



AWARDS

PRESENTED BY



**Key Dates:**

**Entries close – 5th August 2016 – on-time entry fee \$330 + GST/entry**

**Late entries close – 12th August 2016 – late entry fee \$430 + GST/entry**

**Judging period (examples of work must have been active in market during this period) – 1 August 2015 – 31 July 2016**

**Live-judging day – 14th October 2016 – Sydney**

**Awards night – Friday 18th November 2016 – Sydney Town Hall**

B&T AWARDS 2016  
CRITERIA AND SUBMISSION INFORMATION

**AGENCY OF THE YEAR AWARDS  
HARD COPY SUBMISSION**

**CATEGORIES**

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**Advertising Agency**

Open to any creative agency in Australia or New Zealand. Full service, strategic, advertising, digital or other specialist agencies are all eligible to enter and the assessment will be based upon the agency's area of expertise. Where an Australian agency has more than one office, the entry should be for the group operation.

**Branding and Design Agency - New**

Open to any agency in Australia or New Zealand. Both stand-alone agencies and departments of larger agencies or organisations are eligible to enter. Where an agency has more than one office, entries in this category should represent the agency's offering across Australia and New Zealand.

**Direct Response/Performance Agency - New**

Open to any agency in Australia or New Zealand. Both stand-alone agencies and departments of larger agencies or organisations are eligible to enter. Where an agency has more than one office, entries in this category should represent the agency's offering across Australia and New Zealand.

**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 a new original business after August 31, 2013 and cannot be part of another agency or group.

**Experiential Agency**

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

**Independent Agency**

Open to any agency in Australia or New Zealand that is 100% independently owned, i.e., not owned or part owned by a larger agency group.

**Media Agency**

Open to any agency in Australia or New Zealand involved in media planning, buying and/or strategy. Where an agency has more than one office, the entry should be for the group operation. The jury will be seeking evidence of good media planning, new business success and client retention.

**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.

**Production Company - New**

Open to any production company in Australia or New Zealand. Both stand-alone companies and departments of larger agencies or organisations are eligible to enter. Where a company has more than one office, entries in this category should represent the company's offering across Australia and New Zealand.

**Research Agency - New**

Open to any agency in Australia or New Zealand. Both stand-alone agencies and departments of larger agencies or organisations are eligible to enter. Where an agency has more than one office, entries in this category should represent the agency's offering across Australia and New Zealand.

**State Agency (NSW, VIC, QLD and Other States/Territories/NZ)**

Open to any agency in Australia. Full service, strategic, advertising, media, 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/territories/New Zealand.

**B&T Agency of the year**

Awarded by B&T to one of the winners from the Agency of the Year categories. This category can't be entered.



## CRITERIA

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### **Case studies:**

Supply 2 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 a 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 USB or via online link.

### **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 articulated in no more than 500 words. Figures and claims should be accompanied by a letter from the agency's financial director or equivalent confirming their accuracy. All judges will sign an NDA prior to judging.

### **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

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Case study 1: 10%

Case study 2: 10%

Body of work: 20%

Agency culture: 20%

Commercial success: 20%

Impact and momentum: 20%

## SUBMISSION PROCESS:

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All Agency of the Year categories are to be submitted following these steps:

- Register the entry and submit payment via our online portal: <https://bandt.awardsplatform.com>
- Your online registration will be assigned with an ID number. Please ensure that your hard copy submission includes your ID number prominently.
- Hard copy of your submission to be posted to the B&T office:  
**Attn: Vivian Luo – B&T Awards**  
**Level 2, 231 Commonwealth St, Surry Hills NSW 2010**

## SUBMISSION FORMAT:

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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 USB 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 USB 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 USB in addition to the ten hard copies supplied.
6. Failure to supply supporting material in the correct format may result in disqualification.

## JUDGING:

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### **Second round presentations: 14<sup>th</sup> October, Sydney**

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 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 presentation.

