

**SINGAPORE  
MEDIA  
MARKETING  
AWARDS**  
2023

**Official**

**SMMA**

Organised by

Official Creative Partner

# A MESSAGE FROM YOUR CO-CHAIRS

In recent years, we have faced unprecedented challenges that have profoundly reshaped our lives and industry. Amidst these trials, acknowledging determination and celebrating brilliance is more crucial than ever. As we forge into the future, it is high time we shift our focus to these victories, regardless of their magnitude, and honour the exceptional talent that thrives even in the most challenging circumstances.

With great excitement, we announce the return of the Singapore Media Awards, revitalised after a three-year hiatus as the **Singapore Media Marketing Awards**. This revival, a proud initiative by the Association of Advertising and Marketing Singapore (AAMS), commemorates the resilience of our industry and its commitment to fostering synergy among brands, agencies, and partners through the convergence of technologies, connections, and collaboration.

This year's theme, "**Convergence Unleashed**", spotlights the pivotal role of collaboration, diversity, and accountability in driving our evolving industry. In an era of further fragmentation and disintermediation, we invite the industry to bridge even closer between media and marketing, unifying all parties working across the ecosystem. Our challenge is to mix it up by adopting fresh perspectives and combining the unexpected. Together, let us unleash the power of convergence to drive remarkable outcomes for brands and the industry – because only when you merge do you emerge.

The **Singapore Media Marketing Awards** is unique amid the vast global and regional recognition landscape. They pay tribute to talent, hard work and creativity in local and multinational organisations that have found fertile ground in Singapore. The awards highlight outstanding work developed here and have made waves at home and abroad. But they are about more than just acknowledging past and current successes; these awards encourage the convergence of past, present, and future, aiming to spur unbounded potential.

We look forward to receiving your entries and are excited to celebrate the remarkable work and exceptional talent within the Singapore media and marketing industry.

Best of luck!



**Ian Loon**

Chief Executive Officer,  
Media & Digital, Singapore  
Chief Transformation Officer,  
Southeast Asia

**Publicis Groupe**



**Bee Bee Lim**

Head of Marketing,  
Consumer Business Group  
**DBS Singapore**

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# IMPORTANT DATES

## Eligibility Period

1 March 2022 to 30 September 2023

## Submission Deadlines

### Date & Time

**Early Bird** 12 October 2023, 1759hrs

**Standard** 19 October 2023, 1759hrs

**Final** 26 October 2023, 1759hrs

## Shortlists Announcement

21 November 2023

## Winners Announcement on Awards Day

18 January 2024

# FEES & PAYMENT METHODS

## Award Entry Fees

	<b>Deadline</b>	<b>AAMS Members</b> (excluding 8% GST)	<b>Non-Members</b> (excluding 8% GST)
<b>Early Bird</b>	12 Oct 2023	430 SGD	650 SGD
<b>Standard</b>	19 Oct 2023	470 SGD	690 SGD
<b>Final</b>	26 Oct 2023	550 SGD	770 SGD

A SGD100 late fee (excluding 8% GST) applies to each entry submitted after the final deadline (26 October, 1759hrs).

You can get a discounted price as a member by signing up at the link below:

<https://aams.org.sg/types-of-memberships/>

**Enter 5 or more entries to qualify for a 10% discount on your 5th entry onwards, subject to the following terms and conditions:**

- All entries must be submitted on the same day in one invoice
- Entries must come from the same client or same agency
- Promo Code to be **requested from the organisers** prior to submission, and not after. You will have to input your given promo code before generating the invoice.

## Payment Methods

### **1. Bank Transfer or PAYNOW**

Bank Name: United Overseas Bank Ltd

Bank Address: 230 Orchard Road, #01-230 Faber House, Singapore 238854

Account Name: The AAMS Limited

Account Number: 920-350-821-9

Swift Code: UOVBSGSG

PAYNOW to UEN No. 199304251DA01

### **2. Stripe**

Payable On Submission Portal

## **Important Points to note prior to invoice generation:**

- Promo Code (If eligible), to be **requested from the organisers** prior to submission, and not after. You will have to input your given promo code (if any) before generating the invoice.
- Check the amount for reflection of member rate or promo code (if any) before proceeding to generate the invoice.
- Billing Entity and similar details to be confirmed before generating invoice as time taken for the amendment may affect the entry rate and is irreversible.  
***(Amendment request after 9 November 2023 shall incur an immediate payment of SGD50 admin fee per entry)***
- Ensure Invoice Is generated Immediately after submission of entry as it will determine the rate of your entry fee following the deadlines.
- Deadlines stated are for **entry submissions via portal only**.  
Successful submission of entries will determine the rate of the deadlines given.
- All payments have to be **in and acknowledged** before **9 November 2023** latest.
- Payment extension requests will have to be officially approved by the Organiser.  
Request Forms downloadable on **[www.sgmediamarketingawards.com](http://www.sgmediamarketingawards.com)**.

