



MENA
DIGITAL
AWARDS

ENTRY KIT 2018

Contents

About Mena Digital Awards (MDA)	3
Deadlines And Fees.....	4
How To Enter Your Work	5
Judging Process.....	8
Judging Criteria	10
Eligibility & Disqualification	10
Rules	11
Categories	12
Entry Form.....	17
Permission Form	18
Contact Us.....	19

ABOUT MENA DIGITAL AWARDS (MDA)

The MENA Digital Awards (MDA) is a bespoke awards show whose purpose is promote digital innovation and media in the MENA region. It is the first awards show to both honor digital efforts and be based from the region for the region.

Coupled with the Digital Media Forum (DMF), the MDA offers the ideal platform recognize excellence in the use of digital technologies and media and honor the people and brands behind this progress that takes the communication industry to the future. The DMF and MDA are the brainchild of Mrs. Najla Mazboudi, the well-known 30 year communication and media veteran and renowned figure in MENA. The MDA is guided by international standards in the judging and award processes to ensure only the best work is recognized. Entry categories allow for all forms of technical and creative digital work from any communication discipline to be entered. Moreover, given the nature of digital, results and impact play an important role in the success of the entry and naturally solidify the validity of digital as a worthy marketing channel.

The MDA ensures that the jury is comprised of international and well known digital experts. It is also the only award show with an official independent “audit” partner. Participation is open to all digital players from client to agencies to producers. Any entity with valid digital work that aligns with the entry categories is encouraged to participate and let their work be known. The award ceremony will take place on May 9, 2018 evening where winning entries will be shown and then awards will be distributed.

The first MENA Digital Awards Ceremony was held on April 2014.

DEADLINES AND FEES

Entry Deadlines:

Early Bird Deadline

- Date: January 25, 2018
- Time: 18:00 (UAE Time)

Final Deadline

- Date: February 22, 2018
- Time: 18:00 (UAE Time)

Payment:

Payment Fee per Entry per Category:

Early Bird Entry Deadline:

- Date: January 25, 2018
- Early Bird Fees: USD 350

Final Deadline:

- Date: February 22, 2018
- Late Bird Fees: USD 400

Prices above are excluded of 5% Vat.

Payment shall be done by bank transfer or cheque against "Spoton Media Services and Events"

For Bank Transfer:

Bank Name: Mashreq Bank

Bank Address: Mall of the Emirates – Dubai, United Arab Emirates

USD ACCOUNT

Account Name : Spot On Media Services and Events

Bank Acc Number : 019100074963

Sort Code : BOMLAEAD

SWIFT Code : BOMLAEAD

USD Acc IBAN number : AE770330000019100074963

AED ACCOUNT

Bank Account Number: 019100039325

Sort Code: BOMLAEAD

SWIFT Code: BOMLAEAD

AED Account IBAN number: AE 630330000019100039325

For Cheque Payments: Please send the cheque to Spoton Offices

Address: 903 Tecom, Sheikha Noora Bldg, Office

Table Bookings:

To book a table, please contact us on the below:

Email: marianne@spotonae.com / cindy@spotonae.com

Tel: +971 55 846 1636 / +971 56 8296172

Table Prices

TBA

HOW TO ENTER YOUR WORK:

All entries will be submitted online.

Entries are open to all clients and marketing, digital, advertising, communication and media agencies in addition to any party involved in the digital sector.

Entrant companies are requested to create a user name and password. This will give the entrant company an online account. A confirmation email will be sent to the primary contact email provided.

Each company is to use their online account to submit all their entries. More than one person may use the login details at the same time to streamline multiply entry submissions.

You are eligible to enter more than one category, as long as the work submitted meets the criteria.

You can use the 'copy' feature to create a copy of your entry and change the category as required.

You are advised to adjust your written entry if your work/campaign is entered in more than one categories.

All sections of the form, credits, and support materials are mandatory to complete entry submission. The Entrant can add, view and edit their work at any time before the Entry Deadline.

You may edit your entry after submitting, up until the Entry Deadline.

Please make sure all your personal details are entered accurately, including contact details, as this will be used in the awards presentation if selected as a finalist.

A final invoice with all valid submission will be sent to the Entrant Company.

