



BEACON AWARDS

2022

Calling out

CALL FOR ENTRIES
2022

Celebrating the best
in New Zealand media



welcome to the
beacon awards
in association
with oOh! media

Entries open:
08 December 2021

Entries close:
08 March 2022

Awards Night:
09 June 2022

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A view from the beacons steering committee

What a day, what a week, what a month, what a year.

No matter how you look at it, 2021 was tough.

The challenges we face most years in our industry didn't go away, in fact they were heightened. Conditions were ever changing for our clients. Could they open, let alone invite customers in? While some sectors saw an increase in demand from the ever-present Covid-19 threat, others were in dire straits.

As individuals, teams, agencies, and media providers we had to navigate through this while spending more time working from home, home-schooling children, and being unable to take a break to see loved ones overseas.

However, in tough times our industry continues to produce incredible work that drives great results. We imagine 2021 was another year of innovative thinking. Perhaps it was about bringing something brand new to market, but perhaps it wasn't about reinventing the wheel completely. Over the last decade upper funnel communication and long-term thinking have come under increasing pressure. Doing something new is inherently more interesting for both agencies and clients than evolving or continuing with previous year's work. Yet industry research continues to show the value of long-term planning and that campaigns, far from wearing out, often work better the longer they are in market.

With this in mind, we have looked to acknowledge the importance of sustained marketing and communications initiatives more in The Beacons going forward. We are shifting the 'Sustained Success' award to be a 'Big One' on the night, sitting alongside Agency of the Year and Best in Show. We want to see how strong media thinking isn't present in only short-term campaigns that are often awarded

but can be used to evolve or drive forward longer-term platforms. Great media thinking executed well can make a huge difference to our client's success. This is what the Beacons exists to celebrate – media excellence that drives a positive impact for our clients.

To be awarded at the Beacons is a mark of respect from the industry and an acknowledgement of the best work we can do. It's not easy to win and even achieving a finalist is a strong achievement. The Beacons is a programme to inspire and push us all to keep raising the bar. The Beacons show is the chance for us to get together, listen and learn about the winning work, then later let our collective hair down with our peers.

We encourage you to make time to craft the best entries you can. Write your drafts early, get them peer reviewed and be prepared to do a few iterations. We encourage you also to make the most of the help that is on hand. Attend the writing workshops and ask for help from those that have been successful before.

Now is the time to make sure you have results data available for inclusion. Then think carefully about how the strategy answers the business challenge, how the execution brings the strategy to life and how you can prove the outcomes relate directly back to the work you have done.

We wish you all the best with your entries and look forward to celebrating your success at a revamped award show that promises to bring some reprieve from the year that was 2021. (Let's not go there again!)

Penelope Brown
General Manager
MBM

Programme update

Hello and welcome to the 2022 Beacon Awards in association with oOh! Media, our Commercial Partner, and major sponsor of the Beacons this year.

The Beacons is a celebration of the best media thinking, insights, innovation, creativity, and execution over the last year.

I'm sure we all agree that 2021 was a tough year, arguably tougher than 2020. Living with a global pandemic has created challenges for business that we previously never had to consider, now we live in a world where some businesses flourish and others need a complete redesign. In some cases, Covid 19 has been the inspiration to try something new or change direction, but also to think deeply about the strategic value of the media campaign and what works and what approach best meets the business challenge. This might be innovation, but it also might be a steadfast approach to a tried-and-true strategy. One that we know gets results.

To ensure an absolute focus on the work the Beacons Award committee has run a critical eye over the categories, the entry criteria and the awards show scheduled for May 2022.

Beacons 2022 will be a year that elevates the work and recognises the incredible contribution that the media industry makes to business. Below is an outline of the key changes, but there have been other tweaks so please read the entry criteria carefully.

Sustained Success has been elevated to sit alongside Agency of the Year and the Best in Show as the three most prestigious awards that can be won. We have done this to recognise the difficulty and effectiveness of long-term strategic thinking in media and the significant contribution that holding the course over multiple years can have on a clients business.

In recognition of our very important media owner partners, we have added a new category, Media Owner Innovation of the Year. This award recognises the ongoing growth of the media industry and its impact on the achievement of clients' communication objectives. We look forward to seeing new and exciting work in this category.

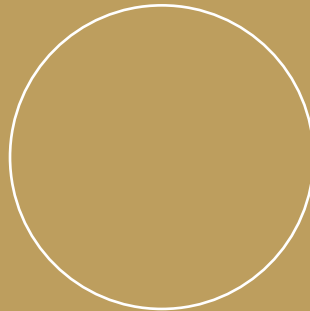
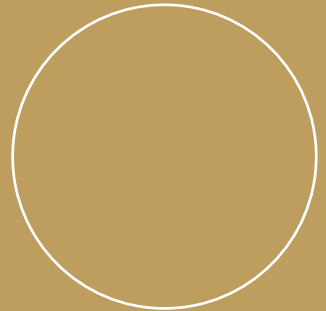
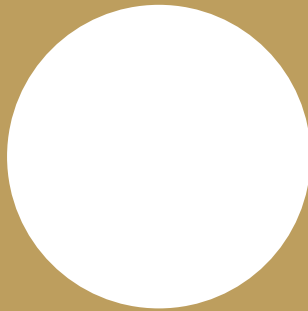
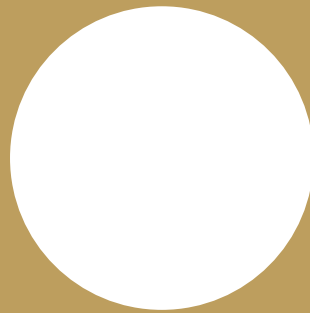
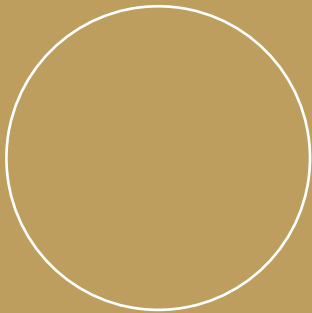
Our industry is all about the people and the incredible young talent that is the future of our industry. With this in mind, we have split the Rising Star award into two awards. From 2022 there will be a Rising Star award for both Media Agency and Media Owner.