## **Important Points to note prior to bank transfer/Paynow**

- **All bank charges shall be strictly borne by the remitter**
- Payment must be accompanied by Payment Advice sent to [events@aams.org.sg](mailto:events@aams.org.sg) and receipt acknowledgement before **9 November 2023**.

## **Strictly No Refund Policy**

- Fees paid are non-refundable for any reason, including disqualification or suspension.
- Any overpayment may be applied to offset another entry, but no refund will be issued.
- Entries that are not paid by (absolute deadline date) will not be judged. There will be no refund for these entries. Kindly plan your payment ahead, especially for companies with a monthly payment cycle.

**For further payment enquiries, please contact [events@aams.org.sg](mailto:events@aams.org.sg) or Ami at +65 8767 8616 (Whatsapp only).**

# SUBMISSION GUIDELINES

## Eligibility

- The eligibility period spans from **1 March 2022 to 30 September 2023**. Campaigns with at least 75% of their timeline within this window will be accepted.
- All Singapore-based organisations, even those with global operations, can participate in these categories.
- Participating works or campaigns must be conceived and executed in Singapore, targeting either the local market or a broader regional/global market that includes Singapore.

## Submission Portal

- To get started, please first register on [sgmediamarketingawards.com](http://sgmediamarketingawards.com). You can do this by clicking the "ENTER NOW" button at and creating a profile.
- All submissions should be uploaded via our dedicated submission portal located within [www.sgmediamarketingawards.com](http://www.sgmediamarketingawards.com).

## Campaign Information

In this section, you will be required to provide the following information:

- **Campaign Name** - When submitting the same campaign across multiple award categories, keep the campaign name consistent. This consistency contributes to the tally for the prestigious Grand Prix - Best of Show award.
- **Campaign Summary** - In 150 words or less, summarise your campaign and its results. This summary will be used for publicity and promotional purposes, so ensure that no confidential information is included.
- **Campaign Image** - This should be the primary visual representing your campaign and will be used for publicity and promotional purposes. Choose an image that effectively embodies the essence and spirit of your campaign.
- **Campaign Dates** - Please ensure that at least 75% of the campaign's timeline falls within the stipulated eligibility period.
- **Campaign Budget** - The budget should ideally be listed in Singapore Dollars. If any other currency is used, please specify it alongside your budget.
- **Client Name** - This should be the parent company's name, which may differ from the brand name.
- **Brand Name** - If the client and brand names are identical, retain the same name for both fields. Also, ensure brand name consistency across multiple



award category submissions, as it adds to the tally for the Brand of the Year award.

- **Lead Agency Name** - This refers to the agency primarily responsible for the campaign's outcomes. Keep the Lead Agency name consistent, particularly when submitting across multiple categories, as it adds to the tally for both the Agency of the Year and Local Hero of the Year awards (if applicable).
- **Logos** - Provide company logos for the client(s) and lead agency. Logos are not required for supporting agencies.

## Credits

**Credits submitted with entries are final and can't be altered post-submission. Exceptions for additions or credit changes are made on a case-by-case basis, are not guaranteed, and will incur an admin fee of SGD50 (excluding 8% GST) per approved request.**

- For the Marketing Achievement and Media Achievement Awards, it is mandatory to attribute the work to one (1) client/brand and one (1) lead agency.
- You can credit one (1) additional client/brand to be recognised as co-clients.
- You can credit up to two (2) additional agencies to be recognised as supporting agencies (in alphabetical order).
- If you are a client/brand submitting in-house work, please list your company as the client/brand and the lead agency.
- Regardless of whether it is a client/brand or an agency, each company credit permits you to list a maximum of eight (8) individual names for recognition.

## Written Submission

- Your written entry is a pivotal part of your submission and must respond directly to the judging criteria specified for the award category you intend to participate in.
- Each section is subject to a word limit of 500 words. Therefore, if you participate in a category with four (4) sections, your total word count should not exceed 2,000 words. Similarly, the total word count must be kept within a maximum of 2,500 words for a category with five (5) sections.
- For Marketing Achievement and Media Achievement awards, please omit agency names from documents or materials slated for jury review. Failure to adhere to this requirement may result in disqualification.

# Supporting Material

Supporting materials will aid in visually representing and reinforcing your written entry.

## Images, Charts & Graphs

- You can upload five (5) images, charts, or graphs per section.
- Images, charts, or graphs should be labelled and referenced in your written entry.
- Uploads should be in .JPG or .PNG format, not exceeding 2MB per file.

## Video Reel

While not compulsory, a video reel is **highly recommended**. A compelling video summary will give your entry a significant advantage during the judging process.