If your submissions have not been paid for at close of entry they will not be included for judging. All Entries must be submitted in English

Payment deadline: February 22, 2018

Support Materials Specifications

In addition to the “Entry Form” that is submitted online, the following support materials are required for successful submission of every entry.

Case Summary Board

The case summary board is comprised of two sections.

1. The first section is a one-page summary including three images that represent the entry and a short summary of 200-300 words to include; challenge – strategy/execution – topline results.

Image 1	Image 2	Image 3
Summary		
<hr/>		
<hr/>		
<hr/>		

2. The second section is a one-page with references to any support material online such as social URLs / Microsites/ Landing Page, Facebook App, Mobile App, Banners, etc. These are meant to show evidence of the success of the work.

Reference Urls: https://www.facebook..... https://www.website.com

Showcase

The Showcase is meant to illustrate how your campaign was brought to life. The best Videos/Presentations are ones that tell the story of your campaign throughout all phases from strategy inception to execution to post campaign results.

The Showcase is a visual aide to support your entry and should not be a duplicate of your entry form. The uploaded file will be used to showcase the entry if awarded.

Entrant should only upload One Showcase file; it is either a Showcase Video OR Slideshow Presentation.

For Video Length: Maximum 2 minutes

Maximum Video File Size: 150mb

Video File Format: MP4/MPEG/MPEG4/MOV

Video Language: Must be in English or have English Subtitles.

For Presentation Length: Maximum of (4) slides

Presentation File Format: PDF/JPEG/JPG

You can also copy and paste the URL of your videos from Youtube or Vimeo in the attachment tab instead of uploading it as an attachment.

Please make sure the videos are in English or with English subtitles.

Entry Permission Form:

Entrant Company is required to upload one signed copy of the Entry Permission form with each entry. Entrant can download the Entry Permission Form from the Awards' Website

If the entrant company is an Agency then consent from both Agency and Client representatives is required. If the entrant company is a Client, then only the client consent is required.

JUDGING PROCESS

Entries will be judged by juries consisting of well-known and credible digital practitioners, marketers, strategists and other experts.

Each entry will be submitted online following a template and pre-set guidelines. Each judge will individually access the entry online and evaluate it based on the “judging criteria” described below. The weighted scores for each entry will be calculated and audited by the official “audit partner” of MENA Digital Awards. Scores for both rounds remain confidential until the official announcement dates. Judges are prevented from evaluating entries submitted by their own “brand.” Judging will take place in two rounds to determine the shortlisted and winning entries.

Preliminary Round: Determining Shortlists

All entries will be judged by a minimum of six (6) jurors. Judges will evaluate and score each entry individually from across categories. Entries with the highest scores in each category will become shortlisted and qualified for the final round.

Final Round: Determining the Winners

All shortlisted entries will be judged in a second round by a minimum of six (6) jurors. Judges will evaluate and score each entry individually from across categories. Entries with the highest scores in each category will be awarded Gold, Silver, and Bronze respectively.

Shortlisted entries may or may not be converted to wins.

It is not mandatory that each category have shortlisted entries nor have winners.

Grand Prix

One Grand Prix is granted at the MENA Digital Awards and it goes to the highest scoring gold winning entry regardless of category.

In the cases that no gold awards are awarded, there will not be a **Grand Prix** trophy.

Agency of the Year and Network of the Year

Agency of the Year and **Network of the Year** goes to the highest overall scoring Agency and Network as per the below scheme.

The winning **Agency of the Year** do not necessarily ensure **Network of the Year** status as the overall points by all of the Networks’ Agencies are taken into consideration to determine **Network of the Year**

Grand Prix:	11 points
Gold:	9 points
Silver:	7 points
Bronze:	5 points
Shortlist:	3 points

Agency of the Year

If a shortlisted or winning entry has both Lead Agency and Support agency, the points awarded to the entry will be divided and allocated equally among the agencies credited. The Entry can have more than One Support Agency.

Network of the Year

If a shortlisted or winning entry has both Lead Agency and Support agency, the points awarded to the entry will be divided and allocated equally among the agencies credited. If the agencies sharing the points are from the same Network, the total will go to that Network.

Nevertheless, if Agency A belongs to Network A and wins an MDA Award with Agency B (which belongs to Network B), then the points will be divided and shared equally between both Networks.

