

**campaign**

AUSTRALIA/NEW ZEALAND

**AGENCY  
OF THE YEAR  
2016**

## ENTRY KIT

**Early entry deadline**

28 September 2016, Wednesday

**Final entry deadline**

5 October 2016, Wednesday

[www.aoyawards.com/anz](http://www.aoyawards.com/anz)

# INTRODUCTION



*Campaign Asia-Pacific* is delighted to announce the 2016 call for entries from Australia and New Zealand for the region's most prestigious Agency of the Year awards.

For 23 years, the Agency of the Year awards have celebrated the achievements of the region's advertising industry, recognising strong leadership, creativity and innovation, stellar new business performance, the development of talent in the region, and contribution to the industry.

The aim of these awards is to reward the industry top performers in Australia and New Zealand. They are designed to allow agencies – big or small – and talent to shine within the local market and region, with the opportunity of network recognition at an Asia-Pacific level.

We have made a few changes to the entry criteria and entry template this year, so please ensure you read the entry kit carefully. Note, that your written submission must be no more than 10 single-sided pages in any specified category and must be endorsed and signed off by your management on your written submission.

There will be country awards for Creative Agency of the Year, Media Agency of the Year and Digital Agency of the Year, and region awards in the remaining categories. There are eight people categories to celebrate individual achievements and contributions. In the agency categories, judges may award a Gold, Silver and Bronze, while only a winner and runner-up will be announced in the people categories.

The judging panel will comprise of senior marketers from key business categories. In our commitment to transparency, PricewaterhouseCoopers will tabulate the results of the awards.

Only achievements relating to the period of October 1, 2015 to October 5, 2016 will be evaluated by the judges.

If you believe your agency and people have a story to share and celebrate, please send us your submissions.

Good luck!

A handwritten signature in black ink, appearing to read "Atifa".

Atifa Hargrave-Silk  
Brand Director, *Campaign Asia-Pacific*

Compiled by:



# AGENCY CATEGORIES

**Australia/New Zealand Agency of the Year Awards are given out to agencies in the following countries:**

**Geography:** Australia, New Zealand

For all agency categories, nominated agencies may be either independent or part of a regional network. Entries may be a single office or national entry at the discretion of the entrant. However, it is essential to specify the scope of jurisdiction of the agency if it has a hand in the operations of other offices in the same country.

\* Your written submission must be submitted on the specified category entry template in no more than 10 single-sided pages of A4 paper. Judges and organisers reserve the right to disqualify an entry if the page limit is not adhered to.

Compulsory Management Endorsement - To ensure that all the information submitted and provided in your entry submission are true and accurate, your entry must be endorsed, authorized and signed off by your CFO/CEO on the last page of your entry submission. Judges reserves the right to raise queries regarding the information provided and penalize any entry if there is evidence of false claims.

## **Creative Agency, individual country awards for: Australia Creative Agency of the Year New Zealand Creative Agency of the Year**

To be awarded at the discretion of the judges within each country within the region if entries merit. Entries may be a single office or national entry at the discretion of the entrant. e.g. Australia Creative Agency of the Year.

Judges will take into account achievement against objectives, scope of operation, business growth, client profile & disciplines, new business wins, client retention and relationships, awards and recognition within the eligibility period, staff retention and development initiatives, and how the agency has played a positive role in the advancement and reputation of the industry during the review period, including examples of work, tools and initiatives that lead the industry.

## **Media Agency, individual country awards for: Australia Media Agency of the Year New Zealand Media Agency of the Year**

To be awarded at the discretion of the judges within each country within the region if entries merit. Entries may be a single office or national entry at the discretion of the entrant, e.g. New Zealand Media Agency of the Year.

Judges will take into account achievement against objectives, scope of operation, business growth, client profile & disciplines, new business wins, client retention and relationships, awards and recognition within the eligibility period, staff retention and development initiatives, and how the agency has played a positive role in the advancement and reputation of the industry during the review period, including examples of work, tools and initiatives that lead the industry

## **Digital Agency, individual country awards for: Australia Digital Agency of the Year New Zealand Digital Agency of the Year**

To be awarded at the discretion of the judges within each country within the region if entries merit. Entries may be a single office or national entry at the discretion of the entrant, e.g. Australia Digital Agency of the Year.

Judges will take into account achievement against objectives, including how the agency has helped maximise their clients' marketing programmes in terms of return on investment, scope of operation, business growth, client profile & disciplines, new business wins, client retention and relationships, industry recognition within the eligibility period, staff retention and development initiatives, and how the agency has played a positive role in the advancement and reputation of the industry during the review period, including examples of work, promotions or interactive initiatives that lead the industry.