### **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.



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**OTHER CATEGORIES**

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**Finalists in categories marked with \* are NOT required to attend the second round presentation.**

**Best Ad Campaign\***

The jury will be looking for creativity and innovation 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 750 words. This entry may also form one of the case studies for the advertising agency of the year category.

**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%), as well as evidence of success (25%). This category covers all digital channels. Maximum 750 words. This entry may also form one of the case studies from one of the agency of the year categories.

**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 750 words. This entry may also form one of the case studies for the media agency of the year category.

**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 750 words. This entry may also form one of the case studies for the PR agency of the year category.

**Best Programmatic Trading Team\***

The jury will be looking for a programmatic agency team with evidence from the people it works with both internally and externally. Judging will be based on best use of addressable media to deliver insights to the advertiser (25%), demonstrable trading sophistication including detail of what the team actually did as traders to achieve the results (25%), imaginative execution (10%) testimonials/case studies highly proving the team's prowess (40%).

**Best Use of Real-Time Marketing\***

This category highlights examples of social media creative that leverages live, public events to effectively showcase a brand or its attributes. Live, public events include but are not limited to entertainment, breaking news, sports, television moments, local and global events. (Product launches or planned campaigns are ineligible in this category). Judging will be based on quality of the creative (30%), the effectiveness of the campaign (30%), the timeliness of the creative (20%), and examples of quality of engagement on social media (20%). The submission should be no more than 1000 words.

**Best Use of Social Media\***

This category caters to all forms of social media platforms and applications. Examples of types of applications include but are not limited to social commerce, social networking, location based services, entertainment, advertising campaigns, reviews and opinion, information aggregators, blogging sites as well as product and services. Judging will be based on the innovative and effective use of online communities (35%), engagement with these communities (35%) and the success achieved as a result (30%). Maximum 750 words.

**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 (25%). Maximum 1000 words. This category is open to brands and agencies across Australia and New Zealand.

**Best Use of Mobile\* - New**

This category highlights examples of marketing that leverages the wealth of opportunities offered through the humble mobile phone to effectively showcase a brand or its attributes or to drive an effective response. With the advent of a mobile-first or mobile-only world, this award recognises campaigns that have mobile technology at their heart. Judging will be based on the idea behind the campaign (30%), the experience delivered through the campaign that could only be achieved by harnessing a mobile phone's many attributes such as geo-location, accelerometer, GPS etc (30%), the timeliness of the execution (20%), and demonstrable proof of effectiveness (20%). The submission should be no more than 1000 words.



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### **Content Marketing Strategy of the Year\***

The jury will be looking for a thorough overview of a content marketing project. Credit will be given for creativity and innovation (25%); the strategy (25%); evidence of its effectiveness such as measurement of lead generation, sales conversion and increased brand awareness (25%); audience reach and the overall impact on the brand/product (25%).  
Maximum 1000 words.

### **Data-Driven Marketing\***

The jury will be looking for examples of a campaign that demonstrates the in-depth use of data to drive the marketing process with insight into return on investment. Winning entries will do more than focus on post-campaign analytics. They will go beyond the usual data sources, or use that data in more sophisticated ways. Maximum 1000 words. Credit will be given for how the data was gathered (30%), demonstrate how the data was used (40%) and evidence of ROI (30%). This category is open to both agencies and marketing.

### **Employer of the Year**

There are two awards in this category:

- Employer with more than 100 employees
- Employer with fewer than 100 employees

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 2015, the other for a member of staff who joined in 2012 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%). Evident such as third-party employee opinion surveys will be well regarded. Finalists are required to present to the jury.

### **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, coordination 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. Finalists are required to present to the jury.

### **Marketing Technology 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.

### **Media Brand of the Year\***

The jury will be looking for a powerful media 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.

### **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 November 18, 2016. 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 (40%).

### **OTHER CATEGORIES ENTRY SUBMISSION PROCESS:**

All Other Categories are to be submitted and payment completed ONLINE via our online portal: <https://bandt.awardsplatform.com>

### **OTHER CATEGORIES ONLINE SUBMISSION FORMAT:**

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### **JUDGING:**

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