Finally, we have re-focussed the awards event with a theatre style show hosted at the Aotea Centre with plenty of opportunity for socialising before and after the awards show.

The Beacon Awards is a significant event in the industry calendar. It's an opportunity for all parts of our industry to come together and celebrate the outstanding work, learn from each other, participate, and of course celebrate. With the challenging backdrop of 2021 let's use this year to focus on the work (strategy, insights, use of data, innovation, and creativity) and the significant contribution that the media industry has for brands, businesses and our wider communities.

Louise Bond
Convenor
The 2022 Beacon Awards

The beacons steering committee...



Penelope Brown – General Manager, MBM
Simon Bird – Head of Strategy & Measurement, PHD
Anne Lipsham – Head of Strategy, FCB New Zealand
Al Jamison – CEO, Starcom
David McCallen – Chief Strategy Officer, OMD
Richard Hale – Managing Director, dentsu
Zac Stephenson – Managing Director, MediaCom New Zealand



Important dates for 2022

dec

Call for Entries goes live:	Wednesday 8 December 2021
Entry writing workshop:	Wednesday 8 December 2021

mar

Entries close:	Tuesday 8 March at 4pm
Media Agency of the Year Entries Open	Tuesday 8 March
48hr deadline closes:	Thursday 10 March at 4pm
Scrutineering completed:	Thursday 31 March

apr

Preliminary judging:	Tuesday 5 April – Tuesday 12 April
Media Agency of the Year Entries Close	Tuesday 12 April
Tickets on sale:	Wednesday 13 April
Finalists announced	Wednesday 13 April
Easter:	Friday 15 April to Monday 18 April
School Hols:	Saturday 16 April to Sunday 1 May
Anzac Day:	Monday 25 April

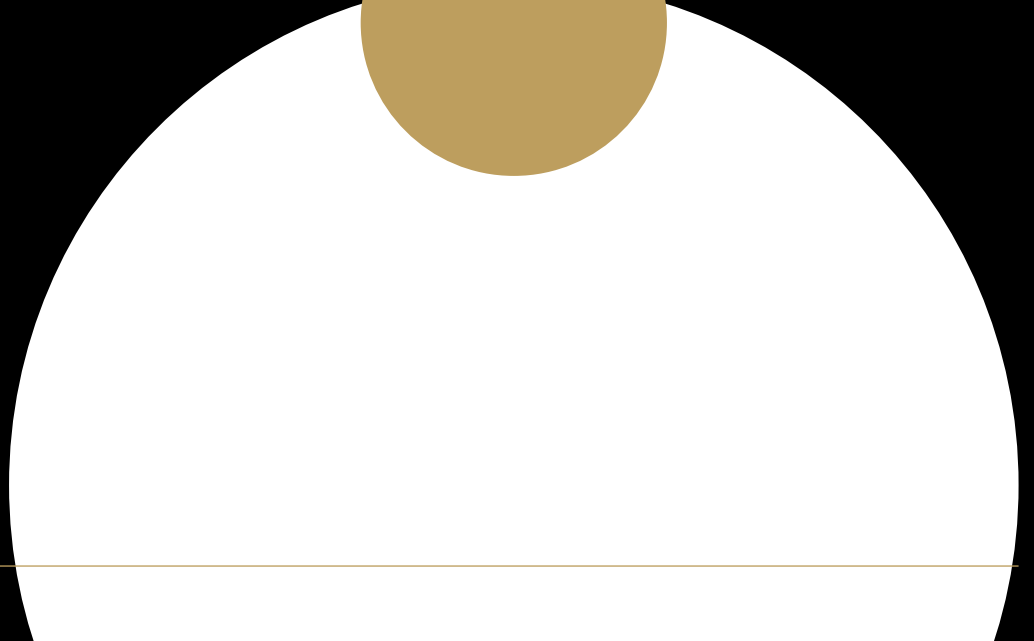
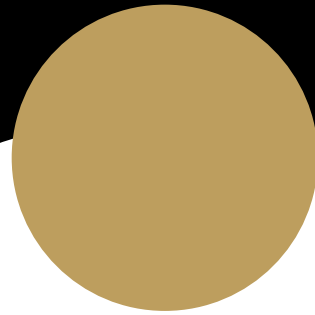
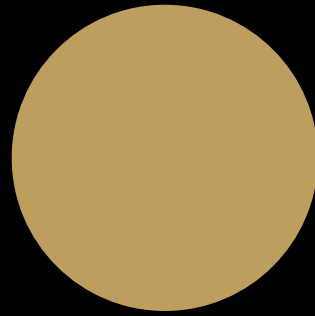
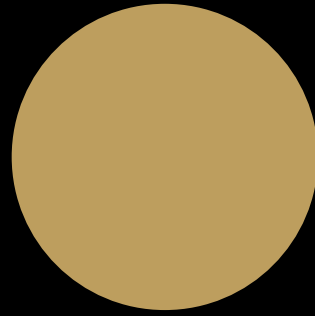
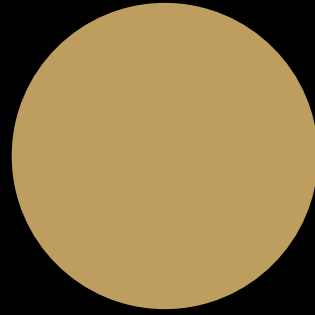
may

Category judging (Online):	Tuesday 3 May to Monday 9 May at 7am
Category judging (In person):	Thursday 12 May @ Middy
Executive judging:	Thursday 26 May

jun

Best in Show International judging:	Monday 30 May – Friday 3 June
Queen's Birthday:	Monday 6 June
Awards Show (Aotea Centre):	Thursday 9 June 2022

how to enter



Entry forms and associated documentation are available from www.commscouncil.nz (under Awards then Beacon Awards).

