



**Mumbrella**  
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**CALL FOR AWARD**  
**ENTRIES 2017**



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# CALL FOR AWARD ENTRIES 2017

**Entries are now open for the inaugural Mumbrella Sports Marketing Awards 2017.**

These awards recognise individuals and teams that deliver outstanding work and results on behalf of companies, organisations and products based around the sports industry.

This document contains all the information you need to enter. The judging period covers the 12 months to Friday, March 31, 2017.

## **2017 Award Categories**

- Marketing Team of the Year
- Sports Agency of the Year
- Sports Media Brand of the Year
- Sports Ad Campaign of the Year
- Best Use of Sponsorship
- PR Idea of the Year
- Social Idea of the Year
- Best Fan Engagement Strategy
- Best On-ground Activation
- Best Sports Presenter





## 2017 AWARD CATEGORIES

### Marketing Team of the Year

This category recognises achievement by in-house marketing teams working at clubs, codes, brands or venues.

Entries must include a case study of a marketing project carried out during the judging period and evidence of the tangible outcomes the marketing team has achieved for the brand during the judging period (maximum 500 words).

It should also demonstrate examples of how the team works with partners and suppliers, including agencies and media owners; evidence of a strong team culture including innovation in recruitment and retention; focus on staff development, and delivering high- performance outcomes (maximum 500 words).

### Sports Agency of the Year

This category is open to agencies which deliver services to clients based around sports marketing, including but not limited to creative, PR and media services, sponsorship, and fan engagement strategies.

To qualify for the category, an agency must demonstrate work for at least two sports-related clients (including brands) during the judging period.

Judges will be looking for evidence of impact on the market, innovative and brave work, commercial success and signs of momentum for the agency.

Entries should include two case studies of campaigns delivered (maximum 500 words each).

Please note: This category may be self-nominated or by a partner agency with the permission of the brand.

Word count: 1,000

#### Scoring

- Case study: 40%
- Culture: 20%
- Outcomes: 20%
- Partnerships: 20%

They should also include details of how the agency has grown/acquired clients this year, evidence of a strong team culture including innovation in recruitment and retention, and an explanation of how it has impacted the market (maximum 500 words).

Word count: 1,500

#### Scoring

- The work: 30%
- Commercial success: 20%
- Culture: 10%
- Industry impact: 10%
- Innovation: 10%
- Bravery: 10%
- Momentum: 10%





## 2017 AWARD CATEGORIES

### Sports Media Brand of the Year

This category is open to media brands across a range of platforms, including online, print, radio and TV, covering either multisports or single sports.

Entries will include details of the brand's projects and achievements over the year and innovation in coverage (max 500 words).

They will include evidence of the brand's success. This should include context of the market within which it operates, detail of the audience size and audience engagement (max 500 words).

Word count: 1,000

#### Scoring

- Commercial success: 30%
- The quality of brand's work: 30%
- Impact on market: 20%
- Innovation: 20%

### Sports Ad Campaign of the Year

This category seeks to recognise the best advertising campaign on behalf of a brand, product, club, code or sporting event. Where appropriate, joint entries from more than one party are welcome. The jury does not wish to see more than one entry for the same piece of work, so solo entries should ensure they have client sign-off. Multiple entries based on separate campaigns are permitted.

Entries must include:

- A maximum of 10 single executions. For multimedia executions, please provide a link for viewing online
- An explanation of the brief and the solution
- The results
- Separately include a list of credits and main details of where and when the campaign ran

Word count: 1,000

#### Scoring

- The brief and thinking: 30%
- The work: 40%
- Evidence of outcome: 30%





## 2017 AWARD CATEGORIES

### Best Use of Sponsorship

This category seeks to recognise the brands which have excelled in leveraging a sponsorship with an athlete, club, code or sports event. Where appropriate, joint entries from more than one partner are welcome. The jury does not wish to see more than one entry for the same piece of work, so solo entries should ensure they have client sign-off.

Entries will demonstrate how the sponsorship was a genuine partnership, and evidence of how it leveraged the assets of both brands across channels to create awareness.

In no more than 500 words, set out the strategy and thinking that led to the choice of sponsorship.

In no more than 500 words, detail evidence of impact of endorsement for both the sponsor and sponsored party.

Word count: 1,000

#### Scoring

- The brief and thinking: 40%
- The work: 30%
- Evidence of outcome: 30%

### PR Idea of the Year

This category seeks to recognise the best public relations idea on behalf of a sporting brand, product, club, code or sporting event.

It will reward a PR idea that promotes the brand or experience in a tangible, imaginative way, introduces a new product or service, or connects a new audience with an existing product or service. This category is open to in-house marketing and PR teams, as well as agencies.

Where appropriate, joint entries from more than one partner are welcome. The jury does not wish to see more than one entry for the same piece of work, so solo entries should ensure they have client sign-off.

