

NEW: Best Use of Audio

This category will be looking at how a brand has successfully used audio as its main driver to deliver its ROI. Judges will be focusing on the innovation, creativity, planning and the business results achieved through the campaign.

The campaign could have been executed through traditional audio media, digital audio media or a combination of both.

Examples can include, but are not restricted to, the use of *Podcasts, radio, streaming platforms or other channels in the audio space such as: Spotify, Amazon Music, Apple Music, Soundcloud, Deezer, Internet Radio, Parrandisimo FM and Jovem Pan.*

NEW: Best use of Mobile

This category rewards brand communication that has understood and used mobile to make a success of the campaign. Entrants should be clear on how and why mobile was used and should demonstrate how it played a critical role in achieving the client objectives and great results.

Examples include, but are not limited to *apps, mobile websites, mobile games, and mobile based advertising Mobile apps, mobile websites, mobile games, and mobile based advertising.*

NEW: Best Use of Online

This category rewards campaigns that have used the web/online landscape effectively and as its primary marketing tool. The jury will be looking for creative implementation, great examples of interaction and successful results which only web could have achieved.

Examples include, but are not limited to, content produced for the online landscape and *websites such as; landing pages; video & display ads; microsities; web-based apps; search and display; SEO; banner ads and pop-ups.*

NEW: Best Use of OOH

This category is open to all campaigns which have used Out of Home as the primary media channel to amplify a product, service, or brand. Judges will be looking at how the OOH campaigns delivered the clients' objectives, showcased interaction, innovation, and excellence in the medium.

Examples can include but are not restricted to *digital and 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 installations.*

NEW: Best Use of Social

This category rewards campaigns that has used social media as its core driver of success. The jury will be looking for great examples of interaction and results which only social media could have achieved.

Examples of the use of *social media channels can include but are not limited to- organic, sponsored and paid-for content, blogs, social video, social posts, video-sharing sites and the use of social commerce*. This could include campaigns using platforms such as *Snapchat, Instagram, X (Twitter), Twitch, Pinterest, LinkedIn, Facebook and TikTok*. *Social media platforms such as Tik Tok, Snapchat, Instagram, Twitter, Twitch, LinkedIn, and Facebook*.

NEW: Best Use of Video

This category will be amplifying the best campaigns which have used TV, streaming TV services, Video channels and Cinema as their key media channel. Judges will be looking at how the campaigns met the client objectives with engaging and creative content in one of more of these mediums.

Examples can include but are not restricted to the use of *Television channels, Streaming services, Television Networks, Cinema operators/Chains or Broadcasting companies such as: Netflix, Amazon, YouTube HBO, ESPN, Disney Channel, Cinépolis, CNN en Español, MundoVision, La Red, ATV, Telemundo, Televisa, Globo and TV Azteca*.

UPDATED: Best Music Marketing 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 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: Collaboration Award

This award recognises the success of a campaign based on the partnership between two or more parties, including but not exclusively between an agency, media owner, brand or ad technology owner. The partnership should have been integral to the success of the campaign, and judges will particularly reward innovation in the implementation of the partnership. The partnership could be for a sustained partnership long-term, or a one-off

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

UPDATED: Creative Use of Media Award

This category has been curated to celebrate ground-breaking creativity within the media industry. Entries should demonstrate how their campaigns have been propelled to new heights, whether that be through innovative ideas, clever use of media channels- existing, as well as the creation of new, or a game changing strategy.

Judges will be looking out for cut-through or pioneering campaigns, that skilfully navigates but also transcends the media landscape within the region. Please note whilst results will play a role in the judging of this award, the jury will be focused on creativity itself.

UPDATED: The Retail Media Award

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.

Best Branded Content

This category recognises the best content created for a brand. The content should authentically align with the brand values and strategy which resonates clearly with the target audience. Judges will evaluate the content creation and creative execution, with additional credit given to storytelling across media channels, as well as the customer experience as evidenced by consumer engagement metrics.

Examples can include but are not limited to *videos, articles or publications, podcasts, radio shows, video games and live event content* directly made for the brand

Best Campaign Delivered on a Small Budget

This category celebrates campaigns that have been executed on a budget of **\$75,000 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.

Best Campaign led by Cause

This category is reserved for campaigns that demonstrate how it led with a purposeful cause- addressing a social, ethical and/or environmental issue. This can be CSR focused, marketing for brands, charities, not-for- profits or inclusion and diversity initiatives.

The winning campaign will be able to demonstrate the positive and measurable impact, or how it has raised awareness of an organisation's values or initiatives.

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.

Judges will be looking for 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.

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

This category recognises campaigns that demonstrate how a campaign was successfully boosted by the distribution, amplification, and presentation of content. The content does not need to be original or newly created content and can be in any format e.g., video, print, OOH, native advertising etc

Campaigns in this category will be specifically judged on their content strategy, which will include identifying the target audience and how effectively the placement of content was planned and implemented to engage with those consumers.

We encourage entries from both media owners and media agencies.

Best Engagement Strategy

This category recognises the campaign that can demonstrate the most successful consumer engagement showing tangible target audience related results. The campaign can have used any media channel as long as it can prove engagement with either wide-scale or niche consumer groups.