The video reel should adhere to the following guidelines:

- Have a duration of between two (2) to three (3) minutes.
- Be presented in English or include English subtitles.
- Provide a summary of your campaign, featuring visuals of key creative elements and a brief explanation aligning with the judging criteria for your award category.

# Supporting Material Guidelines

It is advisable to upload supporting materials to aid your entries for judging in Google Drive.

Supporting materials include: Case films (Video File), Demo films (Video File), Word Doc. (for Script and/or Translation), Jpegs, On-site Photographs (Jpegs) and URLs.

**Supporting materials must not contain any reference to your agency or any contributing creative companies or individuals.**

All soft copy materials must have clearly defined file names with the entry title and category title.

### **File Naming Convention**

Example:

Main Category/Sub Category: Media Achievement Awards/Best Use of Integrated Media

Entry Title: Quit Smoking

Entry No. : 4.1\_1

File Name: 4.1\_1\_Quit\_Smoking\_Image1.jpg

## **A. Video & Audio File Format Guidelines –**

### **Video Files:**

- Please upload a high quality video as **.MOV** or **.MP4** video format in Google Drive.

- The maximum file size is **350MB**.

- Preferred format:

**Option 1**

Aspect Ratio: Full HD 1080p.

Resolution: 1920x1080

Format/Codec: .MOV/H.264

Audio: AAC, Stereo, 48kHz

**Option 2**

Aspect Ratio: HD 720p.

Resolution: 1280x720

Format/Codec: .MOV/H.264

Audio: AAC, Stereo, 48kHz

- Also accepted in following format:

Aspect Ratio: 4:3 or 16:9

Resolution: 1024x576 or 720x576 or 854x480 or 640x480

Format/Codec: .MP4/H.264

Audio: AAC, Stereo, 48kHz

- Case Film (Maximum 120secs / 350MB):

A short film explaining your work. Content includes the brief, execution and results.

To be uploaded as Supporting Material.

- Demo Film (Maximum 120secs / 350MB):

Depending on the entry being entered, this is either a 'making of', a recording of the activation in action or a walk through showing the specific elements of your work. Demo Films should be in English.

To be uploaded as Supporting Material.

### **Radio & Audio Files:**

- MP3 audio file of original radio advertisement, as it aired.

- Specifications: 258 kbps preferred, 128 kbps = minimum accepted.

### **Image File Format Guidelines –**

Entry proof is the final artwork of the original advertisement, exactly as it ran.

Presentation board is a visual presentation of your work, including images and English text. Text = 100 words max, covering the brief, execution and results.

### **Digital Image Format:**

- Specifications: JPG, RGB, 7063 x 5008 pixels, 5 - 15MB

### **URL Guidelines –**

- The provided URL has to be accessible online until 31<sup>st</sup> December 2023 without any restrictions of login or password request
- URLs must start with 'http://' or 'https://'
- Google Drive URL – To provide a link containing both compulsory and supporting materials.

## Endorsement

During submission, you must validate that you've procured approval for the entry under consideration. The source of endorsement varies depending on the awards:

- The Innovation Catalyst and Talent awards endorsement must originate from your organisation's CEO (or an individual with similar authority).
- For the Marketing Achievement and Media Achievement awards, the endorsement must come from both your organisation's CEO (or an individual with similar authority) and the client.

We may occasionally request a written confirmation of these approvals through an official letter or email from the endorsing party(s). Please note that if requested, the inability to provide this endorsement may impact the acceptance of your entry.

## Declaration of Originality

- All entries must be original and the sole work of the entrant, conceived and implemented specifically for the client mentioned.
- The entrant declares that the submitted work does not infringe upon any third party's copyright, intellectual property, or trademark rights.
- The entrant is responsible for securing the necessary permissions for any copyrighted material included in the entry.
- Any entry found to be non-original will be disqualified.

## Confidentiality

- We maintain a strict confidentiality policy and treat all submissions as confidential, except for the information provided in the "Campaign Information" section.
- Information submitted under "Campaign Information" may be used for promotional and publicity purposes related to the awards. Please ensure it contains no confidential or proprietary information.
- The entrant guarantees they have secured all necessary permissions to use this "Campaign Information" for promotional and publicity purposes.
- All written entries, supporting materials, and endorsements will be treated with confidentiality and will not be made public without explicit permission.

# CATEGORIES & JUDGING CRITERIA

## INNOVATION CATALYST AWARDS

### Most Innovative Agency

This award recognises the agency that has displayed unparalleled creativity and innovation in Singapore's media and marketing landscape. Winning entrants will demonstrate their ability to utilise modern technologies, original strategies, and unique insights to meet or surpass their clients' objectives. They should showcase an innovative project, campaign, or initiative that has achieved remarkable results.

For example, an agency could be considered innovative for implementing a cutting-edge augmented reality campaign that seamlessly blends physical and digital experiences. By introducing this innovative concept, the brand revolutionised how consumers engage and interact, resulting in heightened brand awareness and exceptional customer engagement.

