



ENTRY KIT

Early entry deadline

1 September 2017, Friday

Final entry deadline

29 September 2017, Friday

www.aoyawards.com/network

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 Hargrave-Silk'. The signature is fluid and cursive, with a large initial 'A'.

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

Compiled by:



NETWORK CATEGORIES

The three Network categories are as follows:

- Creative Network of the Year**
- Media Network of the Year**
- Digital Network of the Year**

The Network of the Year categories will be determined based on points from the 5 Region Awards.

- A win in each of the local markets (country awards) will contribute points towards the respective overall Network of the Year category type.
- Only the **Creative, Media** and **Digital** country awards from all the region awards can contribute points.
- The Group Company of the Agency will not be eligible.
- If more than one agency to be credited, please indicate the % of the split in the 'Credited Agency Network'.
- All wins from other categories will not be included.
- All markets rank equally.
- Points received from the Regional Agency Awards for Greater China, South Asia and Southeast Asia Creative/Media/Digital/Independent Agency of the Year will not contribute towards the respective overall Creative/Media/Digital Network of the Year.

A shortlist is drawn from the points accumulated, and up to 5 top scoring Agency Network in each category will form each shortlist. The Network jury will then review the shortlisted Agency Network and determine the winner for each Network trophy. In order to be considered for the shortlist, the agency network must submit an entry in the respective category. **Entry fees will only apply if the agency network is shortlisted, and will be notified by the organiser.**

The new calculation applied to both **Regional Country Awards** and **Asia Pacific Network Categories** for Creative, Media and Digital Agencies.

Country	Gold	Silver	Bronze
China	10	6	3
Japan	9	5	2.5
Australia	8	4	2
India	7	3	1.5
Others	5	2	1

For example:

China: Gold = 10, Silver = 6, Bronze = 3

Hong Kong, Taiwan : Gold = 5, Silver = 2, Bronze = 1

Agency A	Gold	Silver	Bronze
China Media Agency of the Year	10	-	-
Hong Kong Media Agency of the Year	-	2	-
Taiwan Media Agency of the Year	-	-	1

Total: 13

Southeast Asia : Gold = 5, Silver = 2, Bronze = 1

Agency B	Gold	Silver	Bronze
Thailand Media Agency of the Year	5	-	-
Singapore Media Agency of the Year	-	2	-
Malaysia Media Agency of the Year	-	-	1

Total: 8

India : Gold = 7, Silver = 3, Bronze = 1.5

Pakistan, Rest of South Asia: Gold = 5, Silver = 2, Bronze = 1

Agency C	Gold	Silver	Bronze
India Media Agency of the Year	7	-	-
Pakistan Media Agency of the Year	-	2	-
Rest of South Asia Media Agency of the Year	-	-	1

Total: 10

In the event of a tie, the Agency Network with the most number of trophies will be awarded.

Entries are to be submitted online at www.aoyawards.com/network via the **ENTER NOW** link by 29 September 2017.

* 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.

Asia-Pacific Creative Network of the Year

This award is given out to the most impressive creative network of 2017. Judges will take into account achievement against objectives, business growth, client profile & disciplines, new business, 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.

Asia-Pacific Media Network of the Year

This award will be presented to the most impressive media network of 2017 taking into account achievement against objectives, business growth, client profile & disciplines, new business, 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.

Asia-Pacific Digital Network of the Year

This award recognises the best digital network of 2017 taking into account achievement against objectives, including how the agency has helped maximise their clients' marketing programmes in terms of return on investment, business growth, client profile & disciplines, new business, 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.

NETWORK PEOPLE CATEGORIES

To qualify for the Network people categories, entrants must hold a regional role (3 markets or more in a minimum of 2 regions).

* 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.

Asia-Pacific Account Person of the Year

This award recognises professionals responsible for the account management, business and strategic planning side of the business, across multiple offices in different countries of an agency. The winner would have displayed the most skills and enthusiasm in bringing the benefits of advertising to their clients' businesses. Judges will consider contribution to the agency and clients, strategic skills, approaches to problem solving and ability to develop effective creative solutions.

Asia-Pacific Agency Head of the Year (Creative)

This award recognises the head of a creative agency regionally who has individually done the most to advance their network in the industry. Judges will consider the individual's achievements during the eligibility period, including achievement against objectives, number of markets covered and overall billings/revenue, new business performance, client retention, personal involvement in staff development initiatives, innovation with results, network development and expansion, either in markets or in disciplines and capabilities and contribution to the role or image of advertising in the region.

Asia-Pacific Agency Head of the Year (Media)

This award recognises the head of a media agency regionally who has individually done the most to advance their network in the industry. Judges will consider the individual's achievements during the eligibility period, including achievement against objectives, number of markets covered and overall billings/revenue, new business performance, client retention, personal involvement in staff development initiatives, innovation with results, network development and expansion, either in markets or in disciplines and capabilities and contribution to the role or image of advertising in the region.