The jury will be looking for audience related results and proof of engagement through metrics such as 'time spent with brand', 'number of interactions with the brand', 'number of downloads', 'number of comments' and so on.

Best Event or Experiential Campaign

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.

Best Independent Agency Campaign

This category is reserved for independent agencies who are executing outstanding campaigns and making their stamp on the industry.

Entrants should detail the challenges they face as an independent organisation, and illustrate how they used their independent capabilities, tools, resources, and community to generate impressive results and develop business for both the brand and the agency itself. When evaluating the work, judges will be looking for creativity, solid insight and how the campaign met or surpassed the client objectives.

To be considered an independent agency 51% of its ownership should be independent inclusive of private equity and have no affiliation with one of the six holding groups WPP, OMG, Havas, Publicis, IPG and Dentsu. The agency - big or small - needs to be the lead on the campaign.

For this category, the entry price will remain at \$330 throughout the entire entry period to be inclusive for all independent agencies in the region.

Best Integrated Campaign

The winner of this category must have combined two or more platforms offline and online, such as mobile, OOH, social media, TV, cinema, digital, radio, print or other. The campaign can be purely digital, or traditional medium based, but it must be multichannel and show an effective use of media in a creative and engaging way to obtain great results. The decisions behind the varying platform choices should be clear.

Please note that 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 Launch or Relaunch Campaign

The winning campaign will demonstrate the most successful strategy created to launch or re-launch a new or existing product, service or brand. Judges will look for proven understanding of the target audience and marketplace, which is incorporated into the strategy and execution and focus on the results the campaign has delivered.

Entries focusing on a relaunch should be able to present a significant update to the product, service or brand in question. It will also be advantageous to compare previous results to those that have been achieved since the relaunch.

Please note- the launch or relaunch of a marketing campaign is not suitable within this category, judges will specifically be looking for the launch or relaunch of a product, service or brand.

Best Local Execution of a Brand

The judges will reward a brand that has adapted a campaign for a local execution and developed a creative and strategic media approach towards an audience within Latin America. The campaign should recognise cultural nuances specific to a location and include a strong insight and execution that has been tailored for a local audience.

Judges will be on the lookout for the use of appropriate media channels and strong results, such as increase in brand perception, customer engagement and sales. This category is open to regional or global brands.

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 & social change response campaigns.

Best Use of Data

The winner in this category will demonstrate the best use of data to successfully drive the campaign. The judges will want to see how this was made possible 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 Use of Sport

This category has been created to celebrate media campaigns, which have used sport as a vital component of their strategies to drive results, resonate with consumers and communicate the client's key messaging. This could include working or partnering with sports teams, organisations, communities, and associations within any sport around the globe, or an activation at a sports event - local, regional, or global - which allows key touchpoints for the client's target audiences and is part of an overall media strategy.

Judges will be looking at the results the association with sport has achieved, how it met and surpassed the client's objectives and used sport as a key communicational tool.

Examples could include but are not limited to- innovative sponsorship activations at sporting events like F1, FIFA World Cup, or the Olympics and working with sports teams, clubs or organisations- such as the IOC, Copa Libertadores, The Brazilian, Mexican and Argentinian national football teams and Concacaf.

<p>Best Use of Talent</p>	<p>This category rewards the brand that has best leveraged a strategic partnership between a brand and talent(s) as part, or as the whole of a campaign. The talent may be a celebrity, sports star, leading industry figure, social media influencer, brand ambassador or other notable character, real or fictional, who has directly tapped into their own following to benefit the brand.</p> <p>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.</p>
<p>Best Use of Technology</p>	<p>This category recognises campaigns, which are primarily immersed in technology and has used the medium to deliver on the objectives of its clients. 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.</p> <p>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.</p> <p>This category is open to ad and martech companies, as well as agencies, media owners and brands.</p>
<p>Inclusive Campaign of the Year</p>	<p>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.</p> <p>Entrants should demonstrate an authentic and effective campaign that delivered impact for the groups that it is representing, alongside fantastic marketing results.</p> <p>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.</p>
<p>The Bravery Award</p>	<p>This category will celebrate marketers who have courageously stepped outside of the comfort zone to create a gutsy, head turning campaign that has sparked conversation and been rewarded with impressive results. This could be campaigns that have ripped up the industry rulebook and made unconventional media and marketing choices or deviated from cultural norms and/or tackled taboo subjects.</p> <p>The jury will be looking for entrants to demonstrate how and why they pushed the boundaries into unknown or uncertain territory, the risks at hand and how they overcame marketing challenges to achieve success.</p>

The Effectiveness Award

This category will reward the campaign that has achieved the most against its stated targets. Results play a critical part in the judges' evaluation, where figures showing the campaign's direct impact on sales will be compelling, although other ROI metrics will also be considered. Positive uplift against business targets rather than campaign metrics will be most favoured. Judges will focus on the achieved results against the KPIs.

This category will allow a two-year eligibility period, with campaigns that ran between 1 June 2022 and 31 July 2024 eligible for entry.

Work entered into any Festival of Media Awards in previous years should be able to present a significant difference, re-launch and or obvious update since it's last year's entry.