase, culture and other niche audiences.

Entrants should demonstrate how the strategy behind the campaign resonated with the target audience and its success in delivering the client's key objectives.

This category can include campaigns which have used a variety of channels ranging from publishing and TV to OOH and digital to reach niche audiences.

NEW: Best International Media Campaign created in the UK

This category is looking to reward the best media campaigns, which have been created by companies based in the UK and implemented in at least two different countries around the world.

The jury will be looking at how successful the work has been in the countries it was implemented. Judges will be looking for evidence of how the work has met and surpassed the clients' objectives and delivered outstanding results. The category is open to media owners, adtech companies, agencies and clients based in the UK who are operating around the globe.



This category has been created in partnership with the IAA UK Chapter*

** IAA members will receive the early bird rate (£390) for this category throughout the entering process.*

NEW: Best Retail Media Campaign

This category will award the best campaign focused on retail media, which could be offline, online, or a combination of both.

The winning work should demonstrate how and why a brand has used retailers' sites and/or its stores, audiences, tools, resources, and data to drive awareness, or sales uplift. The jury will be focused on the key metric of growth, paying special attention to results such as: purchase intent, click through rates, conversions, store, or site visits and the number of new customers purchasing the brand's products or services and the revenue uplift, as a result of the retail media strategy.

Judges will also be looking for how the campaigns have effectively interacted across its platforms, and how they have combined data and creativity to use retail media in an innovative way.

Examples could be an automotive brand using a retailer such as Walmart to market its latest vehicle in the retailers physical or virtual stores, or a combination of both, or an online only fashion brand using their own social commerce or ecommerce tools to sell its products.

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NEW: Best Use of a Podcast in a Media Campaign

This category is looking to award campaigns which have used podcasts as the central element of their strategies to drive business objectives, ROI and success for clients.

The podcasts could be part of a series, a standalone product, part of a podcast sponsorship strategy, or an ad campaign around podcasts. Judges will also be looking at the success of the podcast based on a variety of metrics including brand or service uplift, listening or audience engagement.

The podcast can be newly created or pre-existing.

Acast This category has been created in partnership with Acast

NEW: Best use of Data to represent multi-cultural groups

Here the jury will be identifying the best campaigns which have used actual data or research about multi-cultural groups to target a specific audience that previously the client has not connected with. The work should identify where, why and how it used the data to drive its success focusing on the impact it made and how it could not have been achieved without this information. Judges will be looking for business results and the overall impact of the data on the campaign.

These categories are open to brands, media agencies, adtech companies and media owners.

BL This category has been created in partnership with Backlight

UPDATED: Best Local Execution for a Brand

This award will recognise the creative, strategic media and marketing approach that results in a qualified brand impact on a local audience.

The winning work could be for a challenger, local, or global advertiser or a global brand campaign adapted for local execution, as long as it is specifically curated for a local audience, recognising cultural nuances.

In particular, judges will look for great insight and execution including the use of appropriate media channels and strong results such as increases in brand perception, customer engagement and sales.

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UPDATED: Best Use of Gaming

This category is open to any marketing initiative where gaming has been the focal point of the campaign's strategy and successfully used the medium to increase results for the client's brand. This could include utilising both gaming and esports communities, or partnerships with organisations in this space and games publishers. This could also include gamification campaigns created by brands to engage with specific audiences.

Judges will be looking at how the brand has engaged with the esports or games/gaming organisations and generated key resonance with its products or services to the right audience, and with the innovation of the partnership activation.

Examples could include but are not limited to the use of: esports teams, companies, events and tournaments. Gaming/streaming platforms. Gamification initiatives and apps. Virtual realities or experiences, wearable tech, the metaverse and all other emerging platforms. Single or multi-player video games, arcade, console, mobile and other offline/online gaming experiences.

UPDATED: Best Use of Music in a Media Campaign

This category is open to campaigns which have tapped into the world of music as the main driver of their strategies and success.

This could be campaigns that have curated musical experiences, are focused on, or incorporated the use of a licensed, or original piece of music, or collaborations with music acts/artists, or organisations such as, but not limited, to music publishers, licensors or distributors, record labels and music streaming platforms.