The agency should provide details about the innovative concept, implementation process, and metrics demonstrating its impact and success.

### Most Innovative Agency: Judging Criteria

SECTION	DESCRIPTION	GRADING
<b>Overview &amp; Vision</b>	Outline the fundamental values and objectives that define the agency. How does the agency embody and promote a culture of innovation?	<b>10%</b>
<b>Innovation</b>	Provide specific examples of initiatives, campaigns, or internal practices the agency introduced last year that illustrate your innovative approach. How have these initiatives/practices disrupted the norm and created unique value?	<b>25%</b>
<b>Technological Integration</b>	Detail how your agency has harnessed the power of emerging or existing technologies to drive innovation in your work. What technologies have been most significant, and how have they enhanced your agency's operations, creative outputs, or client servicing?	<b>25%</b>
<b>Client Impact &amp; Industry Influence</b>	Demonstrate how your agency's innovative practices have positively impacted your clients or reshaped trends within the market. Can you share any	<b>25%</b>

	measurable improvements or notable shifts that resulted from your innovative actions?	
<b>Case Studies</b>	Present two case studies that demonstrate your agency's innovative work.	<b>15%</b>

## Most Innovative Brand

This award seeks to honour a brand that has broken new ground in how it communicates, markets, and engages with its audience. The recipient of this award will have pioneered novel marketing strategies, demonstrated the creative use of media, or introduced ground-breaking products or services that have significantly boosted their brand presence or growth.

An example of innovation in this category could be a brand that leveraged artificial intelligence to create personalised marketing experiences tailored to individual customers. The brand delivered highly targeted and relevant content across various channels by analysing vast customer data, resulting in increased brand awareness, customer engagement, and sales.

Submissions should highlight the innovation, its implementation, and the tangible outcomes regarding increased brand awareness, customer engagement, sales, or other relevant metrics.

### Most Innovative Brand: Judging Criteria

SECTION	DESCRIPTION	GRADING
<b>Overview &amp; Vision</b>	Provide an overview of your brand's identity, mission, and vision. How does innovation fit into your brand's strategy and ethos?	<b>10%</b>
<b>Innovation</b>	Describe specific branding or marketing initiatives implemented within the eligibility period that showcase your brand's innovative approach. How have these efforts redefined or differentiated your brand in its category?	<b>25%</b>
<b>Technological Integration</b>	Outline how your brand has utilised technology (e.g., digital marketing tools, CRM, etc.) to drive innovation. How have these technologies enhanced your brand's capacity for innovation?	<b>25%</b>
<b>Impact on Brand &amp; Market Position</b>	Illustrate how your brand's innovative efforts have positively influenced brand perception and solidified your standing in the marketplace. Share quantifiable metrics or qualitative feedback that highlight this impact.	<b>25%</b>
<b>Case Studies</b>	Present two case studies that best exemplify your brand's innovative work and the resultant benefits.	<b>15%</b>



## Most Innovative Publisher/Media Owner

This award is for a publisher/media owner who has set a benchmark for content creation, distribution, or monetisation innovation. Whether through new formats, cross-platform integration, or the creative use of data, the winner will have displayed a visionary approach to media.

An example of innovation in this category could be a publisher that leveraged data analytics and audience insights to deliver highly personalised and targeted content to their readers. By understanding their audience's preferences and interests, the publisher could curate content that resonated with individuals, resulting in increased consumer experience, engagement, and, ultimately, business growth.

Entries should demonstrate how the innovation has enhanced consumer experience, generated engagement, and resulted in business growth.

### Most Innovative Publisher/Media Owner: Judging Criteria

SECTION	DESCRIPTION	GRADING
<b>Overview &amp; Vision</b>	Please provide a concise overview of your organisation and its mission. How do the core principles of your organisation align with or foster a culture of innovation? Can you provide examples of where your mission and innovation have intersected?	<b>10%</b>
<b>Innovation</b>	Detail the innovative practices that your organisation has implemented within its publishing or media operations in the past year. How have these practices moved beyond the standard approaches in the industry?	<b>25%</b>
<b>Technological Integration</b>	Explain how your organisation has harnessed technology to drive innovation. This could involve implementing new tools, adopting unique strategies, or leveraging existing technology in novel ways.	<b>25%</b>
<b>Impact</b>	Describe the measurable impact that your innovative practices have had on audience engagement. In what ways have your practices influenced or shifted industry trends? Please provide specific examples and data.	<b>25%</b>
<b>Case Studies</b>	Present two case studies that demonstrate the innovative work your organisation has done. Be sure to tie these back to the core principles of innovation discussed in previous sections.	<b>15%</b>

# Most Innovative Technology Platform

This award is designed to spotlight a technology platform that has significantly advanced the fields of media and marketing through its innovative features and capabilities. This could include advertising technologies, data analytics, AI, blockchain, VR/AR, and beyond.

