

AdNews

AGENCY OF THE YEAR

AWARDS

ENTRY KIT 2009



EXHIBITING EXCELLENCE | WITHIN ADVERTISING

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YALUMBA
AUSTRALIA'S OLDEST FAMILY OWNED WINERY

THE WEEK
NEWS, BUSINESS, SPORT, CULTURE, DISTILLED

adstream

JCDecaux



MCN
MultiChannelNetwork

FILM AND TV POST

Daily Telegraph **Sunday Telegraph**

creative|people

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CATEGORIES

1. CREATIVE NETWORK OF THE YEAR

Open to creative agency groups with two or more offices in Australia.

2. MEDIA NETWORK OF THE YEAR

Open to media agency groups with two or more offices in Australia.

3. NSW AGENCY OF THE YEAR

In cases where companies have interstate offices, submissions must focus on the NSW office only in terms the judging criteria.

4. VICTORIAN AGENCY OF THE YEAR

In cases where companies have interstate offices, submissions must focus on the Victoria office only in terms the judging criteria.

5. STATE AGENCY OF THE YEAR

Open to Australian agencies outside NSW & Victoria.

6. AD CAMPAIGN OF THE YEAR

The work must have run between 1 January 2009 and 31 December 2009 and must constitute a campaign rather than a single execution. The entry should discuss the campaign objectives, strategy, mediums used, and results in 1000 words or less. This category

is judged on creativity, originality, insight and effectiveness.

7. MEDIA CAMPAIGN OF THE YEAR

The work must have run between 1 January 2009 and 31 December 2009 and must constitute a campaign rather than a single execution. The entry should discuss the campaign objectives, strategy, mediums used, and results in 1000 words or less. This category is judged on insight, media strategy, effectiveness and originality.

8. MEDIA AGENCY OF THE YEAR

Open to individual media agency offices.

9. DIRECT AGENCY OF THE YEAR

Open to direct marketing specialist agencies and DM divisions within integrated agencies. In the case of integrated agencies, submissions must focus on the direct division only in terms the judging criteria. Submissions must show a breadth of direct marketing work across multiple mediums.

10. DIGITAL AGENCY OF THE YEAR

Open to specialist digital agencies and digital divisions within

integrated agencies. In the case of integrated agencies, submissions must focus on the digital division only in terms the judging criteria.

11. SPECIALIST AGENCY OF THE YEAR

Open to any agency that is ineligible for entry into another category, such as healthcare, real estate, recruitment, rural and retail specialists.

12. PROMOTION AGENCY OF THE YEAR

Open to promotion marketing specialists.

13. PR AGENCY OF THE YEAR

Open to public relations specialists.

14. EMERGING AGENCY OF THE YEAR

Open to agencies not more than three years old as of 31 December 2009.

15. EXPERIENTIAL AGENCY OF THE YEAR

Open to agencies specialising in experiential marketing.

16. AGENCY OF THE YEAR

Awarded to one agency from among category winners, excluding Networks of the Year.

SEND ENTRIES TO

Send entries compete with supporting material, entry form and payment to:

AdNews Agency of the Year Awards
c/o Two de Force
Studio 1, 53 Great Buckingham Street
Redfern NSW 2016
Telephone: 02 9281 8788
Facsimile: 02 9281 8798
Inquiries: Contact Jacinta Mann
at jacinta@twodeforce.com.au
or on 02 9281 8788.

CLOSING DATE

All entries should be delivered to Two de Force by 5pm on Tuesday January 12, 2010.

PRESENTATION NIGHT

Winners will be announced at the AdNews Agency of the Year Awards presentation dinner in Sydney on Thursday 25 February 2010. Visit adnews.com.au to book tickets (tables of 10 available).

EXHIBITING EXCELLENCE | WITHIN ADVERTISING

JUDGING CRITERIA

AGENCIES WILL BE SCORED AS FOLLOWS:

THE WORK (40% OF SCORE)

Only work that launched on, or after 1 January 2009 is eligible. Judges are looking for originality, effectiveness, media usage and "big ideas". Major awards gained during the year should be mentioned. Include plenty of variety in this section, but remember, judges aren't stupid: scam ads, in-house ads and pitch tricks don't count for much! Also, it's worth stressing again: include information on the effectiveness of campaigns.

MEDIA ENTRIES ONLY: Judges are looking for originality, effectiveness and creativity in media buying and strategy as well as insightful solutions to media challenges.

DM ENTRIES ONLY: For the purposes of these awards, DM is defined as one-to-one communications, directly measurable by response rate.

INTERACTIVE ENTRIES ONLY: Agencies entering the Digital Agency of the Year category must upload work onto an FTP site and provide usernames and passwords for judges to view and interact with prior to judging day. In the case of work publicly available online, provide links so they can be viewed live. Provide evidence of a broad range of work across web development/ design and online ad campaigns.

PR ENTRIES ONLY: Judges are looking for originality, effectiveness and creativity in public relations with regard to campaign objectives, strategies, tactics, execution and results.

CLIENT STABILITY AND FINANCIAL PERFORMANCE (30% OF SCORE)

Provide a current client list and details of the longevity of each client as well as a list of account wins and losses during 2009. Global alignments vs local wins are taken into account and losses are viewed in light of reasons given. Include a statement from your agency's CEO or finance director about financial performance in 2009. This should cover income, income growth (whether organic, by acquisition or new business) and profit. Where actual figures cannot be supplied, provide percentages.