Judges will be looking for an authentic connection between the music and the brand, and how music has been leveraged to communicate and resonate with consumers, while delivering or surpassing its client objectives and generating awareness, product or service uplift and key amplification to current and potential customers

UPDATED: best Use of Packaging as a Media Channel

This category is open for any campaigns which have used the packaging of goods to deliver educational, promotional, media or marketing messages. Judges will be looking for the use of packaging as a media channel and how it has helped deliver ROI, sales uplift, and brand resonance for clients.

This could include FMCG, Pharma or Retail brands who implement connected packaging via QR codes on their products for consumers to scan and download content. Alternatively, the campaign could have used re-branded, limited edition, exclusive, distributed, or collectable packaging as its main driver for new or existing products as part of a larger promotional event.

Examples could include an FMCG brand using connected packaging to deliver key nutritional information, or interactive gamification, or a cereal brand offering collectable coupons.



This category has been created in partnership with Appetite Creative.

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Best Campaign led by Data

The winner in this category will demonstrate the best use of data and reflect the achievement of effectively reaching consumers where the successful campaign has been notably enhanced, or even made possible through learnings gained from econometrics and data insights.

The winning entry should demonstrate the best use of small or big data insights, which have ultimately improved results, as evidenced by metrics, increases in the average order value, a reduction in online CPA or increase in ROI. Pre- and post-campaign statistics will be another useful benchmark for judges.

Best Campaign led by Digital Media

This category is seeking campaigns that have used the unique properties of digital media to best reach consumers. Activations should demonstrate great use of single, or multiple digital channels and could include, but are not limited to *web/online, mobile, video, social media, search, or display*. Alternatively, it could be where digital integrates with more traditional formats, as long as, digital is the focus of the activation and is the driving force behind the success of the campaign. Judges will be specifically looking out for impressive audience interaction and results, which only digital media could have achieved.

Digital Media Examples include but are not limited to: content produced for the online landscape and websites such as: landing pages; video & display ads; microsites; web-based apps; search and display; SEO; banner ads and pop-ups. Online Video sharing sites and OTV such as Netflix, Amazon, YouTube and Audio streaming channels including podcasts such as: Spotify, Apple Music, Amazon Music, Soundcloud. Mobile apps, mobile websites, mobile games, and mobile based advertising. Social media platforms such as Tik Tok Snapchat, Instagram, Twitter, Twitch, Pinterest, LinkedIn, WeChat and Facebook.

Best Campaign led by Event or Experiential

This category recognises physical, virtual or hybrid experiences that deliver an effective event or experiential campaign for consumers. The case should be clear on its results and be focused on the event / experience itself. The jury will expect to see how the brand has developed its interaction with the consumer, created a number of key touchpoints and brought to life the brand's values and identity. The winner will be able to demonstrate the tangible benefits for the brand, ideally including business results as well as impressive campaign metrics.

Examples can include but are not limited to- pop-ups, stunts, guerrilla marketing, projections, ambient media, digital simulations and virtual events.

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Best Campaign led by Partnership

The winner in this category will showcase the value a collaboration can deliver for a campaign. Collaboration should be between a *minimum* of two organisations and they should have equal billing in the curation and execution of the campaign. It could be a partnership between the client and the agency, the agency and the media partner, or the agency and other involved parties, such as an AdTech company, the creative or the PR agency. The winning entry will highlight how collaboration was at the heart of the project and integral to the campaign's success.

Judges will be looking for collaborative relationships that go beyond a traditional sponsorship agreement and demonstrate a beneficial mutual venture throughout the campaign process.

Best Campaign led by Talent

This category rewards the campaigns that have best leveraged a strategic partnership between a brand and talent(s) as part or as the whole of its activation. The talent may be a celebrity, sports star, leading industry figure, social media influencer, esports stars, brand ambassador or other notable character, real or fictional, who has directly tapped into their own following to benefit the brand. The activation may be part of a planned campaign using the talent or used more spontaneously in real-time marketing.

Overall judges will look for authenticity between talent and brand.

Best Campaign led by Technology

The winning campaign will be able to demonstrate a good brand/technology fit and show innovation in the use of new or existing technology to reach an audience and meet the marketing challenge. Technology can include, but not limited to, programmatic, 1st and 3rd party data tech, real-time marketing, AR, AI, chatbots, IOT, metaverse, voice activations, software, wearable tech, custom made technology solution, drones, AV technologies, etc.

