# APG CREATIVE STRATEGY AWARDS 2014

APG – Powered by The Communications Council

## ENTRY PACK

Welcome to the 2014 APG Creative Strategy Awards – a search for unexpected and brilliant thinking for business.

These awards showcase the best of our planning community and provide you with a unique opportunity to demonstrate your strategic thinking capabilities, and the excellent results you have achieved for your agency and clients.

Awards will be allocated across brands and businesses, with a best in show Grand Prix awarded for overall excellence. A series of special prizes is also available for entrants to showcase areas of specific focus. Use the entry details following to guide you through preparation of your papers. Our judges are looking for evidence of creative thought and well crafted strategy.

Good luck!
APG Australia

APG AUSTRALIA | powered by the communications council

## HOW TO ENTER

The Awards reward the contribution that strategic planning makes to the development of communications or business ideas and campaigns. For marketing communications campaigns, this can be brand or channel planning, or both. In all cases, the thinking should be robust, insightful and motivating.

The awards recognise thinking that has led to creative output or provided a solution to an identifiable business challenge. Essentially, judges will be looking for marketing communications as well as other ideas in product development, innovation or strategic business management. Planning can influence a broad range of business needs and this may not always result in campaign development, these awards aim to find and reward unexpected and innovative thinking across businesses and organisations.

In 1200 words, your submission will show the judges, the link between unexpected thinking and excellent creative business solutions. Winning submissions are those that best demonstrate how planning made a difference.

**ENTERING A CASE STUDY**
All papers are judged on their ability to demonstrate a clear and compelling link between planning and creative. Case studies may be entered on behalf of corporate, government or charitable organisations.

There are no categories, all papers are judged on individual merits. The judging panel will determine the allocation of awards based on the calibre of all entries, with an overall Grand Prix awarded.

**CHOOSE A SPECIAL PRIZE**
If you believe your entry demonstrates excellence in a specific element of planning, you can increase your trophy pool by nominating your entry for any, or all, of these special prizes (only shortlisted case studies will be eligible to win):

- **Best insight or input**
  This could be consumer, strategic, competitive or social insights or non-insight specific input that has contributed significantly to the idea development.

- **Best brief**
  Engaging creative teams and stakeholders through an insightful, unexpected briefing process.

- **Best use of data**
  Using statistics and research data in an interesting and thought provoking way to achieve innovative outcomes.

- **Best approach to research**
  Creative ways of uncovering interesting and unexpected answers to address your business case.

- **Best under $50k budget**
  Total budget – creative and media.

**JUDGES AWARDS**
In addition to the special prizes, judges may award the following, depending on the calibre of entries submitted. Entrants are encouraged to prepare papers with these prizes in mind, however you are unable to nominate your entry for consideration in these prizes. These prizes will be based on stage 2 judging and awarded at the award ceremony.

- Best written paper
- Best unexpected thinking
- Best presentation

**STRATEGIC AGENCY OF THE YEAR**
To showcase the contribution planning has made to your agency and the important role it plays in developing excellent results for your agency and clients, you are encouraged to enter the Strategic Agency of the Year award.

## JUDGING CRITERIA

**KNOW YOUR JUDGE**
To write a winning paper, you'll need to know what the judges are looking for. Keep in mind your paper will be one of many so make your big ideas and clever insights leap out of obscurity.

*Quite simply, make them wish they'd thought of it themselves.*

**How judging works**
Papers are judged in two stages. Stage 1 papers are judged by Senior Planners and Planning Directors from creative, media, digital and PR agencies. Entrants who are shortlisted are then asked to present at Stage 2 judging in person, to a panel of Judges. Shortlisted candidates will be advised of the presentation expectations and requirements once announced. If you are successfully shortlisted, this is your chance to bring your ideas to life and convince the judges of your unfailing belief in the power of planning!

**Judging Criteria**

1. What was the process and evidence of strategic thinking around the issue that led to the strategy/creative brief?
2. How interesting and original is the strategic solution and how well does it deliver on the issue?
3. As a result of the thinking, was the work original, relevant and did it have an impact in the marketplace?