Please ensure you use the correct entry form for the category being entered.

conditions of entry

The entrant agrees that the Comms Council will not accept responsibility for errors or omissions reproduced in award publicity material, or for work lost or damaged. The entrant grants the Comms Council permission to show the entries at the Beacon Awards show and at other times deemed appropriate after the Beacon Awards show. It is a condition of entry that the Comms Council reserve the right and shall be permitted at all times to use at their discretion any material submitted for the Beacon Awards on the Comms Council website, in promotional and educational books, videos, articles and such other means as they deem appropriate for case study purposes. The entrant has to have been responsible for the development of the media strategy.

to register

- Click on the link to the online registration
- Click Enter Here
- Create your user name and password (please note that you will need to create a new log-in each year)
- You will be asked to submit the following details:
Agency name, agency network and holding company and Comms Council Membership status.

add your entries

- You will be asked to enter your campaign (entry) title, the category entered, date of first media appearance, date of final media appearance (if applicable), client name, network and location (state and country), the category entered (drop down box), the brand and the countries in which the campaign ran.
- You can then add any additional lead agency and contributing agency details (name, city, state and country).

confirmation

- When you have completed your entry submission you will receive an email confirming your entry details.
- For each entry an Entry Number is automatically generated.
- You must include this entry number in the header of each page of your entry. Each individual entry must have a unique entry number.
- The same entry may be submitted in more than one category but please note that each individual entry must have its own entry form, entry number and copy of supporting materials.
- Your username and password allows you to update or change the details captured on the online registration form if need be.

download

- Download your entry form template from the Comms Council website.
- Save the entry form to your hard drive (it is not an online entry form).
- The entire entry must be completed on the Comms Council official entry form. Please ensure you use it – entry forms are specific to the category you are entering.
- PowerPoint, additional information, binding of entry etc will not be accepted.
- Graphs may be inserted into the main body of the entry.

remember

The maximum word limit is 1200 words, except for Categories; (Sustained Success) and Category P (Best Communication Strategy) which each have a maximum word limit of 1800. Any words in graphs or schedules will not be counted.

ANY ENTRY WHICH HAS EXCEEDED THE WORD LIMIT BY MORE THAN 25 WORDS WILL BE RETURNED TO YOU UNDER THE SCRUTINEERING RULES TO CORRECT (see Page 14). FAILURE TO DO SO WILL MEAN THE ENTRY COULD BE DISQUALIFIED.

upload your campaign examples

- Complete your entry form, including adding the media schedule and up to 2 pages of campaign images at the end of the Word doc
- Save this as an identical PDF and upload this online as well as the Word version
- Collate your campaign material and upload these files when prompted. If uploading an entry to more than one category, check that your campaign material has uploaded across each entry.

PLEASE NOTE

Before uploading your entries you must highlight any confidential information in RED (i.e. information which you do not want to be published). You must ensure that your entries contain, the media schedule and a maximum of 2 x A4 pages of campaign images (these should be the final pages of your entry, inserted into the template after the scoring sections).

declaration forms

A declaration form will be automatically emailed to the contact email address supplied. Each declaration form is specific to the entry number, and must be signed and emailed to beacon@theconferencecompany.com (please do not send these physically)

The declaration form must accompany all entries. (One signed copy per entry.) The declaration must be signed by the media agency principal (or equivalent) acknowledging that the entry is a true and accurate representation of the media campaign and giving permission for the Comms Council to use at their discretion any material submitted for the Comms Council Beacon Awards for the purpose of case study material in hard copy and online formats.

eligibility requirements

The Beacon Awards is an agency-blind competition. Therefore, agency names should not be cited in the entry form, support or campaign material or on any other materials that will be seen by the judges.

Please note, campaigns that do not adhere to the eligibility requirements may be disqualified and fees will not be refunded.

- Media campaigns launched in the 14 months from 1 Jan 2021 – end February 2022 are eligible for entry. Campaigns may have been introduced earlier but must have run during this period and have data relevant to the qualifying time period. The results provided must also have occurred during this qualifying time.
- In the event of a crossover from the previous year, where a 2021 campaign is still eligible for 2022, the case history must be rewritten, clearly demonstrating new elements of the campaign or new results.
- The awards are primarily for New Zealand originated campaigns, however, should an entry be based on a media strategy and media idea originating outside of New Zealand, this must be clearly stated so that this can be considered in the judging process.
- Sustained Success: Advertising campaigns that have been consistently in market in NZ for a minimum of three years from at least 1 January 2019 are eligible for entry.

support material

The written entry should be considered the key part of your submission; however, you must upload (as part of your entry) the following support material. Please ensure there are no agency/company names or logos on this support material:

1. MEDIA SCHEDULE (COMPULSORY)

Please provide a media schedule and include ALL media utilised in the campaign with % value of each. The media schedule is to be uploaded online as part of your entry.

2. CAMPAIGN MATERIAL (ALL ENTRANTS)

A maximum of 2 x A4 pages can be uploaded showing campaign images and the actual work carried out. Please ensure your entry number is included on ALL the A4 pages

Campaign material requirements

Campaign material will be requested from every entrant in 2022. The purpose of campaign material is to illustrate the campaign and not to be a sales tool that 'promotes' the award entry. This is to help judges fully appreciate how consumers experienced the campaign. Campaign material can be anything from static examples of advertising through to original video or audio content created.

Campaign material is meant to support, not supplant or sell the written entry. As a result, the following will not be accepted as campaign material:

- Material that provides a campaign commentary repackages or repeats insight, strategy or results from the written entry (for example, hype or award reels).
- Raw creative assets that don't represent what consumers actually experienced (for example, a radio script is not acceptable, but a recording of that script as broadcast on radio is).

Campaign material formats

Campaign material must be provided in digital format ONLY and must be limited to:

- A maximum of 10 examples of campaign execution. This could include PDFs of print ads, TV ads, video content created, websites etc.

