



# HOW TO WIN AT THE BEACON AWARDS IN ASSOCIATION WITH NZME 2018.

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# ■ TODAY

- The entry process
- What's new in 2018
- What judges are looking for
- 2017 Case Studies



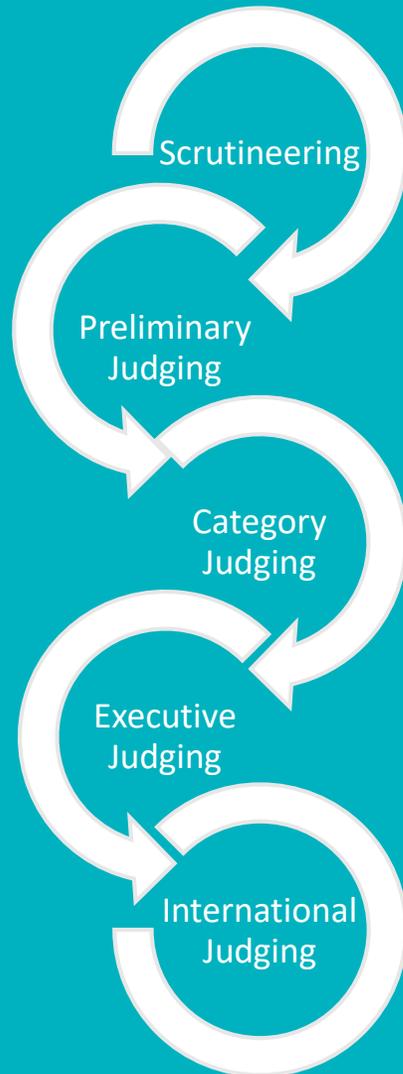
Please feel free to ask us lots of questions...



# THE ENTRY PROCESS



# THE PROCESS:



Ensure that each entry meets criteria

Each entry reviewed 7 times across 2 days

Smaller groups looking at individual categories;  
approx 5 finalists rejudged then discussed

Normalising step to ensure consistency across all  
categories; category leaders only  
**(2 x mo; 2 x agency; 2 x client)**

All golds judged for best in show – the entry that  
demonstrates media making the difference the  
best



# ■ SCRUTINEERING PROCESS

Correct entry form

Word count

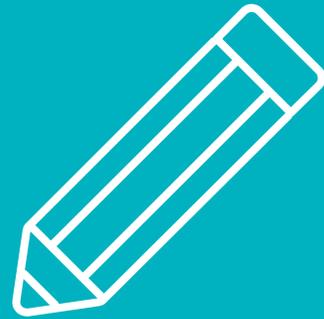
1,200 words

1,500 for: Sustained Success & Communication Strategy

Tables/graphs

Agency blind

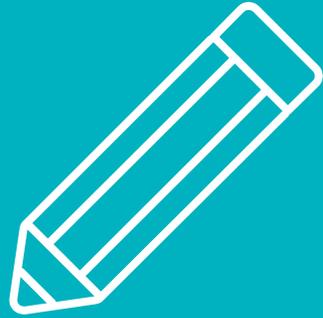
Creative material (note: creative material for finalists does not go through this process)



**WHAT IF YOUR ENTRY DOESN'T MAKE  
IT THROUGH THE SCRUTINEERING  
PROCESS?**



**+\$250 + GST**



**48 HOUR DEADLINE  
EXTENSION**



**+\$350 + GST**



# WHAT'S NEW IN 2018?

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# TWO CATEGORY CHANGES:

## Best Use of Data



### 2017:

This category recognises media approaches that have involved the smart use of 1st, 2nd or 3rd party data to deliver tangible business or behavioural outcomes. Innovative use of data could have aided decision making, improved targeting, increased engagement, delivered incremental leads, sales or simply improved ROI. Judges will be looking to understand how the use of data was new for the client and/or category, how it influenced the media & communications approach and how this directly impacted on the business or behavioural outcome.

If your data source is proprietary research leading to an insight you may want to consider entering the Best Use of Insight category instead.

### 2018:

This category recognises media approaches that have been led by a sharp data strategy. Judges will be looking to understand how this leading data strategy drove the media approach, directly impacting on behavioural or business outcomes. Results are worth 35% as this data strategy should be able to attribute its success with proof points such as targeted response, increased engagement, incremental leads, reduction in CPA and/or improved ROI. Judges will also be looking to understand how the use of data was an agency led initiative. This category is not reliant on a specific marketing campaign (it could be a subset or always on) but will still need to contextualise for judges why this approach is award worthy.

If your data source is proprietary research leading to an insight you may want to consider entering the Best Use of Insight category instead.



