

campaign

GREATER CHINA

**AGENCY
OF THE YEAR
2017**

ENTRY KIT

Early entry deadline

1 September 2017, Friday

Final entry deadline

29 September 2017, Friday

www.aoyawards.com/china

INTRODUCTION



Campaign is delighted to announce the 2017 call for entries from Asia-Pacific for the region's most prestigious Agency of the Year awards.

For 24 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.

We have made some 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.

This year we have added two new agency categories to the regional awards, the Mobile Marketing Agency of the Year and Social Media Agency of the Year. We have also brought back the Marketer of the Year category to recognise outstanding client marketers and agency partners.

This year, we have retained the same points system for the Asia-Pacific Agency Network categories, where the shortlist will be determined based on points accumulated from the 5 Region Awards. A win in each of the local markets will contribute points towards the respective overall Network of the Year categories. All markets rank equally. A shortlist will be drawn from the points accumulated. The 5 top scoring agencies in each category will form the shortlists for the Creative, Digital and Media Network of the Year. The Network jury will then review the shortlisted entries and determine the winner for each Network trophy.

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, 2016 to September 30, 2017 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

Greater China Agency of the Year Awards are given out to agencies in the following countries:

Geography: China, Hong Kong, Taiwan.

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 organiser reserves 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 reserve 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:

**China Creative Agency of the Year
Hong Kong Creative Agency of the Year
Taiwan Creative Agency of the Year**

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

Judges will take into account achievement against objectives, scope of operation, 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.

Winners of a Gold, Silver or Bronze will be considered for Regional Creative Agency of the Year, e.g. **Greater China Creative Agency of the Year** and will be awarded based on the performance of the agency group within that region.

Media Agency, individual country awards for:

**China Media Agency of the Year
Hong Kong Media Agency of the Year
Taiwan Media Agency of the Year**

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

Judges will take into account achievement against objectives, scope of operation, 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.

Winners of a Gold, Silver or Bronze will be considered for Regional Media Agency of the Year, e.g. **Greater China Media Agency of the Year** and will be awarded based on the performance of the agency group within that region.

Digital Agency, individual country awards for:

**China Digital Agency of the Year
Hong Kong Digital Agency of the Year
Taiwan Digital Agency of the Year**

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

Winners of Gold, Silver or Bronze will be considered for Regional Digital Agency of the Year, e.g. **Greater China Digital Agency of the Year** and will be awarded based on the performance of the agency group within that region.

Greater China Independent Agency of the Year

To be awarded at the discretion of the judges if entries merit. Entries may be a single office or national entry at the discretion of the entrant.

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 that 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, 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.

AGENCY CATEGORIES

Greater China PR Agency of the Year

To be awarded at the discretion of the judges if entries merit. Entries may be a single office or national entry at the discretion of the entrant.

Judges will take into account achievement against objectives, scope of operation, 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.

Greater China Experiential Marketing Agency of the Year

To be awarded at the discretion of the judges if entries merit. Entries may be a single office or national entry at the discretion of the entrant.

This award recognises the best agencies specialising in providing the best event marketing or experiential marketing solutions. 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.

Greater China Integrated Agency of the Year

To be awarded at the discretion of the judges if entries merit. Entries may be a single office or national entry at the discretion of the entrant.

This award recognises the best agencies specialising in providing the best integrated marketing and branding solutions. 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.

Greater China Specialist Agency of the Year

To be awarded at the discretion of the judges if entries merit. Entries may be a single office or national entry at the discretion of the entrant.

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 B2B advertising, mobile, healthcare, luxury, sports marketing, telemarketing agencies, database management consultancies, shopper marketing and more.

Agencies specializing in experiential marketing or integrated marketing branding solutions should enter in their respective category – Experiential Marketing Agency of the Year, or Integrated Agency of the Year, and should not enter in the Specialist Agency of the Year category.

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

Greater China Mobile Marketing Agency of the Year

To be awarded at the discretion of the judges if entries merit. Entries may be a single office or national entry at the discretion of the entrant.

This award recognises the best agencies specialising in providing the best mobile marketing solutions/strategy across a range of mobile platforms. 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.

Greater China Social Media Agency of the Year

To be awarded at the discretion of the judges if entries merit. Entries may be a single office or national entry at the discretion of the entrant.

This award recognises the best agencies specialising in providing the best social media solutions, innovative use of social platforms and strategies for engaging consumers in the social space. 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.

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 organiser reserves 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 reserve the right to raise queries regarding the information provided and penalize any entry if there is evidence of false claims.

Greater China 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.

Greater China 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.

Greater China Creative Person 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.

Greater China 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.

Greater China 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.