PLEASE NOTE

materials not provided through the online entry or according to the specifications listed, will not be considered

Please follow these guidelines for submitting campaign material:

- The following formats are acceptable: PDF, JPG, MP3 (radio entries), MP4 or MOV. Please ensure that all files are high resolution and PC-compatible.
- All photos must be submitted in JPG format, minimum 300dpi.

Deadlines and fees

deadlines

- Entries and campaign material must be uploaded by 4.00 pm on Tuesday 8 March 2022
- Member rates apply to fully paid-up Comms Council Members at competition entry or gala dinner dates.
- Please note an extension of 48 hours is available for late entries, however, for those wanting to use this, there is a penalty fee. The penalty fee is \$400 (members) or \$1,000 (non-members) + GST for each late entry. The penalty fee is to be paid in addition to the entry fee for each late entry.
- Prior approval for the 48hr extension must be obtained from The Conference Company (by emailing: beacon@theconferencecompany.com or calling 09 360 1240) before 4.00 pm on Tuesday 8 March 2022.
- A late entry must be uploaded by 4.00 pm on Thursday 10 March 2022 and must be accompanied by the late payment fee and the entry fee + GST.
- Entries will not be accepted after 4.00 pm on Thursday 10 March 2022

fees

COMMS COUNCIL MEMBERS/SPONSORS:

\$400 + GST per entry, per category

Late Penalty Fee:

\$800 + GST (being \$400 entry + \$400 late fee)

NON MEMBERS:

\$1,800 + GST per entry, per category

Late Penalty Fee:

\$2,800 + GST (being \$1,800 entry + \$1,000 late fee)

SCRUTINEERING FEES:

\$200 + GST per entry that is re-submitted)

Payment or proof of payment must accompany each entry. Payments can be made by:

- Visa or Mastercard through the online form. Note there is a 3% commission fee when paying by credit card.
- Bank Transfer to the Commercial Communications Council

Bank: BNZ

Branch: Ponsonby

Account: 02 0248 0238645 00

Reference: Beacon Awards 2022 +
YourAgency/Company Name

Entries will not be processed until all monies are received. Entry Fees are non-refundable.

the scrutineering process

The scrutineering process was introduced to help eliminate disqualifications through basic errors. The scrutineering process is conducted by The Conference Company and carried out after all entry deadlines have passed. The Conference Company will review all entries to check ONLY the following:

CORRECT ENTRY FORM USED

Entries not entered on the official Comms Council entry form, or if they are handwritten or incomplete in any way. Please note every category has a separate (different) entry form.

WORD LIMIT

The word limit will be STRICTLY ENFORCED. Any entry that exceeds 1200 words will be returned. The only exception is to Categories P (Communications Strategy) & Sustained Success, where entries that exceed 1800 will be returned. Agencies are required to insert the word count on the entry form. Please note you should only count those words in the white answer boxes 1-4 of the entry form. DO NOT count the total words on the entry form. Table/graph captions should not be included in the word count provided they are less than 10 words, eg: "Figure 1. Market share for Shampoo category."

AGENCY BLIND

Any entry that cites agency names or logos in any entry form (or support/campaign material) will be returned. Please note this includes agency logos on media schedules.

CREATIVE MATERIAL

No creative material/pictorial elements can be submitted in the body of the written entry. No more than two (2) A4 pages of campaign images can be provided as part of each entry's support material. PowerPoint will not be accepted. Graphs/charts are acceptable in the body of the entry (see Other points to note below).

Should The Conference Company find any entries that do not meet the entry requirements above, that entry will be returned marked as not complying with the entry requirements. The entrant has the option to make good their entry (as per the recommendations made by The Conference Company) and re-submit their entry upon payment of an additional fixed scrutineering payment of \$200 + GST per entry that is re-submitted. A deadline will be given to each entrant by The Conference Company, by which time all outstanding issues must be resolved. There is no limit on the times the entry can be re-submitted, but the final version must be submitted within the deadline with all issues resolved otherwise it will risk being disqualified at judging.

Note that the scrutineering process looks only at the "hygiene factors" above. Complying with scrutineering requirements is not a guarantee that an entry will not be disqualified on other grounds. An entry that does not pass scrutineering and is not successfully resubmitted will forfeit the original entry fee.

reasons for disqualification

- Campaigns entered into more than one of Categories A – E and/or Category F.
- Campaign appearance dates do not fit within the eligibility period
- Entries not accompanied by full payment.

other points to note

GRAPHS AND CHARTS:

Graphs and charts CAN be presented in colour, but captions longer than 10 words or explanatory notes must be included in the total word count.

REFERENCING:

Data sources should be referenced, but not using any agency logos or names (e.g. 'Agency research' would be acceptable but don't name the agency. Research company names are acceptable).

FONTS:

All text must be in a standard black font. All entries must be submitted in 10pt minimum font.

BINDING:

Please do not use binding or other presentation enhancements on your entry.

credits

Credits will be requested from finalists only. Credits must include ALL partner agencies involved in the entry.

Please carefully check and re-check the credits you provide. It is important that you correctly spell partner agencies and people's names and use their correct title, as credits are used in all publications exactly as provided and are shown on screen at the Beacon Awards Show and on the Comms Council website.

They are also used in the calculation of league tables. Credits cannot be adjusted after Friday 6 May 2022. If in doubt, check!

publication policy & permission

Finalists and winners of the 2022 Beacon Awards will be showcased in various ways. Publication is at the sole discretion of the Comms Council. Work submitted must be original and you must have secured rights to submit it.

campaign materials

By entering work in the competition, the Comms Council is automatically granted the right to make copies, reproduce and display the campaign material and case studies for education and publicity purposes such as but not limited to the Comms Council website, press releases, newsletters, programming/conferences, and the Beacon Awards Show.

publication of case studies

All sensitive information in your entry must be highlighted in RED. Information highlighted in RED will be excluded in the publication of case studies.

final tips

REMEMBER THE OLD SAYING:

“I’m writing you a long letter, because I haven’t time to write you a short one”.