Entries must include:

- An explanation of the brief and the solution
- Evidence of the execution
- The results

Word count: 1,000

#### Scoring

- The brief and thinking: 40%
- The work: 40%
- Evidence of outcome: 20%





## 2017 AWARD CATEGORIES

### Social Idea of the Year

This category seeks to recognise the best social media idea on behalf of a sporting brand, product, club, code or event. Entries will be accepted for social media-only campaigns or broader campaigns that have a significant social media component.

Where appropriate, joint entries from more than one partner are welcome. The jury does not wish to see more than one entry for the same piece of work, so solo entries should ensure they have client sign-off.

Multiple entries based on separate campaigns are permitted.

Entries must include:

- An explanation of the brief and the solution
- Evidence of the execution
- The results

Word count: 1,000

#### Scoring

- The brief and thinking: 30%
- The work: 40%
- Evidence of outcome: 30%

### Best Fan Engagement Strategy

This category seeks to recognise the brand, club, code or athlete which has best engaged with their fans over the judging period.

Where appropriate, joint entries from more than one partner are welcome. The jury does not wish to see more than one entry for the same piece of work, so solo entries should ensure they have client sign-off.

The judges will be looking for evidence of a planned strategy for pro-actively engaging with fans across a range of channels during the year and strategies to grow loyalty, as well as a demonstrated ability to react to live events across media channels.

Entries must provide evidence of growth of fan base across membership and/or social and other marketing channels, as well as growth in engagement from fans.

Set out in no more than 1,000 words details of two pro-active fan engagement campaigns carried out in the judging period, and their results.

Detail any reactive fan engagement strategies as well as evidence of fan-base growth and engagement (max 500 words).

Word count: 1,500 words

#### Scoring

- Strategy and thinking: 30%
- Engagement campaigns: 30%
- Reactive engagement: 20%
- Fan growth: 20%





## 2017 AWARD CATEGORIES

### Best On-ground Activation

This category seeks to recognise the best live activations at a sporting venue by sponsors or advertisers.

Where appropriate, joint entries from more than one partner are welcome. The jury does not wish to see more than one entry for the same piece of work, so solo entries should ensure they have client sign-off.

Entries will include evidence of the brief and strategy which led to the creative execution, as well as details of the execution itself (max 500 words).

They will also detail the outcomes associated with the activation, including how many people were engaged by it (max 500 words).

Word count: 1,000

#### Scoring

- Strategy and thinking: 35%
- Creative execution: 35%
- Outcome: 30%

### Best Sports Presenter

This category is aimed at individuals who appear regularly on TV, radio, podcast or streamed sports shows, including presenters, commentators, contributors/pundits and sports news anchors.

Judges will be looking for evidence of professionalism and the ability to adapt to changing events, knowledge of the content they are covering, entertainment value and a demonstration of versatility. Entries should consist of at least three different examples of the individual's broadcasting abilities and style, and can cover different shows/events.

Please submit an audio or video show reel of a maximum of five minutes in duration, as well as a maximum 500-word written statement outlining the individual's role(s) and achievements that year as supporting evidence.

Please note: This category may be self-nominated or by a partner agency with the permission of the individual.

Word count: 500

#### Scoring

- Presenting style: 50%
- Versatility: 25%
- Achievements: 15%
- Knowledge: 10%





## The Small Print

The period being judged is the 12 months to Friday, March 31, 2017. Jurors will be drawn predominantly from the ranks of marketers. Jurors will not vote on entries in which they have a direct interest.

The entry website begins accepting entries on Thursday, March 2, 2017. The closing date is Friday, March 31, 2017.

Late entries (with an additional fee) will be accepted until Friday, April 7, 2017.

The decision of the jury is final except where new information comes to light after judging, in which case a ruling may be made by Mumbrella. The jurors reserve the right to re-allocate an entry into a different category if they feel it is more appropriate to that category.

Where misleading information is supplied, regardless of intention, Mumbrella reserves the right to disqualify entries.

The scope of the awards covers teams based in, and activity conceived in, Australia and New Zealand.

Information contained in the entry may be used at the awards presentation or elsewhere.

All finalists must have a representative available to collect the award at the Sydney Cricket Ground in Sydney on the evening of Wednesday, June 21, 2017.

Cost of entry: \$250 + GST per entry.

An additional late-entry fee of \$100 + GST per entry is chargeable from April 1 to April 7, 2017.

All entry fees are non-refundable regardless of circumstance, including disqualification, withdrawal or the jury choosing not to shortlist.

Questions:

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Entry is electronically, via the awards entry website.

Video - featuring the work only - should be via YouTube or Vimeo link. Video should be of the work in question only. Supporting material may also be uploaded although this may not be viewed at the shortlist stage.

Entries reasonably believed by the jury or Mumbrella to be scam - work created only to win awards - will be disqualified.