

The logo features the letters 'B&T' in a large, ornate, serif font. The letters are filled with a detailed, multi-faceted diamond pattern, giving them a sparkling, crystalline appearance. Below the 'B&T' is a thin horizontal line, and underneath that, the words 'AWARDS 2010' are written in a clean, white, sans-serif font.

B&T
AWARDS 2010

Celebrating 60 years of excellence

CALL FOR ENTRIES



CASE STUDIES:

Each case study should explain, in a maximum of 500 words or less, how the agency helped a client during the period in question. A jury will be looking for clear evidence of strategic thinking, ability to deliver against brief and evidence of success.

BODY OF WORK:

In no more than 500 words, provide the information that best demonstrates the breadth of the agency's abilities within the category under consideration. In the advertising agency categories this should consist of no more than 10 individual pieces of advertising, submitted on CD or DVD.

AGENCY CULTURE:

In no more than 500 words, explain what makes the agency distinctive. Judges will be looking for commitment to staff development and retention, how the agency has innovated and evidence of the impact the agency's culture has on its output.

COMMERCIAL SUCCESS:

Judges will be looking for evidence of the agency's commercial success including new business wins, client retention, revenue and profit growth. Where regulatory or confidentiality issues preclude offering specific figures, percentages are acceptable. This should be in no more than 500 words. These should be accompanied by a letter from the agency's financial director or equivalent confirming their accuracy.

IMPACT AND MOMENTUM:

How has the agency adapted to the changing market? How has the agency's behaviour moved the industry? What is the agency's vision for the future? Examples might include the adoption of innovative techniques or tools, diversification into new business areas, setting the agenda through new research or commitment to participation in industry forums. No more than 500 words.

SCORING

CASE STUDY 1:	15%
CASE STUDY 2:	15%
BODY OF WORK:	20%
AGENCY CULTURE:	15%
COMMERCIAL SUCCESS:	20%
IMPACT AND MOMENTUM:	15%

AGENCY OF THE YEAR CATEGORIES

ADVERTISING AGENCY

Open to any agency in Australia or New Zealand involved in both planning and creating advertising. Where an agency has more than one office, the entry should be for the group operation.

MEDIA AGENCY

Open to any agency in Australia or New Zealand involved in both media planning and buying. Where an agency has more than one office, the entry should be for the combined group. The jury will be seeking evidence of both good media planning and innovative buying strategy.

PR AGENCY

Open to any agency in Australia or New Zealand involved in delivering PR services. Where an agency has more than one office, the entry should be for the group operation. The judges will be looking for evidence of a full range of PR capabilities including an understanding of the importance of digital media on PR issues.

DM AGENCY

This category recognises direct marketing agencies. Both stand alone DM agencies and DM departments of larger agencies are eligible to enter. Where an agency has more than one office, entries in this category should represent the agency's offering across Australasia.

STATE AGENCY

Open to any creative agency in Australia. Full service, strategic, advertising, digital, or other specialist agencies are all eligible to enter, and the assessment will be based upon achievements within the agency's area of expertise. Where the agency is part of a larger network, the entry should represent the output of a single office. Different offices within the same network may enter. Separate shortlists will be selected for NSW, Victoria, Queensland and the other states and territories.

AGENCY OF THE YEAR – GRAND PRIX

Awarded to one of the winners from the Agency of the Year categories.

PROMOTIONAL MARKETING AGENCY

This award is open to any agency engaged in promotional marketing activity across Australia and New Zealand. Where an agency has more than one office, a joint entry should be submitted. Stand alone agencies and departments of larger agencies that specialise in promotional marketing are eligible to enter.

EXPERIENTIAL AGENCY

Open to any agency, or agency department, in Australasia involved in delivering marketing that brings consumers to directly experience brands at first hand in a memorable and relevant way.

SPECIALIST AGENCY

Open to any communications agency in Australia or New Zealand. This includes, but is not exclusive to, channel planning specialists, brand strategists, design agencies and social media specialists. Both stand alone agencies and departments within larger agencies are eligible. Where an agency has more than one office, entries in this category should represent the agency's offering across Australasia.

EMERGING AGENCY

Open to any communications agency in Australia or New Zealand. Full service, advertising, media, digital, PR, promotional or other specialist agencies are all eligible to enter and the assessment will be based upon achievements within the agency's chosen area of expertise. The agency must have started in business after September 25, 2007.

INTERACTIVE AGENCY

This category recognises digital agencies focused on helping clients achieve their digital marketing goals. Both stand alone digital agencies and digital departments of larger agencies are eligible. Companies involved only in providing specific digital services such as search engine optimisation or web build services should enter the digital services company category. Where an agency has more than one office, entries in this category should represent the agency's offering across Australasia.