# Best Use of Technology

## 2017:

This category recognises the importance of technology in media and how technology has driven the development, implementation and outcomes of the campaign. In this category technology could be the application of existing technology solutions (programmatic, gaming, mobile etc) or the development of proprietary technology solutions.

Judges will be looking to understand how the use of technology was new for the client or category, how technology influenced the media campaign and how this directly impacted on the clients business outcome.

## 2018:

This category recognises the importance of technology in driving media innovation. Specifically where technology has driven the development, implementation and outcomes of a campaign or initiative that connected with a target audience. This could include existing technology solutions applied in an innovative way, or the development of proprietary technology solutions.

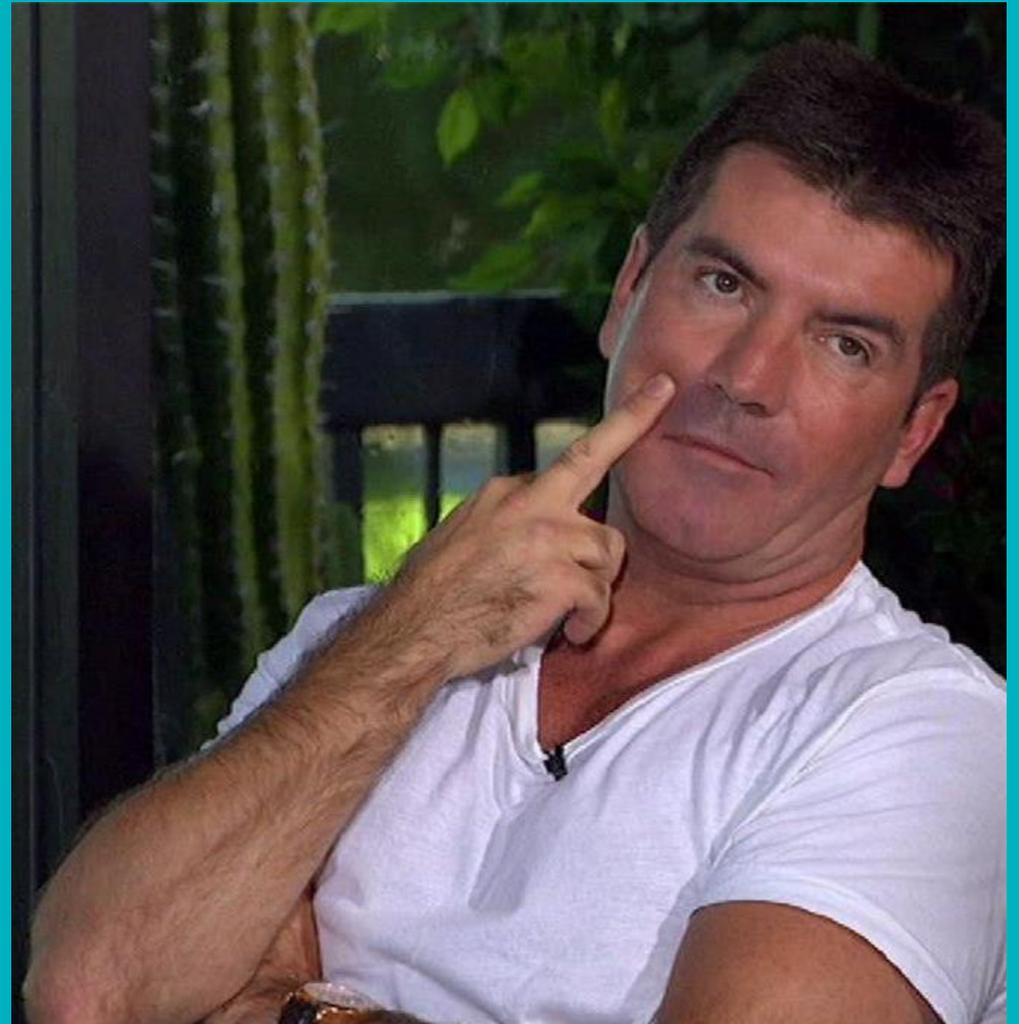
Judges will be looking to understand how the use of technology was innovative or market leading for the client or category, why the technology solution was a good fit for the brand or business problem and how it impacted or connected with the target audience to help achieve business outcomes.



# THE JUDGES



# YOUR AUDIENCE:





# ■ WRITING FOR YOUR AUDIENCE

- Be accountable – evidence of tangible business results
- Use plain, simple English
- Don't describe the plan, tell the story of the idea
- Entertain as well as inform
- Don't give them any reason to mark you down



# ■ 1. NZ FIRE SERVICE

Best in Show

Gold:

Best Collaboration

Social Marketing/Public Service

Creative Media Idea

# ENTRY SUMMARY: Why should this win a Beacon Award?



- Your elevator pitch.
- What's the overall **media story** for the entry?
- Needs to clearly articulate the **media brilliance** of the entry.
- Especially true for “well known” campaigns that may already have profile through creative awards – critical that **the media angle and contribution** is what is being recognised and signposted here.