**Special Prize Criteria:**

**BEST APPROACH TO RESEARCH**

1. Was the approach unique, interesting, relevant?
2. Did the approach lead to valuable insights?

**BEST INSIGHT OR INPUT**

1. Was the insight or input valuable and unique?
2. How well did this shape the output?

**BEST BRIEF**

1. How compelling was the strategic idea
2. How did the brief inspire, engage and excite the creative team?

**BEST USE OF DATA**

1. Was the approach unique, interesting, relevant?
2. Did the approach lead to valuable insights?

**BEST UNDER $50K BUDGET**

1. Was the approach unique, interesting, relevant?
2. Did the results punch well above the weight of the budget?

**JUDGES PRIZES**

These prizes represent essential elements of outstanding strategic thinking and planning skills.
You are not required to nominate for these prizes but knowing what the judges are looking for will help guide you, as you prepare your paper.

**Best written paper**

Crafting a well-written paper is an essential planning skill. Make the story compelling; be clear, concise and interesting.

**Best presentation**

The presentation is an opportunity to tell the story behind the strategy. Harness your enthusiasm and belief in the strength of the strategic idea to convince the judges.

**Best unexpected thinking**

Great ideas can spring from anywhere and with careful crafting, can lead to the most engaging executions. Show the judges how your thinking deviates from the predictable.

**Strategic Agency of the Year Entries**

This award will be judged by an independent panel of industry leaders from marketing, media and publishing.

The following questions must be addressed in your entry for Strategic Agency of the Year.

1. What is the role of strategic planning and planners in your agency?
2. What contribution has strategic planning in your agency made to the work? (Provide examples of the strategic quality of the output of your agency this year. Up to 3 case studies - in terms of great strategy and creative work)
3. What contribution has strategic planning in your agency made over the last two years - beyond client work? (Either internally within the agency, or externally to the planning discipline and/or driving the industry forward – this could be a point of view, research, leadership, training, awards won etc)?

Please submit this entry, with an entry form by 5pm Thursday 2 October 2014 to apg@communicationscouncil.org.au

**Note:**

- Word limit maximum 2000 words (plus charts if required).
- Judges will award prizes based solely on the responses to the above questions.
- If your agency is shortlisted, you will be required to present to a panel of judges. Presentations are no more than 10 minutes and will include opportunity for questions from judges specifically related to the following points.

## THE RULES OF ENTRY

Please ensure you comply with the rules set out below, entries may be disqualified if they do not meet these requirements. And that would be time and energy you won't get back.

1. The written entry must not exceed 1200 words (excluding titles, charts, appendices). Please state your word count.
2. Whilst you may include other evidence in addition to the creative work, such as video clips, a written paper is mandatory. Ensure that your written paper includes a copy of each signed creative brief; and appropriate references to all creative work, (eg/ scripts and storyboards).
3. Your entry must be signed off by your company's senior management and by your client. You must send these approvals with your entry.
4. A planner who has left an agency may write a paper under their own name on behalf of that agency, subject to agency and client approval.
5. An agency may submit a paper if the client has since left the agency, provided they have approval and sign-off from that client.
6. An agency may submit a paper if the planner who did the thinking has left, provided that the planner is credited.
7. All entries must indicate *Author of Strategy* and *Author of Paper*, even in instances where this is the same person.
8. For winning papers, the Award trophy will be presented to the principal author of the strategy. Co-authors and contributing thinkers will be credited and will have the option of purchasing further Award trophies.
9. All entries must be received by 5pm Thursday 2 October 2014 together with an entry form and payment of the fee.
10. Special prizes are awarded at the judge's discretion to those papers that have been shortlisted. You must nominate and pay for a special prize in order to be considered for a prize.
11. There will be no refunds for disqualified entries or withdrawals after the closing date.
12. The creative work must have run in Australia and/or New Zealand between 1 July 2012 & 1 October 2014.
13. All work should be supplied by email to apg@communicationscouncil.org.au
14. All images must be supplied as separate files (jpegs: 300dpi or high grade PDF files with fonts embedded)
15. Creation of campaigns should be in line with all relevant industry codes and regulations, including The Communications Council Code of Ethics.
16. The APG reserves the right to exclude any entries that do not meet with these rules and technical guidelines.
17. World copyright of all entries passes to the APG Australia and all winning and shortlisted entries will be published on the APG and Communications Council websites.
18. APG reserves the right to not award a prize where deemed not appropriate.