An example of an innovative technology platform could be an AI-powered marketing automation platform that revolutionised how businesses target and engage their customers. By leveraging machine learning algorithms, the platform could analyse vast amounts of data to identify customer preferences, optimise marketing campaigns, and deliver personalised experiences at scale. This innovation improved efficiency, facilitated growth, and enabled new possibilities for businesses and consumers.

Applicants should detail how the platform is innovative, its practical applications, and how it has improved efficiency, facilitated growth, or enabled new possibilities for businesses or consumers.

## Most Innovative Technology Platform: Judging Criteria

SECTION	DESCRIPTION	GRADING
<b>Overview &amp; Vision</b>	Please provide a brief description of your platform and its primary purpose. How does innovation align with your platform's objectives? Can you share how your platform's innovative approach has been instrumental in achieving its goals?	<b>10%</b>
<b>Innovation</b>	What unique features or capabilities does your platform offer that are unavailable elsewhere? Please detail how these innovations have been developed and implemented and why they are considered a game-changer in your field.	<b>25%</b>
<b>Technological Advancements</b>	Describe the technological advancements you've implemented that exhibit your platform's innovative nature. How do these technological advancements make your platform stand out from the competitors? Have you utilised or created any cutting-edge technologies in this process?	<b>25%</b>
<b>Impact</b>	How has your platform's innovative nature influenced and improved user experiences? Have there been instances where your platform has set new industry standards? Please provide specific examples showcasing the changes in user behaviour, satisfaction levels, and industry practices.	<b>25%</b>

<b>Case Studies</b>	Provide specific case studies or user testimonials that best illustrate your technology platform's innovative work. Highlight the unique challenges that were solved using your platform's innovative features or capabilities and how these solutions led to a positive impact for your users.	<b>15%</b>
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## Most Innovative Collaboration

This category recognises a partnership, collaboration, or joint venture that has led to groundbreaking results in the media or marketing fields. The winning entry will be a collaborative effort that has produced an innovative product, service, or campaign and has brought about significant change, growth, or new opportunities.

An example of an innovative collaboration could be a partnership between a technology company and a creative agency to develop an immersive virtual reality experience for a brand. Combining the technology company's technical expertise with the agency's creative vision created a unique and engaging experience that captivated audiences and generated buzz.

Applicants should describe the collaboration, the innovative outcome, and how this has benefited all parties involved and their audiences or customers.

### Most Innovative Collaboration: Judging Criteria

SECTION	DESCRIPTION	GRADING
<b>Collaboration Objectives</b>	Describe the parties involved in the collaboration. What challenge or idea catalysed this collaboration, and what were the key objectives?	<b>10%</b>
<b>Innovation</b>	Detail the unique, innovative aspects that make this collaboration distinctive. Highlight the pioneering methods, approaches, or ideas and how they contributed to setting this collaboration apart. How did these aspects challenge conventional thinking or push boundaries?	<b>25%</b>
<b>Technological Integration</b>	Discuss how technology contributed to facilitating the collaboration, enhancing its results, or creating a unique solution. Did the use of technology enable new possibilities, efficiencies, or unique solutions within this collaboration?	<b>25%</b>
<b>Results &amp; Impact</b>	Illustrate the outcome of the collaboration. Highlight tangible results and impact on the parties involved, their audiences, and the industry.	<b>25%</b>

<b>Change Catalyst</b>	How has this collaboration acted as a catalyst for change? This could be regarding operational processes, audience engagement, industry practices, or other areas. Provide specific examples or case studies that demonstrate this catalytic effect.	<b>15%</b>
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# MARKETING ACHIEVEMENT AWARDS

## Marketing Achievement Awards: Judging Criteria

SECTION	DESCRIPTION	GRADING
<b>Challenge &amp; Objective</b>	Identify the challenge that prompted the campaign and define the objectives. For Brand awards, detail the brand development goals. For the "Greater Good Award", describe the social issue addressed and its potential implications.	<b>15%</b>
<b>Strategy &amp; Creativity</b>	Discuss the strategy developed to meet the objectives and explain how creativity was integrated. For the "Best Response Campaign", describe how the strategy was developed to ensure a quick and effective response.	<b>30%</b>
<b>Execution &amp; Efficiency</b>	Describe how the strategy was executed and highlight the efficient use of resources, especially for the "Best Campaign with a Small Budget" award. For the "Greater Good Award", please explain how you ensured the campaign communicated its message to motivate social change.	<b>30%</b>
<b>Results &amp; Impact</b>	Detail the impact of your campaign, both in terms of meeting your original goals and its broader influence. For Brand awards, focus on how it impacted the brand's recognition, engagement, or transformation. For the "Greater Good Award", discuss the social impact.	<b>25%</b>

## Best Brand Awareness Campaign

This category is dedicated to a campaign that has exceptionally raised a brand's profile, reaching and resonating with a broad audience. Submissions should detail how the campaign effectively used various media channels, creative content, and strategic insights to increase brand visibility and recognition. The entry should demonstrate how the campaign resulted in measurable brand awareness increases, such as increased search interest, social mentions, audience reach, or survey results.