Entries that get quickly and simply to the “argument” will always do better than long wordy ones

Both the administration and judging of Beacon Awards is a large and complex process. Entries that make this task more difficult significantly reduce their chances of success.

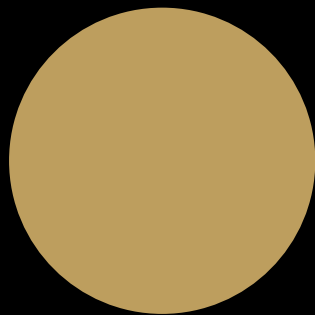
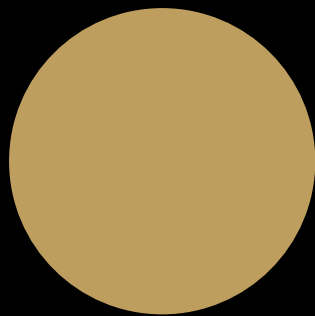
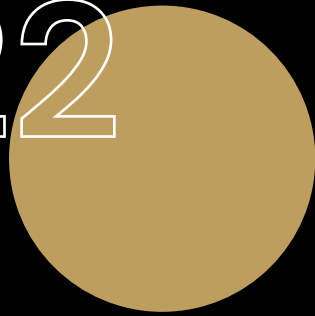
Many entries fail to make it past the first cut simply because they ignored some of the entry form instructions –missing descriptions, inadequate explanation of timing, missing sections; these are all too common.

No two people write in the same way; but there are some basics that facilitate understanding – and the easier it is for judges to understand your entry, the better your chances of success.

For instance:

- Use short, clear, logical sentences and paragraphs, even bullet points.
- Vast slabs of unbroken text are hard to read and understand.
- Use your spell-check and proofread carefully.
- Less is more.
- Make it readable – minimum 10-point type font, with reasonably open spacing. Remember the judges have A LOT of words to read.

the
categories
2022



Media campaigns launched in the 14 months from 1 Jan 2021 – end February 2022 are eligible for entry.

eligibility

Campaigns may have been introduced earlier but must have run during this period and have data relevant to the qualifying time period. The results provided must also have occurred during this qualifying time.

In the event of a crossover from the previous year, where a 2021 campaign is still eligible for 2022, the case history must be rewritten, clearly demonstrating new elements of the campaign or new results.

The following Beacon Award categories are intended as a guide for your campaign submissions. The Beacon Awards Committee reserves the right to re-categorise campaigns and split/redefine categories if entries received in a particular category warrant such action. The Beacon Awards Committee encourages writers to enter multiple categories (within the entry rules).

Across all categories, entries will need to demonstrate the development of a media solution to resolve a marketing problem by way of:

- The background and challenge
- Insight and strategy
- The execution
- The results

Please note that the entry summary, although has no marks allocated, is important and will be used within category group decision making.

Each category also has its own specific requirements based on that category's focus. Judges are instructed to evaluate entries against these requirements and specifically the contribution that media practice has made to the outcomes. . Please ensure that your entry is tailored to address the specific requirements of the category it's entered in and that the correct entry form is used

Note

A campaign can only be entered into one category A to E once, i.e. a campaign cannot, for example, be entered in Category C and Category D. Entries in Category F – Charity can only be entered into Category F. (Multiple category entries outside of categories A – E and K are welcome.)

General categories

A. Social Marketing/ Public Service

This category recognises uses of media that have succeeded in meeting the objectives of government or publicly funded bodies. Typically, these include campaigns from government departments, local bodies, tertiary education institutions or for a community service. The judges will be looking for proof that the media strategy and execution has had an identifiable and direct contribution in achieving set campaign objectives.

B. Retail/Etail

This category recognises uses of media in the area of retail/etail. This includes fashion, clothing, accessories, and fast food and also incorporates online retail. The judges are looking for proof that the media strategy and execution has had an identifiable and direct contribution in achieving set retail objectives and that success is not the result of other factors including pricing or sale activity.

C. Fast Moving Consumer Goods (FMCG)

This category recognises media campaigns across the entire spectrum of FMCG. This can include food, grocery, household products, cosmetics, pharmaceuticals, toiletries, alcoholic and non-alcoholic beverages, and pet. The judges will be looking for proof that the media strategy and execution has had a direct contribution in achieving set campaign objectives

D. Consumer Durables

This category recognises media campaigns that achieve success for products that are not purchased regularly or those that have high involvement decision making. This could include motor vehicles, white goods, brown goods, household furniture and electronic goods. The judges will be looking for proof that the media strategy and execution has had a direct contribution in achieving set campaign objectives.

E. Consumer Services

This category recognises media campaigns that achieve success for companies whose main focus is providing a service to a consumer. This could include airlines, tourism, energy suppliers, financial services, telecommunications, and entertainment (TV, music, movies, or gaming). The judges will be looking for proof that the media strategy and execution has had a direct contribution in helping achieve set campaign objectives.

F. Charity

ENTRIES IN THIS CATEGORY CANNOT BE ENTERED IN OTHER CATEGORIES

This category is seeking to identify campaigns that make the greatest contribution to support charities, appeals, fundraising or various not-for-profit community programmes. The award may recognise innovation in media thinking but this is not mandatory. The judges will be looking for proof that the media strategy and execution has had a direct contribution in helping achieve set campaign objectives. This category is strictly for not-for-profit organisations only including registered and unregistered charities. Charity entries cannot be entered in other categories

G. Best Small Budget (up to \$100k pa)

This category is open to any campaign with a total combined campaign cost to client of less than \$100,000. All entries must prove they are a stand-alone campaign as opposed to a single execution within a larger campaign. The judges will be looking for entries that put the perceived budget constraints behind them to develop brilliant strategic thinking and outstanding activation to deliver results that punched way above the campaign's weight.

H. Best Use of Event/ Activation

This category recognises entries that deliver outstanding experiential campaigns via guerrilla marketing, live events, shows, concerts & festivals, experiential events, large and small-scale stunts. The event will be physical in its core but can have virtual elements around it. Judges will be looking for evidence that the event/activation was the central component of the campaign, rather than campaigns with an event/activation component. They will also need to understand what the brand narrative was for people present at the event/activation and how the event/activation was leveraged to deliver outstanding campaign results.

