



campaign

EMEA

**AGENCY
OF THE YEAR
2018**

ENTRY KIT

www.aoyawards.com

ENTRY KIT

GENERAL INFORMATION

Campaign's Agency Network of the Year, EMEA recognises inspired leadership, strategic innovation, creative excellence, outstanding business performance and overall achievements for both networks and individuals in the advertising and communications industry across EMEA. The awards are open to agency networks with offices in more than three locations across the region.

KEY DATES

Entry deadline: Friday 9 November 2018

Shortlist announced: Early February 2019

Winners revealed: April 2019

NOTIFICATION OF SHORTLIST AND WINNERS

1. Shortlisted work will be announced on aoyawards.com/emea and appear on CampaignLive.co.uk, shortlisted entrants will also be sent an email.
2. Winners will be announced via aoyawards.com/emea and appear on CampaignLive.co.uk.

Please note there will be no awards ceremony for the awards, winners will be announced via Campaign.

ELIGIBILITY

Entries will be accepted from the entire EMEA region (Europe, Middle East and Africa).

To qualify for the Agency Network categories companies must operate in 3 locations or more across the region, with one office operating out of Europe. To qualify for the Agency Network people categories entrants must hold a regional role in 3 markets or more.

All entries must relate to work and achievements ONLY during the period

January 2018 - December 2018.

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.

FEES

£550 + VAT per entry

- Entry fees are due upon submission.
- No refunds will be made for incorrect, withdrawn, duplicated or disqualified entries.
- Entries unpaid by 23 November 2018 may be disqualified and Haymarket Media Limited will retain the right to claim for unpaid entry fees.

SUBMITTING AN ENTRY

Registration details: please provide contact details for someone in your company that we can contact about the entry

Category: Select from 5 Agency categories and 12 people categories

Executive summary: Your entry must include an executive summary for the online judging system (maximum of 200 words, required at the time of submission).

Entry Submission: Upload your hi-res A4 PDF entry (entries should be a maximum of 10 pages). Entries must follow the relevant format outlined for that category.

ENTRY KIT

NETWORK CATEGORIES

EMEA ADVERTISING NETWORK OF THE YEAR

This award is given out to the most impressive advertising network of 2017. Judges will take into account achievement against objectives, business growth, creative output, 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.

EMEA 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.

EMEA DIGITAL INNOVATION 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, creative output, 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.

EMEA CUSTOMER ENGAGEMENT NETWORK OF THE YEAR

This award recognises the best customer engagement 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, creative output, 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.

EMEA PR NETWORK OF THE YEAR

This award recognises the best PR network of 2017, taking into account achievement against objectives, creative ideas, 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.

ENTRY KIT

PEOPLE CATEGORIES

EMEA AGENCY HEAD OF THE YEAR (ADVERTISING)

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, in markets and/or in disciplines, and capabilities and contribution to the role or image of advertising in the region.

EMEA 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, in markets and/or in disciplines, and capabilities and contribution to the role or image of advertising in the region.

EMEA 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, in markets and/or in disciplines, and capabilities and contribution to the role or image of advertising in the region.

EMEA AGENCY HEAD OF THE YEAR (CUSTOMER ENGAGEMENT)

This award recognises the head of a customer engagement 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, in markets and/or in disciplines, and capabilities and contribution to the role or image of advertising in the region.

EMEA AGENCY HEAD OF THE YEAR (PR)

This award recognises the head of a PR 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, in markets and/or disciplines, and capabilities and contribution to the role or image of advertising in the region.

EMEA CREATIVE PERSON OF THE YEAR

The award recognises creative directors who have produced the best work in EMEA 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.

ENTRY KIT

PEOPLE CATEGORIES

EMEA 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.

EMEA STRATEGIC PLANNER (CREATIVE AGENCY)

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 creative and commercially-effective solutions to clients' challenges.

EMEA MEDIA PLANNER (MEDIA AGENCY)

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 programmes 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.

EMEA CORPORATE COMMUNICATIONS/MARKETING TEAM OF THE YEAR

Open to corporate communications teams within agencies, 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.

EMEA 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 expanded the services of an established client relationship. Judges will consider solid examples of leadership in new business development initiatives that contributed to the success and financial growth of the agency.