## **Australia/New Zealand Independent Agency of the Year**

To be awarded at the discretion of the judges if entries merit.

Independent agencies and agencies that are not majority owned by a holding company or network are eligible to enter the 'Independent Agency of the Year' category. All disciplines are welcome. Entrants must be majority-independent owned, or at minimum 51 per cent privately-held. Agencies who are not eligible are those who are either majority or fully-backed by a holding company.

Judges will take into account achievement against objectives, scope of operation, business growth, client profile & disciplines, new business wins, client retention and relationships, awards and recognition within the eligibility period, staff retention and development initiatives, and how the agency has played a positive role in the advancement and reputation of the industry during the review period, including examples of work, tools and initiatives that lead the industry.

## **Australia/New Zealand PR Agency of the Year**

To be awarded at the discretion of the judges if entries merit.

Judges will take into account achievement against objectives, scope of operation, business growth, client profile, client growth and retention, talent retention and development, innovation in the PR sector, awards and recognition, and examples of how the agency has played a positive role in the advancement and reputation of the industry during the review period, including examples of work, tools and initiatives that lead the industry.

## **Australia/New Zealand Specialist Agency of the Year**

To be awarded at the discretion of the judges if entries merit.

Judges will take into account achievement against objectives, scope of operation, business growth, client profile & disciplines, new business wins, client retention and relationships, awards and recognition within the eligibility period, staff retention and development initiatives, and how the agency has played a positive role in the advancement and reputation of the industry during the review period, including examples of work, tools and initiatives that lead the industry. This category is open to specialist units within agencies and independent agencies of any discipline including healthcare, B2B advertising, mobile, telemarketing agencies, database management consultancies, shopper marketing and more.

Gold, Silver and Bronze may be awarded in each of the above agency categories.

# PEOPLE CATEGORIES

## For people in charge of a single office or multiple offices across one region

\*Your written submission must be submitted on the specified category entry template in no more than 10 single-sided pages of A4 paper. Judges and organisers reserve the right to disqualify an entry if the page limit is not adhered to.

Compulsory Management Endorsement - To ensure that all the information submitted and provided in your entry submission are true and accurate, your entry must be endorsed, authorized and signed off by your CFO/CEO on the last page of your entry submission. Judges reserves the right to raise queries regarding the information provided and penalize any entry if there is evidence of false claims.

### Australia/New Zealand Account Person of the Year

The award recognises professionals responsible for the account management of a single office (or multiple offices in the same region), who have displayed the most innovation, skills and enthusiasm in bringing the benefits of advertising to their clients' businesses resulting in the development of solid business relationships. Judges will consider contribution to the agency and clients, client relationship management, client retention as well as new business wins, positive organic growth for clients.

### Australia/New Zealand Agency Head of the Year

The award recognises the heads of agencies nationally who have individually done the most to advance their agency/network in the industry. Judges will consider the individual's achievements during the eligibility period, including achievement against objectives, size of local operation, client profile and disciplines, new business wins, client retention, personal involvement in staff development initiatives, innovation with results, agency/network development and contribution to the role or image of the marketing communications industry in his or her market.

### Australia/New Zealand Creative of the Year

The award recognises creative directors who have produced the best work for an individual office (or multiple offices in the same region) during the review period and have not only set the standard for creative excellence, but have also raised the bar. Judges will consider recognition received at the major recognised award shows. If they are in a senior leadership role, the individual's contribution to staff development initiatives, particularly their involvement in nurturing young talent, and how their work has contributed to the role or image of advertising in the region. Samples of the nominee's work will be required as support materials.

### Australia/New Zealand Corporate Communications Team of the Year

Open to corporate communications team within the agency, this award recognises success in addressing issues related to management, corporate communications, reputation, brand-building, campaign execution and media relations. Judges will look for ability to establish/reinforce communications' role in the agency and the C-suite; impact on the agency's broader reputation; creativity and originality of programmes; and the strategy and execution of those programmes, as well as their bottom-line impact.

### Australia/New Zealand New Business Development Team of the Year

This award is for the new business development team in a single office or multiple offices in the same region who have proven to have built and developed a new account or grow the business and expand the services of an established client relationship. Judges will consider the achievements during the eligibility period, including achievement against objectives, client profiles and disciplines, new business wins and retained accounts, client growth, and solid examples of leadership in new business development initiatives that contributed to the success and financial growth of the agency.

### Australia/New Zealand Planner of the Year

This award is for the planning professionals who have made the biggest impact on their clients' advertising through the creative and effective use of media during the review period. Judges will consider the individual's contribution to both agency and client, as well as strategic skills, examples of approaches to problem solving and ability to intelligently recommend and explore new and diverse platform options.