THE FINE PRINT

ENTRY FORMAT:

1. Jurors will be assessing many entries so please keep them as concise as possible. Those that make it to the shortlist stage will have the opportunity to provide further information in their presentations to the jury.
2. **All written entries should be supplied in A4 format only and be bound.** They should not exceed the word counts specified for each category.
3. **Supporting Material** - Entries may be accompanied by supporting material. Any supporting material, including print work, screen grabs, radio ads, TVCs, and photographs need to be high-res where applicable (300 dpi) and must all be submitted on a single CD or DVD with each piece of work clearly labelled. For online work, a live URL together with username and

password if necessary should be supplied in the written portion of the entry. In the case of DM work, physical examples will be accepted. Please note that categories may have different juries, so supporting material should be supplied for each category entered.

4. A total of ten sets of the written entries should be provided for each category.
5. A total of ten sets of supporting material on CD/DVD should also be provided for each entry where necessary and clearly marked with the name of the category and submitting company's name. The written portion of the entry can also be included on each CD/DVD in addition to the ten hard copies supplied.
6. Failure to supply supporting material in the correct format may result in disqualification.

OTHER CATEGORIES

BEST AD CAMPAIGN

The jury will be looking for creativity within the context of the brief and against target. Credit will be given for the central idea (25%), quality of execution (25%), evidence of effectiveness (25%), integration in multiple media channels (25%). Maximum 500 words. This entry may also form one of the case studies for the advertising agency of the year category. *(Finalists will not be required to present to the jury).*

BEST DIGITAL CAMPAIGN

The jury will be looking for a strong creative idea specific to the chosen digital medium or media (25%); execution (25%) and appropriateness of strategy and solution to the original brief (25%), evidence of success (25%). This category covers all digital channels, including online, red button and mobile. Maximum 500 words. This entry may also form one of the case studies for the advertising, media, and interactive agency of the year category. *(Finalists will not be required to present to the jury).*

BEST MEDIA CAMPAIGN

The jury will be seeking creative thinking, backed by excellence in understanding media consumption in devising a media campaign that best helps specific client achieve the set goals. Please set out the brief and how the target was achieved. The jury will be seeking a strong central media idea (40%), the ability to translate this into a detailed plan (30%) and evidence of its success (30%). Maximum 500 words. This entry may also form one of the case studies for the media agency of the year category. *(Finalists will not be required to present to the jury).*

BEST PR CAMPAIGN

The jury will look at a campaign developed by a PR agency for a single client. They will be seeking to understand the client's original brief, the insight that went in to understanding the client's needs (30%), the strategy developed to deliver on this (40%) and the effectiveness of the implementation (30%). Maximum 500 words. This entry may also form one of the case studies for the PR agency of the year category. *(Finalists will not be required to present to the jury).*

BEST USE OF SPONSORSHIP

The jury will be looking for the creative activation of a brand sponsorship of a sports, arts, media or special projects event. Credit will be given for the idea behind the association (25%) the strategy (25%), the execution (25%) and evidence of its effectiveness. Maximum 500 words. This category is open to brands and agencies across Australia and New Zealand. *(Finalists will not be required to present to the jury).*

MEDIA BRAND OF THE YEAR

The jury will be looking for a powerful consumer brand that can demonstrate sustained commercial success (30%), dramatic influence on its market (20%), and demonstrate its value as an advertising vehicle (30%). It should also be able to show progress within the year in question (20%). The submission should be no more than 1,000 words.

MEDIA SALES TEAM OF THE YEAR

The jury will be seeking the successful sales team that can: demonstrate progress during the year in question (20%); show a team culture that gets the best from staff (20%); offers creative solutions and ideas that go beyond simply selling advertising inventory (20%); collaborates effectively with project partners (20%); has developed new revenue streams (20%). The submission should be no more than 1,000 words.

DIGITAL SERVICES COMPANY OF THE YEAR

This category is intended to recognise the work of companies in the new media sector that are ineligible for the digital agency of the year category. The product offering should in some way support the business side of media or marketing. Search marketing specialists, web build firms and digital design agencies would be among those eligible for this category. Outline, in no more than 1,000 words, the company's successes in the past 12 months, contributions to growing the new media industry of Australia or New Zealand and innovation within the market.

MARKETING TEAM OF THE YEAR

The jury will be looking for the in-house marketing team that has achieved the most for a brand or related group of brands in the past 12 months. This will include insight into the issues faced by the brand, strategy, co-ordination of partners including advertising, media and PR partners and successful outcomes. Entries should be a maximum of 1,000 words. The submission can be self-nominated or put forward by an agency on behalf of their client, with the client's permission.

EMPLOYER OF THE YEAR

Open to any Australasian company working underneath the marketing umbrella, including marketing departments, agencies and media teams. Entrants should provide: two individual staff case studies of no more than 500 words each, in the words of the relevant appropriate staff member detailing their own experiences at the company. One should be for a member of staff who joined during 2010, the other for a member of staff who joined in 2008 or earlier (20% each); in no more than 500 words, evidence of a well thought out and executed recruitment policy that delivers the best people for the job (20%); in no more than 500 words, details of the company culture including training and staff retention (40%).