**Strategic Agency Award Entries**

19. Entries must address the key questions (see page 4). Word limit maximum 2000 words.
20. Strategic Agency Award entries must be signed by agency CEO/Senior Management.
21. Entrants must also be entering case study award entries.
22. APG reserves the right to request supporting material for verification of award detail.
23. All material is held in confidence & used for the sole purpose of judging by an independent panel of industry judges.
24. All entries must be entered by 5pm Thursday 2 October 2014.
25. Entrants must be prepared to present to a panel of judges – date to be advised. Presentations with Q&A are no more than 10 minutes each.

## FINAL DETAILS

### START WRITING

Don't leave it too late to start. You will need client and management sign off and final preparations always take longer than you think. Start now and get your ideas together. For hints on how to structure the paper, take a look at previous APG winning case studies. The best papers read like a story with a clear purpose, engaging narrative and concise conclusions.

- Kick start the process by taking a look at other awards you and your agency may have entered – Effies is a good place to start.
- Talk to your clients, they should be involved and securing their input will help demonstrate the value of planning for their business.
- Ask your colleagues and other agency partners. If the thinking was the result of agency collaboration, then let's see it! Ideas can start solo but gain the confidence of community thinking as they evolve.
- Read other papers – in addition to the Australian papers, APG UK is a great source of excellent planning papers.

### FILL OUT THE FORM & SEND IT IN WITH YOUR ENTRY

Complete the form, make sure you secure all required signatures and indicate your payment option.
The deadline is 5pm Thursday 2 October 2014. There are no extensions.

**All entries should be sent to:**
apg@communicationscouncil.org.au Files must be no more than 5MB in total.

Entry prices are listed on the entry form.

**QUESTIONS?** Contact the APG on 02 8297 3800 or genevieve@communicationscouncil.org.au

The Communications Council ABN: 84 140 893 152

**PLEASE ENSURE CORRECT SPELLING OF ALL DETAILS AS THIS WILL BE USED FOR FINAL PRESENTATION MATERIAL**

| ENTRY FORM | | | |
|---|---|---|---|
| **Entry Title:** | | | |
| **Brand/Product/Service:** | | | |
| **SPECIAL PRIZES:** | | | |
| **Best Insight or Input** | ☐ | **Best Brief** | ☐ |
| **Best Use of Data** | ☐ | **Best Under $50k Budget** | ☐ |
| **Best Approach to Research** | ☐ | | |
| **Strategic Agency of the Year Award** | ☐ | | |
| **ENTRANT INFORMATION** | | | |
| **Agency:** | | | |
| **Advertiser:** | | | |
| **Author/Entrant:** | | | |
| **Author email:** | | | |
| **Joint Entrant(s):** | | | |
| **Joint entrant email:** | | | |

## ENTRY FEES & PAYMENT DETAILS

This form constitutes a TAX INVOICE once complete.
**All prices include gst.**

- Case Study Entries MEMBER: $900 | NON MEMBER ENTRY: $1200
- Strategic Agency of the Year MEMBER: $600 | NON MEMBER: $900
- Special Prize MEMBER: $330 | NON MEMBER: $550

Member prices apply to members of The Communications Council.

If paying by credit card please complete the details below and mail or email this form to **The Communications Council.**
***Please retain a copy of this form as an official tax receipt.***

**Please charge $_____ to Visa ☐ Mastercard ☐ Amex ☐**

**Card Number: _ _ _ _ _ _ _ _ _ _ _ _ _ _ _ _ Expiry: _ _ / _ _ CVV _____**

**Name on Card: _____**

**Signature: _____**

**Direct Deposit details:**

**The Communications Council – Westpac Banking**
**BSB** – 032 000 **Account Number** – 51 5553 **Reference** – 'APG Entry + Agency Name'

**Signed on behalf of AGENCY (Planning Director or Senior Management):**

**Print Name:**

**Position Title:**

**Signed on behalf of ADVERTISER (Marketing Director or Senior Management):**

**Print Name:**

**Position Title:**

**I agree to abide by the rules of the APG Creative Strategy Awards. Signed by Author:**

Please double check spelling of all names and attach a form to each entry, send to:
**apg@communicationscouncil.org.au** For queries contact us on (02) 8297 3800