This category is open to ad and martech companies, as well as agencies, media owners and brands.

Best Campaign led by the Creative Idea

This category rewards an outstanding creative idea which provided an innovative solution to a media and marketing challenge. The winner will be able to demonstrate how the idea, big or small, has led to great work and resulted in tangible business benefits. The winner will also be able to show the seamless implementation of media and marketing strategies around this idea.

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Best Communications Strategy

The winning campaign must demonstrate clear consumer insight and through the development of a brilliant and fertile strategy, precise execution, and connectivity with the target audience.

This category celebrates brands who have a clear narrative in their storytelling across all elements of their campaign, a compelling use of messaging its aims and objectives with work that pushes boundaries and in some cases the creation of new ways of communicating.

This can include any form of media used, whether a single or multi-platform campaign. Judges will favour work that pushes boundaries and is at the forefront of innovation.

Best Campaign led by Traditional Media

The winner in this category will have effectively used traditional media channels such as *television, print, radio, OOH, or small and large sized ambient media or objects such as promotional products and installations* to reach consumers. The campaign may have had digital influence but should show how traditional media was the key element of the media and marketing plan and the driving force behind the success of the campaign.

Judges will be specifically looking out for impressive audience interaction and results, which only Traditional media could have achieved. This can be entered by both agencies and media owners depending on who was leading the campaign directly with the brand.

Traditional Media Examples can include, but are not restricted to campaigns utilising: magazines, newspapers, leaflets, OOH and other non-digital content outlets. Traditional Radio stations/channels such as Global Radio, Bauer, IHeart Radio. Television channels, Television Networks, Cinema advertising businesses or Broadcasting companies such as: DCM, Pearl and Dean HBO, Cineworld, AMC, Telemundo, ITV, China Global Television network, ESPN, Disney and Viacom. Non-digital billboards, posters, bus shelters, sports centres, building wraps and small and large sized ambient media or objects such as OOH promotional products and installation from the likes of Out-front, Clear Channel and JC Decaux.

Best Inclusive Campaign

This category will champion campaigns focused on inclusion. The jury will be looking to award a brand campaign that has positively represented or contributed to individuals or communities from various backgrounds, experiences, capabilities, and perspectives who are usually excluded, unrepresented or marginalised.

Entrants should demonstrate an authentic and effective campaign that delivered impact for the groups that it is representing, alongside fantastic marketing results.

The campaign must focus on a topic of inclusion, examples can include, but are not exclusive to work based around gender, age, race, sexual orientation, or disability.

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Best Integrated Campaign

The winner of this category must have combined two or more platforms, such as *mobile, OOH, social media, technology, TV, cinema, radio, print or other mediums*. The successful multi-channel campaign must show an effective use of various mediums in a creative and engaging way to obtain great results on clear objectives. The reasoning behind the varying platform choices should be demonstrated.

Please Note: the campaign can be solely implemented using digital media, or solely implemented using traditional media, as long as there are two or more platforms used successfully.

Best Response Campaign

This category is open to campaigns that have tactically responded to the cultural, economic, social, political, health and community landscape in a creative and resourceful way. Judges will look for brands that have developed their campaign strategy in reaction to the changes within the environments and adapted their media and marketing strategies to deliver the best possible results and effective change.

Examples include but are not limited to inclusion, political policy, cultural shifts, health crises and social change response campaigns.

Best Small Budget Campaign

This category celebrates campaigns executed on a budget of £250,000 (\$275,000 USD) and under. The judges will consider the creative and resourceful approaches formulated to produce great results for the brand, whether that be direct impact on sales, or impressive campaign metrics.

Extra points will be given to those who have displayed an inventive and entrepreneurial spirit in order to deliver the best outcome on a low budget.

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SECTOR CATEGORIES

Our sector categories champion the best media and marketing campaigns for specific industries across the world. This is an opportunity for you and your client to stand out and benchmark against their competitors!

The jury will be looking for campaigns that have taken a strategic approach suitable to the needs of the sector and the client's goals and will also consider a number of key factors to identify the winner. These will include:

- The creative idea, or use of innovation
- Platforms used
- Comparable sector benchmarks
- Product or service uplift percentage
- Awareness percentage
- Engagement with the target audience

Best Campaign for Automotive

This category will reward the most impressive campaign for brands within the automotive sector.