I. Best Use of Content

This category is looking for campaigns that have the use of content at their heart. By going beyond traditional advertising formats to seamlessly integrate into television programming, create branded music projects, use of native advertising such as sponsored stories, featured videos and messages via social media, the content should fit with the brand values, strategy and clearly address the marketing challenge.

Entries will not be judged on the creative content itself, but on the strategic thinking that led to content being identified as the core communication vehicle. Judges will also be looking to understand how that content was leveraged and developed across paid, owned and earned channels to deliver outstanding campaign results.

J. Best Use of Technology

This category celebrates the role of technology in driving media innovation. Specifically, where technology has enhanced the development, implementation or outcome of a media campaign or activity. The technology could be applied across all elements of the campaign, or to a particular component but there will need to be evidence of it being either: a proprietary or first to NZ market technology OR using existing technology/platforms in an innovative or distinctive way. Judges will be looking to understand: what was innovative about the technology and how it was applied to the media challenge, why it was a good fit for the brand or business problem, how it impacted or connected with the target audience to deliver outstanding campaign results.

K. Best use of Data

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

L. Best Use of Search Engine Marketing

This category recognises exceptional practice in the use of Search Engine Marketing to drive positive business or behavioural outcomes. This category is open to entries for paid search and search engine optimisation initiatives. Judges will be looking for a clear set of objectives, a strong strategic approach, excellent execution, and demonstrable outcomes. This category is open to both short term campaigns or ongoing programmes. Judges will consider creative and innovative approaches, as well as campaigns with excellent application of fundamentals and best practice. You'll need to contextualise for judges why your approach is award worthy. The search engine marketing initiative may be part of a wider campaign, however demonstration of the specific role and effectiveness of the search channel will be required.

M. Best Use of Social

This category celebrates socially led thinking – campaigns that use existing or emerging social platforms and/or social activity including blog, social networking sites and applications. Entries in this category should use social as a key channel, demonstrating a creative use of social platforms as well as a sound understanding of digital consumer behaviour. Judges will be looking for campaigns that have put consumers at the heart, through conversational strategies that have built powerful communities or other outstanding engagement strategies. There will be a clear rationale as to why social media was the right response to the clients' brief, moving beyond metrics of likes or shares to offer a compelling argument of the contributing effect social media had on delivering campaign results.

N. Creative Media Idea

This category recognises invention or innovation within a channel or property that was driven by consumer, data or brand insight and creative thinking. Judges are looking for ideas that drive tangible benefit to the consumer or to the client's communications objectives.

O. Best Use of Insight This category recognises how the use of insight, analytics or market intelligence has resulted in media campaign and business success. Judges will look for entries that demonstrate how an agency has uncovered an insight, how this insight has shaped the media strategy development and execution and the business success that this has delivered. Sources of insight could vary from proprietary research, to social listening through to quantitative or qualitative studies. The insight section of the entry will account for 40% of the judges score

P. Best Communications Strategy (NOTE: WORD LIMIT 1,800) This category celebrates strategic excellence. Judges are looking for a cohesive communications strategy with a central idea at its heart. It should show a carefully researched and well thought-out action plan designed to meet a clearly defined challenge. This should include novel ways in which media channels have been used, each with a clear link to the strategic idea. The winning entry will also have clearly articulated the insights used to inspire the communications strategy. The strategy section of the entry will account for 40% of the judges' score.

Q. Most Effective This category recognises meeting a challenge and succeeding. Judges are looking for evidence that the communication drove a positive outcome or exceeded objectives. This could include generating positive business results (e.g., market share, sales value, profit), shifting brand health measures (e.g. consideration, preference, perceptions), or changing people's behaviour (e.g. buying patterns or social habits). It will focus on effectiveness of a campaign above all other considerations – the results section of the entry will account for 40% of the judge's score. All entries must include figures showing the campaign's direct impact on stated objectives (indexes will suffice).

R. Best Launch This category recognises brand, service or product launches or re-launches. To be eligible for a re-launch there must have been no significant activity for at least 36 months prior to re-launch. Judges will be looking to understand how the media thinking and launch media activity were key contributors to the campaign's results and that those results are indeed outstanding within the entrant's category.

S. Best Collaboration This category is open to media owner/partner, clients, and agencies, and is designed to celebrate work that is only made possible by the close collaboration of two or more partner(s). This category can be entered by either the media owner/partner, client, or agency. The judges will be looking to understand multiple layers as to why this collaboration was not just good, but great. How was strong collaboration, or indeed a new way of collaborating, critical in delivering a better overall result? How did the parties involved break through the norm? How did each party play a distinct individual role that made the whole greater than the sum of its parts? How complex was this collaboration? What hurdles did you face along the way? Ultimately the judges need to understand how this collaboration delivered results for the client beyond what could have been achieved with a single partner. Entries can be proactive sales proposals or responses to briefs, as long as the partners have worked together to execute and enhance.

T. Media Business of the Year

This category recognises the years outstanding Media Business. The judges (Comms Council Media Committee) will be looking for the business that has set a clear vision and strategy and then implemented that strategy with success. In this case success will be assessed from a range of perspectives including financial, industry engagement and reputation, audience growth and/or engagement. The Comms Council Media Committee reserves the right to not award in this category if no entry meets the judging standard. The closing date for entries in this category is the later date of 12 April 2022

U. Sales Person or Team of the year

This category recognises excellence within the crucial media owners' sales function. Open to both individual or team entries. The Judges (Comms Council Media Committee) will be looking for evidence of a clear strategic roadmap that allowed for the delivery of outstanding business performance against well-defined KPIs. Examples of innovative campaign case studies and a solution-based approach to selling are more likely to resonate with the judges. The closing date for entries in this category is the later date of 12 April 2022

V. Media Owner Innovation of the Year

This category recognises the importance of media owner innovation in supporting the ongoing growth of the media industry and its impact on the achievement of client's communications objectives. Judges will be looking for innovation that brings a mix of audience insight, product development, technology/platforms, data access and media owner business strategy to market in a manner that creates new opportunity to reach, engage and influence consumers. Judges will also be looking to understand how it has impacted the media owner's business outcomes.