Greater China Strategic/Brand Planner of the Year

This award is for the planning professionals who have made the biggest impact on the clients' business through development of breakthrough consumer strategies, brand and communications strategies, as well as innovation and commercial strategy development. Judges will be looking for evidence of the individual's contribution to both agency and clients, thinking that is clear, insightful and change-enabling, innovative approaches to problem solving, and ability to develop effective creative and commercially-effective solutions to clients' challenges. Client testimonials will be required as support material.

Greater China Channel/Engagement Planner of the Year

This award is for the planning professionals who have made the biggest impact on their clients' business through development of innovative customer engagement strategies; the creative and effective use of media channels; and the creation, use and leverage of digital and social programs and platforms. Judges will consider the individual's contribution to both agency and client, originality of thinking, mastery of emerging capabilities in the engagement and channel space. Client testimonials will be required as support material.

Greater China 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.

Greater China Young Achiever of the Year

Open to professionals who are under the age of 30 as of 30 September, 2017. 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.

Greater China Marketer of the Year

This award recognises the individual marketer within a client company who has had the biggest impact on the brand, whether local or regional. Judges will consider the scope of the individual's responsibilities, effectiveness of the marketing strategy against objectives during the eligibility period, the individual's strategic skills and insights into core business issues, and how they have influenced and driven business performance for both their client's brand and their agency.

GENERAL ENTRY RULES AND INFORMATION

ELIGIBILITY

Entries will be accepted from the entire Greater China region. All entries must relate to achievements ONLY during the period 1 October 2016 – 30 September 2017. 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, 1 September 2017, 6pm HK/SG Time
Final entry deadline: Wednesday, 29 September 2017, 6pm HK/SG Time

ENTRY FEES

■ Agency Categories

Early entry fee for each submission: US\$396
Entry fee for each submission received after 1 September 2017: US\$465

■ People Categories

Early entry fee for each submission: US\$320
Entry fee for each submission received after 1 September 2017: US\$390

A separate fee is required for each entry submission. Entry fees are due upon submission. No refunds will be made for incorrect, withdrawn, duplicated or disqualified entries. Entries unpaid by 29 September 2017 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. Payment can be completed online, after the completion and submission of your entries on the submission system. There are two payment methods to select from:

■ Credit Card Online

You will be redirected to our secure payment gateway where you key in all your credit card details. For this payment option, a 3.5% bank surcharge is applicable for all type of credit cards.

If you are having trouble with the credit card online system, please contact the organiser at AOY@haymarket.asia.

■ Bank Transfer

For this option, you will have to bear ALL bank charges related to this transaction. Please do indicate 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: AOY@haymarket.asia) a scanned copy of the transaction proof, clearly stating the entry number and invoice number for such payment.

JUDGING PROCESS

The Greater China 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 PricewaterhouseCoopers.

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 reserve 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 is 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 15 November 2017 at www.aoyawards.com/china and the organiser will send an email to all participants on their application status by 17 November 2017. (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 Shanghai on Tuesday, 12 December 2017. The presentation night will not only be an opportunity to collect your prizes and view the winning works but also will be a festive celebration of the year-end.

Ticket sales for the awards presentation & gala dinner will commence from 1 November 2017. For further information or to book places at the awards dinner, please visit www.aoyawards.com/china or contact the organiser at AOY@haymarket.asia.

ENTRY AND SUPPORT MATERIAL GUIDELINES

ENTRY SUBMISSION

Entries are to be submitted online at www.aoyawards.com/china via the **ENTER NOW** link.

GUIDE TO ENTRY SUBMISSION

1. Visit our website www.aoyawards.com/china 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 is correct. This is also your chance to input your preferred trophy credits, and if you wish to include your registered company name, for e.g., 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/team'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 ENTRY' 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 organiser immediately at Aoy@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 hanielyin.wong@haymarket.asia (cc Aoy@haymarket.asia) to request for it.
17. If you have submitted any videos as supporting materials, please remember to mail 2 copies of the submitted high-res video(s) onto USB flash drives and mail it to the organiser by 6 October 2017. You may combine multiple videos onto USB if under the same agency name and we will need 2 copies of the same 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 organiser at Aoy@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/china 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, 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 2017. 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 2 copies of 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 2017

(Greater China)
Haymarket Media Ltd.
10/F, Zung Fu Industrial Building,
1067 King's Road, Quarry Bay,
Hong Kong.

* All USBs must reach the Hong Kong office by 6 October 2017.

* Please ensure that you label the USBs 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 USB if under the same agency name and we will need 2 copies of the same 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 management.
- 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 organiser nor the judging panel will enter into any correspondence about them.
- The organiser reserves 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 29 September 2017 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/china

For enquiries, please contact:
AOY Team at Aoy@haymarket.asia

For payment, invoice and receipt, please contact:
Hanielyin Wong at hanielyin.wong@haymarket.asia



www.aoyawards.com/china

Email: Aoy@haymarket.asia

Greater China Agency of the Year 2017

Haymarket Media Limited

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