If Agency A belongs to Network A but the second agency is independent half the points will go to Network A. The Entry can have more than One Support Agency.

JUDGING CRITERIA

A set of criteria is being identified to analyze each entry and to fairly and accurately assess each entry on its merits. The weight of each criterion differs by the category but the total. This includes the following:

Strategy

The entry is being evaluated on how succinct and insightful the approach is to the overall issues and target audience with proven evidence.

Creativity and Innovation

The entry is evaluated based on the originality of the idea, creativity of execution as well as on innovation in measurement of results.

Execution

The entry will be evaluated on how convincing the argument made establishing a cause and effect between the objectives, strategy and results of the campaign. This entails that the entry should show the effective use of resources, technical excellence in implementing the campaign.

Results

The entry will be evaluated on how well the chosen strategies and communications methods met the set objectives. Entries must provide quantification/proof of results from a credible source (and seek third party verification of awards winners). Judges will also looking for clearly defined strategic objectives with a link to business performance.

ELIGIBILITY & DISQUALIFICATION

Entries are open to all clients and marketing, digital, advertising, communication and media agencies in addition to any party involved in the digital sector.

It is the responsibility of the entrant to ensure that the commissioning client has the rights to use the intellectual property of the brand promoted. Entries cannot be made without the prior permission of the advertiser/owner of all rights that subsist in the advertisement.

All entries submitted must include work/campaigns from **1 January 2017 to 31 January 2018**. Any work done before or after these dates is not eligible for evaluation but can be used as context if it is part of the same work/campaign being entered. Entries with main campaign duration outside the set dates will be disqualified.

All entries submitted must have ran in the MENA region: Algeria, Bahrain, Egypt, Iran, Iraq, Palestine, Jordan, Kuwait, Lebanon, Libya, Morocco, Oman, Qatar, Saudi Arabia, Sudan, Syria, Tunisia, United Arab Emirates, Yemen, Armenia, Azerbaijan, Djibouti, Georgia, Mauritania, Turkey, Pakistan, Somalia.

Work/campaigns can be entered in more than one category as the entrant sees relevant. But the same entry cannot be submitted more than once in a given category.

All Entries must be submitted in English

RULES

All entries must be submitted online via the Entrant's dedicated login.

Only one party may enter an entry, i.e. either the digital agency or the Advertising agency or the media agency etc. may enter a piece that both parties have worked on, but not both. If the same entry is submitted by two different entrant companies, only the first entry will be accepted.

There can only be one entrant company per entry. The entrant company is responsible for payment of entry fees and is the automatic point of contact for the entry. Please ensure that all contributing companies are recognized on your entry form before finalizing your submission.

It is the Entrants responsibility to ensure that the entry submitted is relevant to its category.

All entry forms must be completed online at <https://menadigital.awardsplatform.com/> by February 22, 2018, at 18:00 UAE Time. Incomplete entries and entries that have not been endorsed before entry deadline may be disqualified by the Organizer.

Please note that entries submitted online will not be considered complete until: all the relevant entry materials have been uploaded, submitted and payment is made within the set grace period.

CATEGORIES

The categories for the MENA Digital awards are clustered under seven groups: Performance, Mobile, Social Media, Integrated, Special, Digital Assets and Digital by Sector.

Entries are evaluated by the judges based on the entry form and case study video/presentation.

The Entry form comprises of 4 sections: strategy, creativity/innovation, execution and results.

The weight of each section in the form is different based on the group you are entering in.

The group description identifies which sections of the entry form carry more weight in the evaluation.

GROUP 1: PERFORMANCE

Performance categories honor work done utilizing a data and analytics driven approach to marketing communications where the strategy and results influence the overall success of the entry.

Best Search Marketing Campaign

This category awards the best campaigns in driving more and better qualified internet traffic to brands' online presence through natural search engine result page listings, paid advertising placement, and/or mobile. The strongest entries feature a clear, innovative 'search' strategy that connects more consumers to the brand based on a pre-defined success metrics to create a highly profitable search marketing campaign.

Best Use of Data

This category awards the optimized use of data analytics to solve business problems and provide new business opportunities across the marketing/communication spectrum. The strongest entries feature a clear approach to insight mining from the set data and how these insights contributed to positive impact on the campaign and brand.