W. Rising Star – Media Owner

(NOTE: WORD LIMIT 1,200)

The Rising Star award (media owner) recognises an individual who has achieved incredible feats in the past 18 months and is making a serious mark on the New Zealand media industry. We are looking for individuals on the rise who are already being acknowledged for their contribution today, and importantly are likely to be significant change makers and leaders for our industry in the future. Nominees must be under the age of 30 and have less than five years' total industry experience at time of the entry deadline. For example, if they have worked at a combination of either client, agency or media owner sides, the combined experience must be less than 5 years.

X. Rising Star – Media Agency

(NOTE: WORD LIMIT 1,200)

The Rising Star award (media agency) recognises an individual who has achieved incredible feats in the past 18 months and is making a serious mark on the New Zealand media industry. We are looking for individuals on the rise who are already being acknowledged for their contribution today, and importantly are likely to be significant change makers and leaders for our industry in the future. Nominees must be under the age of 30 and have less than five years' total industry experience at time of the entry deadline. For example, if they have worked at a combination of either client, agency or media owner sides, the combined experience must be less than 5 years.

Executive Awards

Sustained Success

This category recognises both the success and the difficulty in maintaining a consistent approach to media communications across three years or more. Judges will be looking for evidence of clear strategic thinking that has significantly contributed to the success of campaigns that have been consistently in market across the years that the campaign has run. Judges will be looking for a clear demonstration of how the campaign has remained consistent, but the entry can also include additional thinking and execution that has kept the approach relevant and up-to-date from year to year. The effectiveness and results achieved should accurately reflect the objectives and media strategy. The judges want to see clarity of thinking, identification and application of insights and innovation. It's important to remember that a campaign founded on a sound, solid and evolving strategy can be as effective as one containing significant innovation.

Advertiser of the Year

The award will be given to the Advertiser that is the most outstanding performer on the night of the Beacon Awards Ceremony. The award is based on the weighted value of Gold and Silver Beacon Awards won by the Advertiser. 10 points are awarded for Gold and 5 for Silver. A finalist earns 2 points. Points are calculated and the winner is identified.

PLEASE NOTE:

Points will only be awarded for the highest award received. Therefore, points for a gold or silver award will not also receive finalist points. Best in Show does not earn points and is not included in the count.

Media Agency of the Year

The award will be given to the Comms Council Agency whose business has made the greatest overall improvements to their business over the past year. It is open to Comms Council member media agencies of any size.

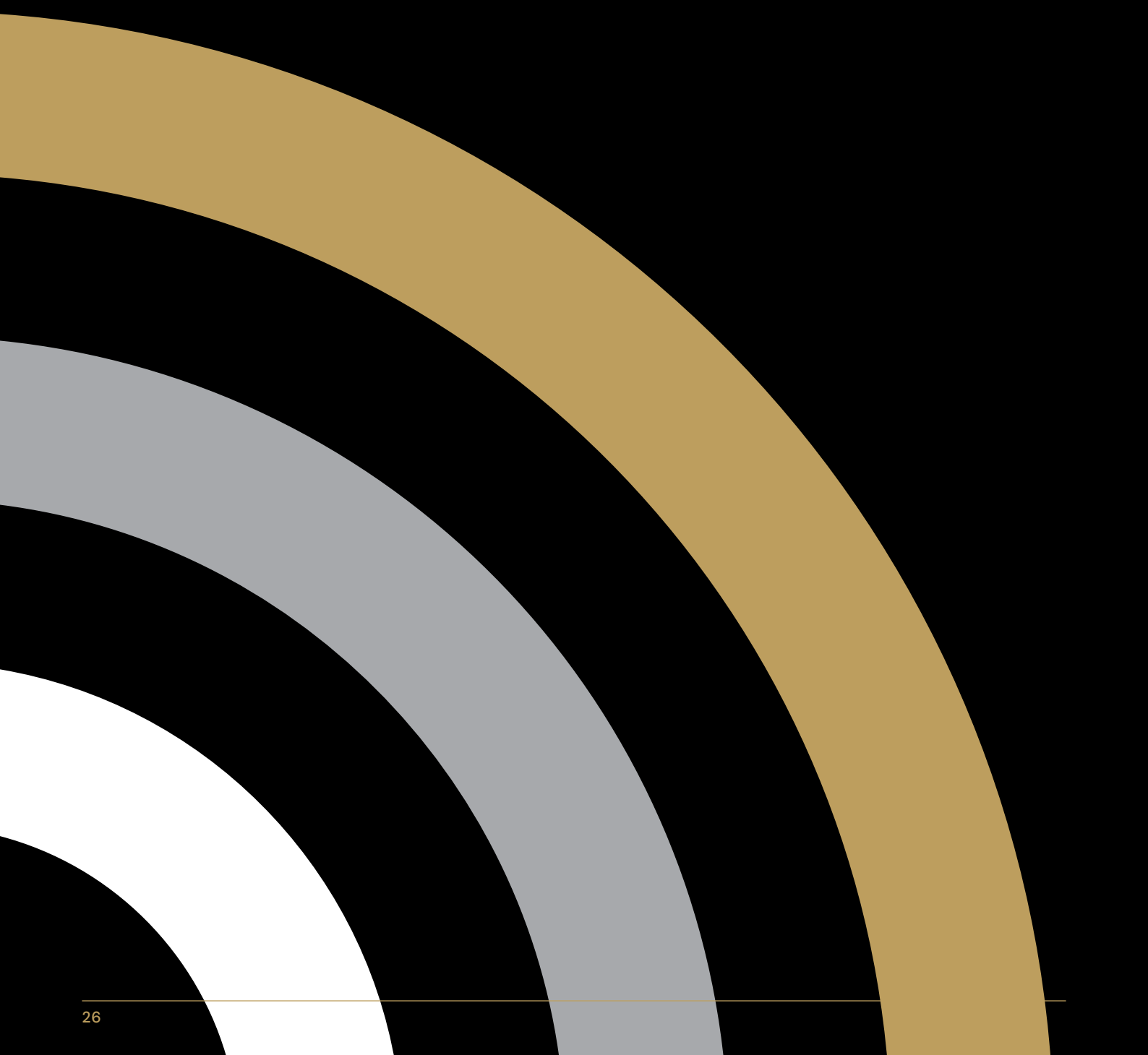
Entries will be open from Tuesday 8 March 2022 with a closing date for entries of 4pm Thursday 12 April 2022.