### Australia/New Zealand Talent Management Person/Team of the Year

This award recognises the talent management professional or team who has most effectively aligned the agency's people strategies with business outcomes during the review period. Judges will consider the individual's/team's ability to develop and implement effective talent management strategies that include talent acquisition and retention, learning and staff development, succession planning and management, agency culture integration as well as reward and recognition initiatives.

### Australia/New Zealand Young Achiever of the Year

Open to professionals who are under the age of 30 as of October 6, 2016. Nominations are accepted from employers, who should include details of the nominee's career history, their exact age and professional qualifications. Judges will consider the individual's achievements during the eligibility period, creativity and innovation with results as well as the nominee's ability and willingness to extend their range of skills.

# GENERAL ENTRY RULES AND INFORMATION

## ELIGIBILITY

Entries and nominations will be accepted from the entire Australia and New Zealand region. All entries must relate to achievements ONLY during the period 1 October 2015 – 5 October 2016. Written entries which do not focus on the eligibility period but include achievements outside the review period will be disqualified. Campaign reserves the right to reject work it feels does not comply with the spirit of the awards.

## ENTRY DEADLINES

Early entry deadline: Wednesday, 28 September 2016, 6pm HK/SG Time

Final entry deadline: Wednesday, 5 October 2016, 6pm HK/SG Time

## ENTRY FEES

### ■ Network categories

Early entry fee for each submission: US\$360

Entry fee for each submission received after 28 Sept: US\$420

### ■ People Categories

Early entry discount for each submission: US\$290

Entry fee for each submission received after 28 Sept: US\$350

A separate fee is required for each entry submission. Entry fees are due upon submission. No refunds will be made for incorrect, withdrawn or disqualified entries. Entries unpaid by 5 October 2016 may be disqualified and Haymarket Media Ltd will retain the right to claim for unpaid entry fees.

## 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 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 (USD only) should be made payable to “Haymarket Media Ltd”. Please attach it to the print out of your confirmation email and send it to:

#### For Singapore companies:

Re: AOY 2016

Attention: Marilyn Lim

Haymarket Media Asia

21 Media Circle, #05-05, Infinite Studios

Singapore 138562

Tel: (+65) 6579 0559

#### For all other companies:

Re: AOY 2016

Attention: Hanielyin Wong

Haymarket Media Ltd

10/F, Zung Fu Industrial Building,

1067 King's Road, Quarry Bay, Hong Kong

Tel: (+852) 3175 1920

### ■ 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:** 10/F, Zung Fu Industrial Building, 1067 King's Road, Quarry Bay, Hong Kong

**Bank Name:** CitiBank N.A., Hong Kong

**Bank Address:** Citibank Tower, Citibank Plaza, 3 Garden Road, Central, Hong Kong

**USD Account No.:** 006-391-61553174

**Bank code:** 006 (For local transfer only)

**Branch code:** 391

**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 or invoice numbers the payment is for.

# GENERAL ENTRY RULES AND INFORMATION

## JUDGING PROCESS

The Australia/New Zealand Agency of the Year judging panel will comprise a minimum of five client marketers and senior Campaign editors.

In the first round of judging, judges will review and score all entries independently and the scores will be sent directly to PricewaterhouseCoopers to verify the shortlist. A shortlist for each category is drawn from the aggregated scores from all of the judges for each entry. Up to 5 top scoring entries in each category will form each shortlist. The jury will then convene to discuss shortlisted entries in both the people and agency categories. In cases where there are fewer than three entries in the category, judges will unanimously decide if the shortlist is considered and awarded at the second round of judging.

The judges' decisions are final. Awards will be made at the discretion of the judges based on a scoring system and no feedback or correspondence will be entered into about the results. The results will be tabulated by PwC.

## NOMINATIONS

Professionals and agencies may nominate themselves or be nominated to be considered for the shortlist. Nominations will be accepted for all categories. Any individuals, who are nominated and have not entered, will be contacted directly to participate.

## MANAGEMENT ENDORSEMENT

Every entry must be accompanied with an endorsement from your agency's Chief Financial Officer or Chief Executive Officer to ensure that all the information submitted and provided in your entry submission are true and accurate. Your entry must be endorsed, authorized and signed off by your CFO/CEO on the last page of your entry submission paper. (Please refer to the entry template) Judges reserves the right to raise queries regarding the information provided and penalize any entry if there is evidence of false claims.