2016 CAANZ Beacon Awards  
Entry Form – Category D  
Consumer Durables

THE BEACONS  
Communication Agencies Association

CAANZ  
Communication Agencies Association

Entry Number: Please type here

## ENTRY SUMMARY (MANDATORY). Why should this win a Beacon award? (0%)

Provide a short entry summary ensuring the media thinking at the core of the entry is clear. This summary should draw judges' attention to the use of media or media thinking that you believe is worthy of recognition in this category. The word limit for this section is 150.

The remaining entry should be no more than 1000 words.

### 1. INSIGHT. What was the marketing challenge and insight? (25%)

Outline the challenge that emerged from the brief and the core media insight. In this section judges are looking for a clear, concise definition of the problem, the objectives to be met and a sharp insight that inspired the strategy and use of media.

Please type here

### 2. STRATEGY. What was the strategy? (25%)

Explain the strategy. The judges are looking for a strategy that addresses the challenge, drives execution and clearly outlines the role of media.

Please type here

### 3. EXECUTION. How was the strategy brought to life? (25%)

The judges are looking to understand how the implementation of the campaign enhanced the strategy, the role of individual channels utilised and the degree of difficulty involved in executing. What were the key innovation components that helped move the implementation plan from good to great?

Please type here

### 4. RESULTS. What results did the campaign deliver? (25%)

Demonstrate how the results relate to the challenge and objectives set. Judges will be looking for a demonstrated relationship between the outcomes, the strategy and the impact of the media campaign. Please list what other marketing efforts/activities may have influenced the results. The judges will be looking to understand the following things:

- Overall achievement against objectives
- Convincing proof that the results were a direct consequence of your media campaign
- Return on investment

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# INSIGHT: What was the marketing challenge?



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- What is the challenge the brand faced?
- Needs to clearly articulate what you had to accomplish through communications.
- Don't just rehash the brief, show how it is a challenge, provide context.
- Don't lead with marketing speak. Make it intuitive and 'human'.
- Like any piece of creative writing, the first sentence counts – it needs to grab attention.

# INSIGHT: What was the insight?



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- A critical part of the entry, what is the key insight for the campaign?
- Why and what you found in research.
- It should explain the underlying dynamic, versus a statement of fact.
- Does the entry demonstrate a clear and insightful understanding of the brand and that brands relationship with consumers?
- An insight is usually interesting, is always actionable, and can often be surprising.
- Often a precisely defined goal leads to a more compelling story.

# STRATEGY. What was the strategy?



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## STRATEGY. What was the strategy?

Explain the strategy. The judges are looking for a strategy that addresses the challenge, drives execution and clearly outlines the role of media.

- Does the strategy connect to the insight? Does it relate back to the challenge?
- Can you describe the strategy in one sentence? Try to keep it as clear and unambiguous as possible.
- Use action verbs - it should ask people to do something.
- e.g. 'get people to put Hellmann's on chips as well as sandwiches' rather than 'increase Hellmann's volume sales'.
- Think about 'experiences' rather than diving straight into 'media'.
- Remember, your story could also be about what you decided **not to do**.

# EXECUTION. How was the strategy brought to life?



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- o Convincing proof that the results were a direct consequence of your media campaign
- o Return on investment

Please type here

- Tell the story of the idea, don't describe the plan.
- Explain it from the perspective of what the consumer saw or heard.
- How did it unfold through various media / platforms?
- Describe the specific role of each channel in building the idea.
- Don't overcook with insignificant detail.
- Show the relationship between strategy & implementation.
- Don't assume judges will know what makes what you did so great.

# RESULTS. What results did the campaign deliver?



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- Was the challenge met? Were the objectives met?
- Can index for confidentiality or highlight areas not for sharing.
- Numbers need to link back to challenge.
- How far did the needle move?
- Before vs. after.
- Need to provide context around the numbers.
- Prove that it was your campaign that made the difference by removing any other possible influences from the campaign.
- Quantify an ROI if it adds weight to your results.



# FURTHER CASE STUDIES





## ■ 2. J.H. WHITTAKER & SONS

Gold: Events and Activation

Silver, FMCG

Silver, Best Launch



## ■ 3. NZ POLICE

Gold, Best Use of Content



**ANY FINAL QUESTIONS?**



# THANKS



And GOOD LUCK!