

- **Tips for creating a successful Asian Marketing Effectiveness Awards entry**

The Asian Marketing Effectiveness Awards are the only regional awards to recognise marketing campaigns that show real results. While preparing your entries for the 2007 awards, it may be worthwhile to bear the following notes in mind. These are based on feedback from judges in previous years.

What makes a winning entry?

- Winning entries clearly articulate a single business issue, a very clear communications strategy to address that issue, and specific and clear results that prove the case.
- Winning entries leverage the 3 - 6 visual aids allowed to showcase the core essence of the campaign and deliver believability.
- To achieve a Gold is to deliver truly business transforming ideas that reshape the category and the brands within it.

What should I focus on when preparing my entry?

- **Read the entry kit carefully!**
- **Be concise and relevant in your written entry** – you have only a few minutes to grab the judges' attention. Bear in mind that these awards receive hundreds of entries and the judges are tasked with reviewing a large amount of written material; a concise and well-written entry is crucial when putting your case forward as judges base their decisions on which entries to shortlist on the basis of the written entry alone. Note also that you may use visual references within the written entry.
- **Results, results, results!** Results must be quantifiable – always name your source, and be clear about the link between the campaign and the results. For example, if your campaign runs over a very short period, beware of attributing the results across an entire year (unless you can quantify them!), or avoid vague statements such as 'substantial improvement reported by client' as your measure of success. As well as quantitative results, list which metrics are measured, how, and what trends were observed (e.g. year-on-year percentage change, or variance to control).
- **Client and third-party credibility** – the client is of course required to sign the entry form; but going a little further by including client and third-party testimonials will undoubtedly add weight to your written submission.
- **Use the headings for the written submission** – again, judges will be reviewing large amounts of written material; the template format helps them to quickly assess and review the details of your entry. See the entry kit for more details.
- **Be concise and relevant in your support materials**
Support materials are precisely that, and should be used to supplement your written entry. Use your quota of 3 to 6 items to showcase the essence of the campaign as outlined in your written entry. Deliver believability and bring it to life.

GOOD LUCK!