EMEA TALENT MANAGEMENT PERSON / TEAM OF THE YEAR

This award recognises the talent management professional or team who has most effectively aligned the network'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.

ENTRY KIT

ENTRY STRUCTURE/CRITERIA

ENTRY STRUCTURE

All entries should follow the relevant template sub-headings listed below and should be uploaded as an A4, PDF document using 10 point type and single line spacing. Where relevant you should illustrate your submission with images, charts or graphics.

EXECUTIVE SUMMARY

Your entry must include an executive summary for the online judging system (maximum of 200 words, required at the time of submission). An executive summary is required for all categories.

YOUR ENTRY SUBMISSION

Your written entry is the basis on which you will be judged and shortlisted. At the beginning of your entry the following information must be supplied:

NAME OF CATEGORY ENTERED

Name of network and/or person

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 examples of work and initiatives carried out and outline financial revenue. Support materials could include case studies, videos, websites and even data reports etc. and should be provided in digital format ONLY, and limited to maximum file size 15MB. JPEG, PDF, URL and MP3 accepted.

COMPULSORY MANAGEMENT ENDORSEMENT

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.

NETWORK CATEGORIES

- ▶ EMEA Advertising Network of the Year
- ▶ EMEA Media Network of the Year
- ▶ EMEA Digital Innovation Network of the Year
- ▶ EMEA Customer Engagement Network of the Year
- ▶ EMEA PR Network of the Year

All entries for the Network Agency categories should follow the criteria outlined below.

Each entry should be no more than ten A4 pages using the following sub headings:

- ▶ **Introduction** (provide basic information of your agency, set out your stall, agency philosophy and identify the key leaders of the business)
- ▶ **Clients and the work** (outline notable projects worked on within the last 12 months and provide a summary of major client relationships)
- ▶ **Business Performance** (provide details of new business wins, successful strategies for organic growth, and processes taken to achieve business development goals)
- ▶ **Leadership** (describe your company culture, examples of thought-leadership and how your business is leading the industry)
- ▶ **Talent** (outline your approach to talent recruitment and provide evidence of improved staff retention and diversity of your staff)
- ▶ **Summary**

SUPPORT MATERIAL (MANDATORY)

- ▶ Up to 10 examples of great work
- ▶ Up to 10 examples of agency wide initiatives

SUPPORT MATERIAL (OPTIONAL)

- ▶ Financials – please provide your billings for 2018

**Please note this information will not impact the final result but will be useful for the judges*

ENTRY KIT

ENTRY STRUCTURE/CRITERIA

PEOPLE CATEGORIES (EXCLUDING INCLUDING TALENT MANAGEMENT CATEGORY)

- ▶ EMEA Agency Head of the Year (Advertising)
- ▶ EMEA Agency Head of the Year (Media)
- ▶ EMEA Agency Head of the Year (Digital)
- ▶ EMEA Agency Head of the Year (Customer Engagement)
- ▶ EMEA Agency Head of the Year (PR)
- ▶ EMEA Creative Person of the Year
- ▶ EMEA Account Person of the Year
- ▶ EMEA Strategic Planner (Creative Agency)
- ▶ EMEA Media Planner (Media Agency)
- ▶ EMEA Corporate Communications/Marketing Team of the Year
- ▶ EMEA New Business Development Team of the Year
- ▶ EMEA Talent Management Person / Team of the Year

All entries for the Network Agency categories should follow the criteria outlined below.

Each entry should be no more than ten A4 pages using the following sub headings:

- ▶ **Introduction** (including personal attributes and core values)
- ▶ **Strategy** (describe successful strategies or initiatives implemented in your role **within** the last 12 months and how they have advanced the business)
- ▶ **Summary of your achievements**

SUPPORT MATERIAL (MANDATORY)

- ▶ Supply relevant support materials you feel will support your entry

EMEA TALENT MANAGEMENT PERSON/TEAM OF THE YEAR

Talent Management entries should be no more than seven A4 pages using the following sub headings:

- ▶ **Introduction** (including personal attributes and core values)
- ▶ **Strategy** (outline your approach to talent recruitment and management)
- ▶ **Summary of your achievements**

SUPPORT MATERIAL (MANDATORY)

- ▶ Supply relevant support materials you feel will support your entry

FOR FURTHER INFORMATION CONTACT

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