## CONFIDENTIALITY

The organiser reserves the right to publish details of the entries in any related publications and materials. However, if there are certain information that must be kept confidential, please indicate it clearly as "Not for Publication" or "Confidential" by **highlighting the information in yellow**, and tick the 'Confidentiality request' check box on the online entry form. Please be specific about what information cannot be disclosed – do not simply mark the entire submission paper.

## SHORTLIST ANNOUNCEMENT

The final shortlist for all Region Awards categories will be released on **14 November 2016** at [www.aoyawards.com/anz](http://www.aoyawards.com/anz) and the organisers will send an email to all participants on their application status by 16 November 2016. (All dates are subjected to change)

## AWARDS PRESENTATION & GALA DINNER

Winners of each category may receive a bronze, silver or gold trophy. These will be presented at the Agency of the Year awards dinner in Singapore on **Thursday, 8 December 2016**. The presentation night will not only be an opportunity to collect your prizes and view the winning works but will also a festive celebration of the year-end.

Ticket sales for the awards presentation & gala dinner will commence from 1 November 2016. For further information or to book places at the awards dinner, please visit [www.aoyawards.com/anz](http://www.aoyawards.com/anz) or contact the organisers at [entries@haymarket.asia](mailto:entries@haymarket.asia).

# ENTRY AND SUPPORT MATERIAL GUIDELINES

## ENTRY SUBMISSION

Entries are to be submitted online at [www.aoyawards.com/anz](http://www.aoyawards.com/anz) via the **ENTER NOW** link.

## GUIDE TO ENTRY SUBMISSION

1. Visit our website [www.aoyawards.com/anz](http://www.aoyawards.com/anz) and click on the 'ENTER NOW' link.
2. Create an entrant profile/account on our awards submission portal. The person registering for the account must be the primary contact person for all awards related queries.
3. Proceed to your awards dashboard and click on 'CREATE A NEW ENTRY'.
4. Select the correct Region, Category Type and Category.
5. Complete all the information on the entry form. All information provided on the online entry form may be used as credits on the trophies so please ensure that all information are correct. This is also your chance to input your preferred trophy credits, and if you wish to include your registered company name, for eg, Pte Ltd, Pvt Ltd, Inc. etc. or not have them at all.
6. For all Creative, Media, Digital agency country awards, the points from your wins will be contributed to your Agency Network Group that is indicated under the 'Credited Agency Network' field on the online entry form. Do note that we will also need an Agency Network entry submission for the Agency Network awards to be eligible.
7. Using the correct entry template provided, upload your completed written entry submission paper in the correct file formats. Please ensure that your final document does not exceed 10 pages.
8. If you have any confidential information in your submission paper, please kindly highlight them in yellow in your document, and tick on the 'CONFIDENTIALITY REQUEST' check box under the Written Entry Submission section.
9. Upload 3 different photos of your team (for agency categories), or the nominated individual's profile photos (for people categories). These photos must be in high-resolution format and will be used to showcase your entry if you win.
10. Upload any supporting materials or files to accompany your written submission paper. These can be micro-sites/URL links, videos, case studies, media clippings etc. Supporting materials are not compulsory. You may skip this section if you do not have any supporting materials.
11. Once you have completed the entire online entry form and uploaded all your materials, click on the 'CONFIRM' button at the top or bottom of the page and return to your dashboard to pay for your entry. Please note that your entry is only considered as submitted when you have completed the payment process online.
12. At any point in time during your entry submission, you may click on the 'SAVE AS DRAFT' button at the top or bottom of the page to save your entry as a Draft. This draft entry will then be saved on your dashboard and you may return to edit and complete it later. Once you are ready to submit, proceed to click on the 'CONFIRM ENTRY' button and move on to the payment process.
13. If you wish to submit another entry, please repeat the process from Step 3 onwards by clicking on the 'CREATE A NEW ENTRY' button found on your dashboard.
14. After confirming your entry, you will then see a 'PROCEED TO PAY FOR ALL ENTRIES' button on your dashboard. Click on that to proceed to the payment page.
15. Select the appropriate payment mode and follow through all the steps. If you have any trouble paying via credit card online, please kindly contact the organisers immediately at [entries@haymarket.asia](mailto:entries@haymarket.asia) to seek assistance to avoid duplicate transactions.
16. Once your payment process is completed, you will receive a 'Payment Received' email confirmation with the payment receipt. Your entry submission is now complete. If you wish to request for an official invoice, please kindly forward your email confirmation to either [Hanielyin.wong@haymarket.asia](mailto:Hanielyin.wong@haymarket.asia) or [entries@haymarket.asia](mailto:entries@haymarket.asia) to request for it.
17. If you have submitted any videos as supporting materials, please remember to mail 3 copies of the submitted high-res video(s) onto DVDs or USB flash drives and mail it to the organisers by 12 October 2016. You may combine multiple videos onto a DVD/USB but we will need 3 copies of the same DVD/USB to be mailed to us. Please ensure that all the video files are labeled with the entry number to ensure that judges are looking at the right files during judging.
18. If you encounter any technical difficulties or have any questions at any point in time, please contact the organisers at [entries@haymarket.asia](mailto:entries@haymarket.asia).