The award is open to activations for car, motorbike, other vehicle and automotive parts/ hardware, products, manufacturers or services. *Examples include, but are not limited to: General Motors, BMW, Fiat, Chrysler, Toyota, Volvo, Volkswagen, Honda and Tesla.*

Best Campaign for Entertainment, Media & Sport

This category will reward the most impressive campaign from the media, entertainment and sports industries. Including, but not limited to campaigns for publishers, movie launches, music events, gaming, TV networks and sporting events.

The award is open to activations for entertainment services, products or companies including news and book publishers, television channels, streaming platforms and shows, games, music labels or organisations, artistes and films, and all clients within the sports industry, including sportswear brands, sports teams, sporting events, sporting televisions and sports venues.

Brand Examples include, but are not limited to: Netflix, FIFA, PlayStation, EA Games, ESPN, SKY, Disney, Spotify, EMI, Apple, Marvel, Warner, Penguin Books, The New York Times, The Guardian, Nike, Adidas, Under Armour, Olympics, NBA, UFC, F1, FIFA, UFC, PGA Golf Tour, Wimbledon, NFL, Champions League and Cricket World Cup.

Best Campaign for Fashion, Beauty & Retail

This category will reward the most impressive campaign from the fashion, beauty, and retail sector.

This award is open to activations for brands including retailers and luxury, e-commerce, fashion, beauty or cosmetic companies, products, or services. *Brand Examples include, but are not limited to: Glossier, MAC Cosmetics, L'Oréal, ASOS, IKEA, Boohoo, Zalando, LVMH, Estée Lauder, Amazon, eBay, Walmart, Alibaba.*

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<p>Best Campaign for Financial & Utility Services</p>	<p>This category will reward the most impressive campaign for a brand within the financial and utility service sector.</p> <p>The award is open to activations for finance and/or utility companies, products or services, such as insurance, banking, energy and commodities. <i>Brand Examples include, but are not limited to: HSBC, Santander, Bank of America, AXA, Allianz, Bupa, Generali, Enel, EDF and Shell.</i></p>
<p>Best Campaign for FMCG, Food & Beverage</p>	<p>This category will reward the most impressive campaign for a brand within the FMCG sector.</p> <p>The award is open to activations for products, services or companies within and related to the fast-moving consumer goods industry, including food and beverages. <i>Brand Examples include, but are not limited to: PepsiCo, Nestlé, AB InBev, Coca Cola, Mars, Procter & Gamble, Unilever, Lifebuoy and Tyson Foods.</i></p>
<p>Best Campaign for Pharma, Well-being & Healthcare</p>	<p>This category will reward the most impressive campaign for a brand within the Pharma and healthcare sector.</p> <p>This award is open to activations for pharmaceutical, medical, well-being, and healthcare companies, products or services. <i>Brand examples include, but are not limited to: Johnson & Johnson, GlaxoSmithKline, Bayer, Flo app, Pfizer, Elvie, CVS Health, Headspace, Sleep Cycle and Drinkaware.</i></p>
<p>Best Campaign for Tourism & Travel</p>	<p>This category will reward the most impressive campaign for brands the tourism and travel sector.</p> <p>The award is open to activations for a Travel & Tourism company, product or service, such as airlines, hotels, travel providers, holiday parks and leisure venues. <i>Brand Examples include, but are not limited to: Booking.com, Expedia, AirBnB, Flight Centre, STA Travel, Emirates, Virgin Atlantic, Marriott and Hilton.</i></p>
<p>Best Campaign for Technology & Telecommunications</p>	<p>This category will reward the most impressive campaign from the technology and telecommunications sector.</p> <p>The award is open to activations for a technology or telecommunication company, product or service, such as mobile phones and operators, tech products and gadgets, cloud-based services, AR/ VR campaigns, IoT products and consumer electronics. <i>Brand Examples include, but are not limited to: Huawei, Sony, Lebara, Vodafone, Lycamobile, Vodafone, Fitbit, Apple Watch, Amazon Echo Dot, Duetsche Telekom and Microsoft.</i></p>