The winner will be chosen by a panel of independent judges to include a range of prominent businesspeople from outside the industry.

Best in Show

All Gold Beacon Award winners will be eligible for the Best in Show. This award is selected by the panel of international judges.

Judging



Judging dates

Preliminary judging:	Tuesday 5 April – Tuesday 12 April
Category judging (Online):	Tuesday 3 May to Monday 9 May at 7am
Category judging (In person):	Thursday 12 May @ Midday
Executive judging:	Thursday 26 May
Best in Show International judging:	Monday 30 May – Friday

The Judging Process

All decisions of the Beacon Awards Committee in all matters relating to the competition shall be final and binding and no correspondence will be entered into. Entries are judged in various phases.

Preliminary judging

Preliminary judging evaluates all the written entries with the purpose of identifying the finalists. All entries are read by at least seven judges from the full preliminary judging panel. Each judge will read a selection of entries from two or three categories so as to have some comparison on quality.

The preliminary judging panel is made up of judges specifically selected by the Beacon Steering Committee from prior experience and the nominations received from all Media Agencies and Media owners. Judges with conflicts of interest must not read conflicted entries.

Entries judged to be of superior quality (finalists) then proceed to the category round of judging. Scores over 70% usually qualify to go through to category round, unless there is a large number of high scoring entries in a category and then “bar” may be raised accordingly.

Category judging

In the Category round judging, the finalists are put into their entered category and are judged against other finalists in their category on both the written entry and campaign material.

The category judging panel consists of eight groups of up to 10 judges per group. Categories are assigned to each group. There are several very experienced judges in each group. We try to achieve a fair spread of skills, disciplines and backgrounds of the judges in each group.

This year the team leaders of each group (known as an Executive Judge) will be a mix of senior clients, senior media agency and senior media owner personnel. It is the Executive Judge’s role to moderate their group’s judging session.

The category judging panel is made up of judges specifically selected by the Beacon Awards Steering Committee from the list of nominations received. Each finalist entry is read by each judge and scores awarded. Any conflicts are declared and those with conflicts leave the room and exclude themselves from consideration of those entries.

The category judging panel will make final recommendations.

Executive judging

The third part of the judging process covers the Executive Judging. This level of judging is made up of the Category team leaders from the previous round. This is important, as they take the recommendations of their category team for Golds and Silvers, plus additional comments about why they should get those awards, why they were better (or worse) than others and any other relevant comments which should be taken into consideration. To ensure that this transfer of views is as representative as possible, it is important that all category teams, and their leaders, fully transcribe those thoughts at the end of the category judging!

It has been recognised from many years' experience of Category judging that we still do get quite a level of inconsistency of judging between groups – this can be from those judges just being tougher or more generous. This can be just their nature and can be for no particular reason.

However, some entries for the same brand & campaign can get significantly different scores in one group compared to another group. The same entry can be scored Gold in one group and finalist in the other – this may be appropriate as the groups are judging different categories and the relevance is quite different, or it could be that we have a different composition of judges who score more harshly.

The role of the Executive Judging is to minimise the inconsistencies across all the categories – they compare across categories to ensure that the top entries get a fair hearing. Prior to the session, all Executive Judges get to read all the Gold and top Silver entries. The process is very conversational, with all category team leaders having to be prepared to discuss and debate their judging from the category level, explaining their team's views and rationale for awarding gold and silver.

This does mean that if the full Executive Judging Team feel that a particular entry was under- or over-awarded, then they do have the opportunity to override the Category Team's recommendation. In reality, this does not happen too often, but we do normally see a handful of changes.

One other variable which the Executive Judging takes into account is the overall number of Golds awarded across all the categories. Firstly, we take account of whether the total number awarded is a fair representation of the standard and quality of work. Secondly, we also don't want to suffer from the harsh scoring mentality, which sometimes occurs and so if we feel that the total number of golds should be higher (for example) this may be something which gets adjusted at Executive Judging Level. It is fair to say that, over recent years, this has not been applicable.

Overall, we come out of Executive judging with, what we believe to be the fairest and most accurate judging awards for the work in front of us – the culmination of three levels of judging scrutiny"

Best in Show judging

The Best is Show is judged by a panel of 'International' judges who judge remotely. The panel each review all gold winners (as chosen by the Executive judging panel) and after discussion, the Best in Show will be chosen.

Comms Council Media Committee

The Comms Council Media Committee will choose the winner of Media Business of the Year and Sales Person or Team of the year.

Beacons Steering Committee

The Beacons Steering committee will choose the winners of the Media Agency/Media Owner rising star awards.

Beacons Steering Committee

Media Agency of the Year is judges by four Business Leaders. These are selected each year by the steering committee and can be; Ex-Agency Leaders , Business Leaders, International Clients, and/or Ex-Senior Media Business Leaders

Checklist

A final checklist to use before submitting your entry:

Have you:

- Checked you are using the correct entry form for the category you are entering?
- Added up the words in answer boxes 1-4 in order to adhere to the category word count?
- Highlighted confidential information in RED?
- Removed all agency branding and references?
- Included your media schedule?
- Uploaded all creative campaign material
- Signed the signed declaration form?
- Proof of payment?



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