## Best Brand Engagement Campaign

This award honours a campaign that has excelled in engaging consumers, sparking interactions, and fostering a deeper relationship between the brand and its audience. Submissions should explain the strategies and tactics used to drive engagement, including

creative content, innovative use of media, and community-building efforts. Entries should showcase the campaign's impact on engagement metrics such as likes, shares, comments, time spent, repeat visits, or other relevant measures.

## Best Brand Transformation Campaign

This category recognises a campaign that has successfully repositioned a brand, navigated a brand transition, or revitalised a brand's image. The winning entry will demonstrate strategic thinking, creative execution, and a strong understanding of audience perceptions. Submissions should detail the reasons for the transformation, the strategies employed, and the campaign outcomes, providing evidence of the shift in brand perception or performance.

## Best Campaign with a Small Budget

This award celebrates a campaign with significant results with a limited budget (<\$65,000). It recognises the clever use of resources, strategic planning, and innovative tactics that have delivered remarkable impact, demonstrating that creativity and effectiveness are not merely functions of budget size. Submissions should include details about the campaign's budget, the strategy and tactics employed, and the outcomes achieved.

## Best Performance Campaign

This award celebrates a campaign that effectively drives specific, quantifiable actions: sales, leads, downloads, or other key performance indicators. The winning campaign will have used strategic planning, targeted messaging, and data-driven decision-making to achieve impressive results. Submissions should include details about the campaign objectives, strategies used, and measurable outcomes demonstrating the campaign's success in driving the desired actions.

## Best Response Campaign

This category is for a campaign that has demonstrated agility and effectiveness in responding to unexpected circumstances, rapidly changing market conditions or real-time events. The winning entry will show a quick, strategic, and impactful response that meets or surpasses its objectives. Applicants should detail the situation that prompted the response, the strategy, execution, and campaign outcomes.

## Greater Good Awards

This award recognises a campaign that has used the power of media and marketing to drive significant social change, promote a cause, or contribute to the greater good. The winning entry will have raised awareness, mobilised action, or achieved a notable societal impact. Applicants should detail the campaign's objectives, strategies, and outcomes, illustrating how these efforts have resulted in tangible benefits for the community or society.

# MEDIA ACHIEVEMENT AWARDS

## Media Achievement Awards: Judging Criteria

SECTION	DESCRIPTION	GRADING
<b>Challenge &amp; Objective</b>	Provide a clear and concise description of the marketing challenge, problem, or communication goals that your campaign sought to address. Detail the specific objectives of the campaign, the target audience, and any unique market conditions or challenges you faced.	<b>10%</b>
<b>Media Strategy</b>	Describe the strategic approach to address the problem or challenge and achieve the campaign objectives. Discuss the key insights that informed your strategy, including audience behaviour, market trends, data analysis, and technological considerations. Outline your media mix and the rationale behind your channel selection and budget allocation.	<b>30%</b>
<b>Media Execution</b>	Detail how your media strategy was brought to life. Describe the creative elements, innovative use of channels, and any challenges you overcame. Illustrate how technology and data were leveraged in executing the campaign.	<b>35%</b>
<b>Effectiveness &amp; Results</b>	Provide evidence of the campaign's success in achieving the stated objectives. This can include quantitative results (such as KPIs, metrics, and ROI) and qualitative outcomes (such as audience engagement and brand perception changes). Discuss how the results link to the original challenge and communication goals.	<b>25%</b>

## Best Use of Commerce/Social Commerce

This category honours a campaign that skilfully uses commerce or social commerce platforms to drive sales or conversions. Submissions should explain how the campaign was informed by data insights and how technology was employed to enhance user experience, streamline the purchase process, or evaluate campaign performance. The campaign's impact on sales, customer engagement, or other relevant metrics should be demonstrated.



## Best Use of Content

This award is for campaigns that have truly mastered the art and science of content creation. It rewards strategic thinking, creativity, and the effective use of insights and data in crafting content that resonates with its intended audience. Successful entries will have integrated technology where applicable to generate, distribute, or evaluate content performance. Submissions should showcase the innovative ways the campaign used content to engage audiences, the strategic use of data to optimise content and the measurable impact it had on the brand or business.

## Best Use of Digital Media

This category recognises the exceptional use of digital media channels to deliver a compelling campaign. Entrants should display a keen understanding of their digital audience, with data and insights driving the creation and execution of the campaign. Where technology was utilised to amplify the campaign or analyse its performance, this should be highlighted. Submissions should demonstrate the digital media strategy, its execution, the use of data and technology, and tangible outcomes in terms of audience engagement, conversions, or ROI.