Best Performance Campaign

This category awards successful campaigns that demonstrate a sound lead generation strategy with proven results to deliver on pre-set objectives. The strongest entries feature a clear approach and execution with tangible results of digital media strategies across platforms.

Best Use of Cross-platform Digital Content

This category awards successful ideas in creation of omni-channel digital content across different digital platforms and devices to continue & enhance meaningful consumer engagement.

GROUP 2: MOBILE

Mobile categories honor work done to further the brands' engagements of audiences via mobile devices, technologies and platforms where the execution and results influence the overall success of the entry.

Best Application (Mobile/Tablet)

This category recognizes the best mobile apps on any platform (iOS, Android, Windows Phone, Blackberry) that demonstrate originality, newness, and innovation either as a standalone development or part of a bigger campaign. The strongest entries feature a flawless execution starting with the build to the final launch and adoption of the app with tangible results that support the pre-set objectives.

Best Use of Mobile

This category recognized the most successful use of mobile devices (such as media, content, and engagement tactics on this platform) as a means to achieve campaign objectives. The strongest entries highlight innovation, creativity and engagement in campaign execution with tangible results.

Best Use of Mobile Commerce

This category recognizes efforts made in the foray of B2B and/or B2C mobile payment services (such as but not limited to NFC, SMS Mobile payments etc.). The strongest entries highlight the contribution and impact made to evolving consumer behavior beyond traditional retail and e-commerce across industries.

GROUP 3: SOCIAL MEDIA

Social media categories honor work done to further the brands' engagements of audiences to build communities of content and conversation across any and all social media platforms. The strongest entries are those that demonstrate creative and innovative/creative approaches to social media strategy and channel planning with tangible impact

Best Use of Social Media

This category recognizes all social media efforts in standalone or part of a campaign that were utilized to build successful brands. The strongest entries demonstrate well thought out channel and content strategies that work in synergy to achieve campaign objectives. This category is divided into 3 sub-categories based on the total budget spent:

- A. Best Use of Social Media - Small Budget - < USD 20,000
- B. Best Use of Social Media - Medium Budget USD 20,001 - USD 100,000
- C. Best Use of Social Media - Big Budget > USD 100,001

Best Use of Video

This category recognizes the innovative new use of video (such as pre-rolls, mobile video, social 'snack-able videos', co-creation etc.) as standalone or part of a bigger campaign. The strongest entries should demonstrate how their use of video has effectively contributed to an overall social media campaign success.

Best Viral Campaign

This category recognizes campaigns that have generated buzz and awareness in record time with emphasis on utilizing digital/social platforms.

GROUP 4: INTEGRATED

Integrated categories honor the synergy and effectiveness of communications to deliver holistic brand experiences to consumers from all aspects of planning, ideation, messaging to creativity/innovation and media amplification. The most successful integrated campaigns are evaluated with equal emphasis on strategy, innovation/creativity, execution, and results.

Best Integrated Digital Campaign

This category recognizes best holistic digital campaigns that demonstrate how at least two digital platforms and media channels work together to achieve results. The strongest entries are those that showcase seamless synergy of the campaign elements on strategy, innovation/creativity, execution, and results.

Best Integrated Media Campaign

This category recognizes the best holistic integrated media campaign encompassing both online and traditional media. The strongest entries are those that showcase seamless synergy of the campaign elements on strategy, innovation/creativity, execution, and results.

GROUP 5: SPECIAL

Special categories recognize work in digital across industries and marketing disciplines either as a tactical effort or an integrated campaign that involves one or more digital technique. The most successful special categories are evaluated with emphasis on strategy and results.

Digital PR

This category recognizes Public Relations communications that utilize digital techniques. The strongest entries showcase the evolution of traditional PR activities to include digital/social platforms to engage stakeholders with tangible impact.

Digital Cause Marketing

This category recognizes efforts in all areas of CSR / cause marketing where the campaign includes any and all forms of digital techniques and channels. The strongest entries highlight the role of digital media and platforms in supporting the cause' goals.

Digital Activation

This category recognizes efforts in digitally driven brand, product or service activations (either as one-offs or as part of a campaign) and credits their results in driving the brand/business.