## WRITTEN ENTRY & ENTRY TEMPLATE

The written entry paper for all categories must be submitted on the specified category entry template in **no more than 10 single-sided pages of A4 size**. Entries which are not prepared using the specified template may be disqualified.

You may download the entry template from our website:

[www.aoyawards.com/anz](http://www.aoyawards.com/anz) and please ensure that you are using the correct entry template for your selected category. You may choose to submit your written entry paper with your own design but please ensure that you keep the sections as they are based on the entry template format, and must be in no more than 10 single-sided pages of A4 size.

Entrants may mark on their entry various sensitive parts of their entry as "Not for Publication" by **highlighting the information in yellow**, and tick the 'Confidentiality request' check box on the online entry form. Information marked as confidential will be treated as such. Please be specific about the information that cannot be disclosed – do not simply mark the entire entry confidential.

**File size:** Less than 5MB

**File formats:** .doc, .ppt, .pdf

# ENTRY AND SUPPORT MATERIAL GUIDELINES

## SUPPORTING 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 for Creative of the Year and Creative Agency of the Year categories.
- A maximum of five (5) files for all other categories. This could include case studies, videos, PDFs of print ads, TV ads, websites and even data reports etc.

### Notes:

1. All support materials for judging should be uploaded either online and/or in the form of a microsite/URL links as per the format guidelines stipulated below.
2. The microsite/URL links must be live from 1 October to 31 December 2016. Please supply passwords, if needed, for access to the URL.
3. All materials in languages other than English must be submitted with a translation.
4. No supporting material can be returned after judging.
5. 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".
6. Support materials not provided in digital format or according to the specifications listed below will not be considered.
7. 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.

## SUPPORTING MATERIALS FILE FORMATS

### ■ Documents

**File size:** Less than 5MB  
**File formats:** .doc, .ppt, .pdf

### ■ Pictures/Photographs (At least 300 dpi, RGB)

**File size:** Less than 5MB  
**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, .mpg, .mpeg2

## VIDEO SUBMISSION

If you have submitted any video(s) as a supporting material on the entry system, please send 3 copies of DVDs/USB flash drives 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, .wmv, .mpg or .mpeg2 formats) to:

### Agency of the Year Awards 2016

Haymarket Media Ltd  
Attention: Marilyn Lim  
21 Media Circle, #05-05 Infinite Studios  
Singapore 138562  
Tel: (+65) 6579 0559

- \* All DVDs/USBs must reach the Singapore office by 12 October 2016.
- \* Please ensure that you label the DVDs and the video files with the entry number assigned to you on the email confirmation that you received upon completion of your online submission. You may combine multiple videos onto a DVD/USB but we will need 3 copies of the same DVD/USB mailed to us. Haymarket reserves the rights to publish the video wholly or in part.

## 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.

- Upon submission of the online entry form, 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.
- Online entry forms must be fully completed with the credited Agency Name, Nominee's name (if relevant to category) and Country exactly as per trophy credits. Trophy credits will be based on information provided on the online entry form.
- Formats and file size of the supporting materials must be strictly adhered to.
- All written entry submission paper should be submitted using the entry template provided, or submitted in similar formats.
- Entries that are not in English should be accompanied by a translation to avoid being penalised during judging.
- You may enter the same entry in more than one category. However, for each entry you must provide separate documentation, supporting materials and entry fee. Judges may reassign the entries at their discretion. Please remember to use the correct entry template for different categories.
- In cases whereby the number of participating entries is less than 3 in a single category, the judges have the right to re-distribute the entries into other relevant categories or not award the category and Haymarket Media Ltd will retain the right to claim for unpaid entry fees.
- The judges determine if an entry is worthy of being shortlisted or winning an award. 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.
- Entries unpaid by 5 October 2016 may be disqualified and Haymarket Media Ltd will retain the right to claim for unpaid entry fees.

For more details, please visit [www.aoyawards.com/anz](http://www.aoyawards.com/anz)

For enquiries, please contact:  
Eunice Boo at [entries@haymarket.asia](mailto:entries@haymarket.asia)