STAFF STABILITY (15% OF SCORE)

Report on your agency's recent staff stability. Don't just mention senior management – this is judged on a combination of stability of senior staff and employee development for the future. You should address the following areas:

- Percentage of staff turnover
- Staff training and retention programs
- Plans for future staff development

THE FUTURE (15% OF SCORE)

What is the agency's strategic vision for the future? Do you have a two-year plan? A five-year plan? What is it, why do you have it and how are you going to implement it? How do you plan to differentiate from the competition and adapt to the changing market conditions? "Win more awards and make more money" won't cut it, judges will be looking for evidence of how and why you have set these goals. This section often lets many a good agency down, so beware!

ENTRY REQUIREMENTS

NOTE: SHORT IS SWEET. JUDGES WILL HAVE MANY ENTRIES TO PROCESS SO PLEASE KEEP YOUR SUBMISSIONS CONCISE. THIS ALSO APPLIES TO SUBMITTED WORK.

DO NOT OVERBURDEN JUDGES WITH YOUR ENTIRE OUTPUT FOR THE YEAR, BE SELECTIVE! ENTRIES MAY BE MARKED DOWN IF THEY ARE TOO LONG-WINDED.

The relevant period is between 1 January 2009 and 31 December 2009. Please ensure all creative material, reference to accounts wins and losses, and staff stability are within this time frame.

Entries must be printed on A4 paper and bound. The bound document must also include any examples of print and outdoor work. Please do not send any part of your entry on boards. Entry must also be supplied on CD saved in Word or PDF.

Entries must not exceed 1500 words in total (excepting Campaign of the Year which is limited to 1000 words). Appendices are inclusive of the 1500 word limit excluding graphs, media schedules and creative work.

Entries may be accompanied by supporting material such as examples of published creative, copies of online supply pages or screen grabs of advertisements. These are to be printed and included in the bound document. In addition, a copy of all printed creative work MUST be supplied as high-res images on CD (300dpi, RGB Colour, PDF, JPG or TIFF). For online, supply pages or screen grabs as PICT or PDF on CD (Mac).

For additional supporting material unable to be included in the bound document: please supply Television and Cinema on DVD in WMV or MPEG format, Radio on CD (44.1kHz) as WAV files. Please keep in mind that judges will be viewing work on a range of different computers so please ensure file types are compatible for all playback options.

Please note maximum material limits apply of 12 printed examples of print and outdoor work (bound in document), 6 examples of TVC, 6 examples of online work and 4 examples of radio work.

For entries into the Digital category, load examples of the work or website onto an FTP site and provide relevant usernames and passwords in your written document. This is to enable judges to view and interact with the work prior to the judging day. In the case of work publicly available online, provide links so they can be viewed live.

A photo of the agency staff is also required, to be included on the CD containing high-res images of supporting material.

Six copies of each entry are required. If submitting additional supporting material not contained in the bound document such as DVD, only one copy for each entry is required.

Two copies of the entry form are required for processing and administration.

An entry fee of \$180 plus GST is required for each category entered.

AdNews

AGENCY OF THE YEAR AWARDS 2009

ENTRY FORM

CATEGORY (Tick one)

- | | | |
|---|---|--|
| <input type="checkbox"/> Creative Network of the Year | <input type="checkbox"/> Ad Campaign of the Year | <input type="checkbox"/> Specialist Agency of the Year |
| <input type="checkbox"/> Media Network of the Year | <input type="checkbox"/> Media Campaign of the Year | <input type="checkbox"/> Promotion Agency of the Year |
| <input type="checkbox"/> NSW Agency of the Year | <input type="checkbox"/> Media Agency of the Year | <input type="checkbox"/> PR Agency of the Year |
| <input type="checkbox"/> Victorian Agency of the Year | <input type="checkbox"/> Direct Agency of the Year | <input type="checkbox"/> Emerging Agency of the Year |
| <input type="checkbox"/> State Agency of the Year | <input type="checkbox"/> Digital Agency of the Year | <input type="checkbox"/> Experiential Agency of the Year |

Note: Agency of the Year will be awarded to one agency from among the category winners, excluding Networks of the Year. As such you cannot enter this category.

DETAILS

Title of entry

Entrant contact

Entrant company

Address

Phone

Fax

Email

Team credits, if applicable (names and titles)

.....

.....

.....

.....

If successful, who will collect award? Name and title

.....

.....

Signed

Name

Date

PAYMENT

An entry fee of \$180 plus GST is payable for each entry in each category. A tax invoice/receipt will be issued to your address above.

No. of entries x \$198 = total payment of \$
incl. GST

BY CHEQUE

If attaching a cheque make it payable to Two de Force.

BY CREDIT CARD

Amex Visa MasterCard

Card Number

Card Holder's Name

Expiry Date

Signature

Please note a 3.2% charge will be incurred for payments made by AMEX and a 1.8% charge applies for Visa and MasterCard payments.

TERMS AND CONDITIONS

- Entry fees are non-refundable.
- Entries will not be considered for judging if payment is not received with the entry.
- Entries will not be returned to entrants at the conclusion of the awards.
- The judges' decisions are final.
- Judges reserve the right to move an entry to another category if deemed more suitable.
- The entrant agrees that AdNews or Two de Force will not accept responsibility for errors or omissions reproduced in the presentation or the winners supplement or for work lost or damaged under any circumstances.
- Entries that exceed the allocated word count may not be accepted.
- Finalists and winners will be covered in the AdNews winners supplement using information from the entry forms. If there is specific information in your entry that is sensitive and should not be published please make this clear at the time you submit your entry.
- The entrant grants AdNews permission to show material from the entries at the awards presentation and use in the magazine and at such times as deemed appropriate.
- Finalists will be notified in early February 2010 prior to the Awards presentation on February 25