Asia-Pacific Agency Head of the Year (Digital)

This award recognises the head of a digital agency regionally who has individually done the most to advance their network in the industry. Judges will consider the individual's achievements during the eligibility period, including achievement against objectives, number of markets covered and overall billings/revenue, new business performance,

client retention, personal involvement in staff development initiatives, innovation with results, network development and expansion, either in markets or in disciplines and capabilities and contribution to the role or image of advertising in the region.

Asia-Pacific Creative Person of the Year

The award recognises creative directors who have produced the best work in Asia-Pacific 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, 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.

Asia-Pacific 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.

Asia-Pacific New Business Development Team of the Year

This award is for the new business development team who has proven to have built and developed a new account or grows 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 success 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.

Asia-Pacific 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.

Asia-Pacific 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.

Asia-Pacific 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.

Asia-Pacific Programmatic Agency of the Year

This award is for programmatic teams (of a single office or multiple offices) that have most effectively developed and enhanced the agency's programmatic trading performance within Asia-Pacific, and made the biggest impact on the advertisers' business during the eligibility period. Judges will consider the contribution to both the agency and advertiser, achievements during the eligibility period, including achievements against objectives, evidence of excellent audience targeting, insights and data analysis skills, and evidence of ROI. Client testimonials will be required as support material.

Asia-Pacific Programmatic Agency Person of the Year

This award is for programmatic agency professionals with outstanding performance in a single office (or multiple offices), who has most effectively developed and enhanced the agency's programmatic trading performance in Asia-Pacific, and made the biggest impact on their clients' advertising during the eligibility period. Judges will consider the contribution to both agency and client, achievements during the eligibility period, including achievements against objectives, evidence of excellent audience targeting, insights and data analysis skills, and evidence of ROI. Client or agency testimonials will be required as support material.

Asia-Pacific 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.

Judging of all Agency Network of the Year categories will be carried out immediately upon completion of all five Regional Agency of the Year Awards judging.

The prize presentation for all Agency Network of the Year categories will be made at the event in Singapore on Thursday, 14 December 2017.

GENERAL ENTRY RULES AND INFORMATION

ELIGIBILITY

Entries will be accepted from the entire Asia-Pacific 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: Friday, 1 September 2017, 6pm HK/SG Time

Final entry deadline: Friday, 29 September 2017, 6pm HK/SG Time

ENTRY FEES

■ Network Categories

Entry fee (only applicable if shortlisted): US\$465

All Network entries will only be charged an entry fee if the entry is shortlisted. There will be no entry fee during the online entry submission process, and the organiser will notify all shortlisted entrants of any charges by 17 November 2017.

Please note that your Network entry submission will only be rolled out for judging if the Agency Network is shortlisted. A win in each of the local markets (country awards) will contribute points towards the respective overall Network of the Year category type. Only the Creative, Media and Digital country awards from all the region awards can contribute points and does not include wins from all other categories.

A shortlist is drawn from the points accumulated, and up to 5 top scoring Agency Network in each category will form each shortlist. The Network jury will then review the shortlisted Agency Network and determine the winner for each Network trophy. In order to be considered for the shortlist, the agency network must submit an entry in the respective category. Entry fee will only apply if the agency network is shortlisted, and will be notified by the organiser.

All Network entry submission must be received latest by entry deadline on 29 September 2017.

■ People Categories

Early entry fee for each submission: US\$320

Entry fee for each submission received after 1 September: 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 AQY@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: AQY@haymarket.asia) a scanned copy of the transaction proof, clearly stating the entry number and invoice number for such payment.

JUDGING PROCESS

The Network 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 Network People entries independently. Upon completion of the 5 Regional Agency of the Year awards judging, a shortlist is drawn from the points accumulated, and up to 5 top scoring Agency Network in each category will form each shortlist. All scores will be sent directly to PricewaterhouseCoopers to verify the shortlist. The jury will then convene to discuss shortlisted entries in both the people and network 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 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 Network shortlist will be released on 20 November 2017 at www.aoyawards.com/network and the organiser will send an email to all participants on their application status. (All dates are subjected to change)

AWARDS PRESENTATION & GALA DINNER

Winners of each category will receive a trophy. These will be presented at the Agency of the Year awards dinner in Singapore on Thursday, 14 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/network or contact the organiser at AQY@haymarket.asia.

ENTRY AND SUPPORT MATERIAL GUIDELINES

ENTRY SUBMISSION

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

GUIDE TO ENTRY SUBMISSION

1. Visit our website www.aoyawards.com/network 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 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 either 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 but if under the same Agency name and 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/network 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 five (5) files for all 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

(Agency Network)

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 USB 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 Network Categories entry, there will be no entry fees during the online entry submission process, and the organiser will notify all shortlisted entrants of any charges by 17 November 2017.

For more details, please visit www.aoyawards.com/network

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/network

Email: Aoy@haymarket.asia

Agency Network of the Year 2017

Haymarket Media Limited

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