YOUNG ACHIEVER OF THE YEAR

Open to anyone working within the business of media, advertising and marketing who will be below the age of 30 at midnight on December 3, 2010. The judges will be looking to find the most talented individual or creative pairing working within a marketing, agency or media. Please provide two references of no more than 300 words each from colleagues or clients (30% each) along with an outline of your career history and achievements to date to a maximum of 400 words.

CLOSING DATE FOR ENTRIES:

5pm Friday 24 September 2010

PERIOD BEING ASSESSED:

26 September 2009 –
24 September 2010

JUDGING:

PRESENTATIONS:

A key element of the B&T Awards is the finalist presentations and the ability of judges to question those about their entry, agency, work and results over and above what is contained in the written entry. Each shortlisted entrant is given 30 minutes of which 20 minutes is devoted to the presentation followed by 10 minutes of questions and answers from the judges. Sydney-based teams are required to present in person, however teams from interstate and New Zealand, have the option to submit a 15 minute DVD presentation, shot in a single unedited take from a fixed camera. A representative from the shortlisted team will then be expected to be available for a telephone conference immediately after the jury is shown the DVD. Finalists in the advertising, digital, media and PR campaign will not be required to present to the jury.

THE JURY:

The jury for each category will be carefully selected to include senior marketers, industry consultants, and people from related, but not competing sectors. There will be no representatives from directly competing agencies on the panel. All judges are required to sign a non disclosure declaration ahead of judging. Any judge that has a conflict of interest with a particular entry will be required to declare it and will not be allowed to score on that entry.

RULES OF ENTRY:

1. There is no limit to the number of entries that an agency may submit in the following categories: best advertising, digital, media and PR campaign.
2. B&T reserves the right to move an entry into another category if it believes it would be more appropriate to do so. Incomplete or invalid entries will not be refunded.

3. If shortlisted, entrants must have a representative present to collect the trophy in Sydney on the night of December 3. If a representative fails to attend, the prize may be withdrawn.

4. The verdict of the jury is final, except where an issue arises after judging has taken place, in which case the editor of B&T will make a final ruling. B&T reserves the right to vary the rules at any time if it considers it necessary to do so.

5. Where incorrect information has been provided, regardless of any extenuating circumstances, B&T reserves the right to disqualify an entry with no right of appeal.

6. The entrant authorises B&T to publish the information contained in the entry in whatever format it sees fit.

7. Entries will not be returned.



CLOSING DATE FOR ENTRIES:

5pm Friday 24 September 2010

PERIOD BEING ASSESSED:

26 September 2009 – 24 September 2010

ENTRIES SHOULD BE DELIVERED TO:

Heather Lawson, B&T Awards, Tower 2, 475 Victoria Avenue, Chatswood, NSW, 2067

COST OF ENTRY:

AUS \$190 per category entry

AWARDS HELPLINE:

02 9422 2791 or email: heather.lawson@reedbusiness.com.au

CHECK LIST

- Entry form completed
- Cheque enclosed or credit card details provided
- Ten sets of each written entry enclosed
- Ten sets of supporting material (on CD or DVD)
- Date of judging day for shortlisted teams in diary (Friday November 12)
- Awards night entered into diary (Friday December 3)

ENTRY FORM

TICK AS APPROPRIATE

- | | |
|---|---|
| <input type="checkbox"/> Advertising Agency of the Year | <input type="checkbox"/> Digital Services Company of the Year |
| <input type="checkbox"/> Media Agency of the Year | <input type="checkbox"/> Best Ad Campaign |
| <input type="checkbox"/> PR Agency of the Year | <input type="checkbox"/> Best Digital Campaign |
| <input type="checkbox"/> Specialist Agency of the Year | <input type="checkbox"/> Best Media Campaign |
| <input type="checkbox"/> Promotional Marketing Agency of the Year | <input type="checkbox"/> Best PR Campaign |
| <input type="checkbox"/> State Agency of the Year | <input type="checkbox"/> Best use of Sponsorship |
| <input type="checkbox"/> Emerging Agency of the Year | <input type="checkbox"/> Marketing Team of the Year |
| <input type="checkbox"/> DM Agency of the Year | <input type="checkbox"/> Media Brand of the Year |
| <input type="checkbox"/> Experiential Agency of the Year | <input type="checkbox"/> Media Sales Team of the Year |
| <input type="checkbox"/> Interactive Agency of the Year | <input type="checkbox"/> Young Achiever of the Year |
| <input type="checkbox"/> Employer of the Year | |

Name of company or individual nominated: _____

Brand (where relevant): _____

Address: _____

Suburb: _____

State: _____ P/code: _____

Person submitting entry: _____

Job title: _____

Office number: _____

Mobile number: _____

Email address: _____

I enclose a cheque for (\$190 per entry) + GST payable to B&T Awards.

OR

Please charge the sum of (\$190 per entry) + GST to my credit card

Visa Mastercard AmEX (Please note paying with AMEX will incur a 3% surcharge)

Name on card: _____ Expiry date: _____

Credit card number: _____ Security code: _____

I confirm that the information contained in this entry, including commercial claims, is to the best of my knowledge correct. I accept the rules of the B&T Awards as set down within this entry form.

Signature: _____

Name _____