## Best Use of Experiential Marketing

This award honours a campaign that created a profound and memorable experience for consumers, bridging the gap between the brand and its audience. Submissions should explain how data insights informed the experiential marketing initiative and if any technology was used to amplify the consumer experience or gauge its impact. Submissions should showcase the innovative concept, the strategy informed by data and insights, the experiential marketing execution, and the impact on the brand, supported by quantifiable results.

## Best Use of Integrated Media

This award recognises a campaign that has effectively used a combination of at least three (3) different media types to deliver a coherent and compelling brand message. The winning entry will show how data and insights were used to inform the media selection, content creation, and campaign execution and how technology enhanced the campaign's reach, engagement, or performance measurement. The campaign's impact on brand recognition, audience engagement, or business results should be demonstrated.

## Best Use of Offline Media

This category rewards the campaign that has leveraged offline media – from print to TV, radio, static billboards to direct mail – with exceptional effectiveness. The winning entry will demonstrate a deep understanding of their target audience and how to reach them offline, capitalising on the enduring power of traditional media. Submissions should detail how data and insights drove the strategy and content of the campaign, the innovative use of offline media, and the campaign's results.

## Best Use of Out-of-Home (OOH)

This award recognises the most innovative and effective use of out-of-home (OOH) advertising, whether traditional billboards, transit ads, digital signage, or interactive installations. Submissions should explain how data insights and technology, where applicable, were used to optimise the OOH campaign's strategy, placement, design, and assessment. The campaign's reach, engagement, and effect on brand recognition or sales, along with data supporting these results, should be included.

## Best Use of Programmatic

This category is dedicated to the campaign that best utilises programmatic advertising, showcasing the power of technology in automating media buying and optimisation. The winning entry will demonstrate an innovative use of data and insights to inform the programmatic strategy and how the technology was used to enhance targeting, personalisation, or real-time adjustments. Submissions should detail the programmatic strategy, the use of technology, and the campaign's impact on business results.

## Best Use of Search

This award recognises a campaign that effectively uses Search strategies to enhance online visibility, drive traffic, or boost conversions. Submissions should illustrate how data insights and technology were employed to shape the search strategy, improve keyword selection, optimise content, and evaluate performance. The winning entry will demonstrate a clear connection between the search strategy and business outcomes.

## Best Use of Social

This award celebrates a campaign that has harnessed the power of social media, including the strategic use of influencers or key opinion leaders, to engage audiences, build brand loyalty, or drive sales. Entries should explain how data and insights were used to craft a compelling social media strategy and how technology if used, contributed to its execution or performance measurement. The campaign's impact on engagement, followers, or other key social media metrics should be demonstrated.

# TALENT AWARDS

## Agency Leader of the Year

This category honours a leader in an agency who has shown exceptional leadership skills, guiding their team to success and significantly impacting their agency's performance. This individual will have demonstrated strategic vision, fostered a positive and inspiring work environment, and led their agency to achieve outstanding client results. Submissions should detail the individual's leadership style, contributions to the agency's success, and examples of their positive impact on clients and team members.

## Marketing Leader of the Year

This award recognises a marketing leader who has significantly contributed to their brand's success through innovative strategies, effective execution, and impactful results. This leader will have demonstrated a clear vision, an ability to drive transformation, and a commitment to achieving business objectives. Submissions should detail the individual's leadership style, key marketing achievements, and the impact of their work on the organisation's performance.

### Agency Leader of the Year and Marketing Leader of the Year: Judging Criteria

SECTION	DESCRIPTION	GRADING
<b>Leadership &amp; Management</b>	Discuss the nominee's leadership and management style. How do they inspire, motivate, and guide their organisation towards success?	<b>20%</b>
<b>Strategy &amp; Execution</b>	Describe the nominee's strategic planning and execution of initiatives. How do they set goals, manage resources, overcome obstacles, and ensure effective plan execution? Please provide specific examples of successful strategic initiatives and their outcomes.	<b>20%</b>
<b>Innovation &amp; Creativity</b>	Discuss how the nominee's innovative thinking and creativity have benefited the organisation.	<b>20%</b>
<b>Achievements &amp; Contributions</b>	What significant achievements has the nominee made in their role? Detail their key contributions to the agency's or brand's successes.	<b>25%</b>
<b>Influence &amp; Impact</b>	How has the nominee's work influenced the organisation and the industry? Discuss the direct impact of their work on the performance of the organisation or brand and the industry.	<b>15%</b>

## Rising Star of the Year

This category recognises an up-and-coming individual in the field of media and marketing who has shown exceptional promise and accomplishment early in their career. The Rising Star will have significantly contributed to their organisation or clients, showing innovation, initiative, and potential for future leadership. Submissions should detail the individual's accomplishments, impact, and why they are a future leader.

## Specialist of the Year

This award is dedicated to an individual who has showcased unparalleled expertise in a specific area of media and marketing, be it content creation, SEO, programmatic, social media, data analytics, or another niche. The winner will have used their specialised knowledge to drive significant results, innovate within their field, and elevate the standard of work in their area of expertise. Submissions should detail the individual's speciality, key contributions, and the impact of their work.

## Strategic Media Advisor of the Year

This award recognises an individual from a media-focused or technology-driven company who partners with agencies and brands to amplify their marketing efforts. This individual has demonstrated strategic thinking, leveraging their understanding of the media landscape, consumer behaviours, and technology to deliver insights leading to campaign success. Submissions should showcase the nominee's contributions, innovative insight, and role in shaping the trajectory of marketing campaigns.

### Rising Star, Specialist, and Strategic Media Advisor of the Year: Judging Criteria

SECTION	DESCRIPTION	GRADING
<b>Leadership</b>	Describe the nominee's leadership qualities. How do they motivate and guide others?	<b>20%</b>
<b>Innovation</b>	Detail the innovative approaches the nominee has introduced in their work. How have they leveraged novel strategies, technologies, or methodologies to drive success?	<b>20%</b>
<b>Achievements &amp; Contributions</b>	List the nominee's significant achievements and key contributions to the team, organisation, or client. This could be regarding campaign successes, process improvements, revenue growth, awards, etc.	<b>25%</b>
<b>Adaptability &amp; Learning</b>	Please describe how the nominee has demonstrated adaptability in their role. How have they embraced change and incorporated learning into their professional growth? This could include learning new	<b>15%</b>

	technologies, adapting to recent industry trends, or taking on new roles or responsibilities.	
<b>Impact</b>	Detail the impact of the nominee's work on the organisation's and clients' success. Provide examples and quantify this impact.	<b>20%</b>

## TOP AWARDS (NOT FOR ENTERING)

The following categories cannot be entered. Instead, a numerical point value will be assigned to gold, silver and bronze awards:

GOLD	SILVER	BRONZE
5 points	3 points	1 point

The points will be accumulated based on the wins from the different categories.

### Agency of the Year

This prestigious award recognises the agency that has excelled in media and marketing. The Agency of the Year will have demonstrated exceptional creativity, strategic thinking, and effectiveness across various client campaigns and award categories.

The Agency of the Year award is determined based on points accumulated from the **Media Achievement Awards** and **Marketing Achievement Awards**. In case of a tie, the agency with the most gold awards will be declared the winner, followed by the agency with the most silver awards if needed.

### Local Hero of the Year

This award celebrates the top local agency in Singapore that consistently delivers exceptional results for clients. The winning agency demonstrates outstanding strategic thinking, creativity, and effective execution, setting it apart from its peers.

The Local Hero of the Year award is determined based on points accumulated from the **Media Achievement Awards** and **Marketing Achievement Awards**. In case of a tie, the local agency with the most gold awards will be declared the winner, followed by the local agency with the most silver awards if needed.

Only independent agencies that were founded in Singapore are eligible for consideration. Multiple offices in other countries are permitted if the agency was founded in Singapore, with no ownership by parent agencies or holding companies.

## Brand of the Year

This award recognises a brand that has consistently excelled in marketing and advertising, showcasing innovation and excellence. The winning brand effectively engages its target audience, builds strong brand equity, and demonstrates significant growth or impact in the market.

The Brand of the Year award is determined based on points accumulated from the **Media Achievement Awards** and **Marketing Achievement Awards**. In case of a tie, the agency with the most gold awards will be declared the winner, followed by the agency with the most silver awards if needed.

## Grand Prix – Best of Show

This prestigious award recognises the year's most impactful and innovative campaign across all categories. This campaign will have demonstrated extraordinary creativity, strategic prowess, effective execution, and measurable results that set it apart from all other entries.

The Grand Prix – Best of Show award is determined based on points accumulated from the **Media Achievement Awards** and **Marketing Achievement Awards**. In case of a tie, the campaign with the most gold awards will be declared the winner, followed by the agency with the most silver awards if needed.

# CONTACTS

The Association of Advertising and Marketing Singapore (AAMS) is a merger of the Association of Accredited Advertising Agencies, Singapore (4As) and the Institute of Advertising Singapore (IAS). It is Singapore's leading Association for the AdMarcom industry, built on over 100 years of industry experience.

Guided by an Executive Committee of industry leaders, AAMS aims to be the beacon for marketing, creativity, and performance by facilitating better business regionally via a regional platform, strengthening the network for local communities, talent development, and promoting innovation and creativity.

For more information, visit [www.aams.org.sg](http://www.aams.org.sg) and [www.admarcomfest.sg](http://www.admarcomfest.sg).

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