GROUP 6: DIGITAL ASSETS (DELIVERABLES)

Digital Assets category recognizes the best digital innovation in online by the best use of technology mixed with UX/UI design in order to create the best digital assets. Here we will honor the best mix between solid back-end and technology use with cutting edge UX/UI and design, mix that results in innovative digital assets. The most successful Digital Assets Categories are evaluated with emphasis on Creativity/Innovation and Execution.

Best Web Platform

This category recognizes outstanding web platforms (such as Websites, Microsites and Web Apps, etc.) provided for a brand/product/services or being part of a campaign. Here we will look at the build quality of the website, UX approach, technology selected, degree of customization, multi-platform adaptation, utility etc.

Best Online Banner

This category recognizes the execution of online banners either as a standalone execution or part of a bigger campaign. Here we will look from original approach towards banner usage (from live streaming in banners up to real time data usage in banners etc.) up to the contextual value of the banner (message and execution synergy with media space bought)

Best Digital Point of Sales

This category recognizes the stand-out piece in how the channel conveniently connects the consumers thru digital point of sale (such as BTL, Events, Augmented Reality, Virtual Reality). Here we will look at how digital has been used to enhance the BTL brand presence and overall consumer experience.

Best Mobile App

This category recognizes the best mobile app which exhibit how an original or advanced the mobile or tablet application has been useful to its users. The app should be accessible and efficient to the customers and also demonstrate originality in technology used, UX design and design in general, device sensors usage (if the case), after download and after campaign usage (long time usage) etc.

Best Facebook App

This category recognizes the best use of Facebook in a marketing campaign. Submissions must demonstrate the efficacy of the campaign and the originality in the app mechanics, UX and build.

Best Game App

This category recognizes the best gaming experience of any handheld device, Mobile sites or apps, Free to play games and Social games as well as most traditional games in the industry. The jury will mainly look at the execution of the game in terms of game idea, game mechanics, graphics, overall user experience (both visual and technical wise), engagement and also technologies used.

Best Use of Technology:

This category awards the innovative use of tech. The best work should emphasize on how technology is used to deliver action orientated communications or experiences that have a tangible effect.

GROUP 7: BEST USE OF DIGITAL BY SECTOR

Best Use of Digital by Sector Categories honor the synergy and effectiveness of using digital platforms and channels to deliver holistic brand experience in their sector. The best entries should provide evidence of how the work/campaign stands out from its sector peers. In this category, entries are evaluated with equal emphasis on strategy, innovation/creativity, execution, and results.

- A. Automotive
- B. Financial and Banking
- C. FMCG
- D. Retail
- E. Travel, sport and entertainment
- F. Technology/telecommunications
- G. Charity, NGO or NFP
- H. Healthcare
- I. Media

GRAND PRIX

One Grand Prix is granted at the MENA Digital Awards and it goes to the highest scoring gold winning entry regardless of category.

In the cases that no gold awards are awarded, there will not be a Grand Prix trophy.

AGENCY OF THE YEAR AND NETWORK OF THE YEAR

Agency of the Year and Network of the Year goes to the highest overall scoring Agency and Network as per the below scheme.

The winning Agency of the Year do not necessarily ensure Network of the Year status as the overall points by all of the Networks' Agencies are taken into consideration to determine Network of the Year.

Grand Prix:	11	points
Gold:	9	points
Silver:	7	points
Bronze:	5	points
Shortlist:	3	points

Agency of the Year

If a shortlisted or winning entry has both Lead Agency and Support agency, the points awarded to the entry will be divided and allocated equally among the agencies credited. The Entry can have more than One Support Agency.

Network of the Year

If a shortlisted or winning entry has both Lead Agency and Support agency, the points awarded to the entry will be divided and allocated equally among the agencies credited. If the agencies sharing the points are from the same Network, the total will go to that Network.

Nevertheless, if Agency A belongs to Network A and wins an MDA Award with Agency B (which belongs to Network B), then the points will be divided and shared equally between both Networks. If Agency A belongs to Network A but the second agency is independent half the points will go to Network A. The Entry can have more than One Support Agency.

ENTRY FORM: MENA DIGITAL AWARDS

The entry form is designed to mirror the judging criteria explained in the Judging Process section of the entry kit. The Entrant Company is responsible to guarantee the accuracy and authenticity of all the details entered and that the work entered is original and authorized by both “Agency” and “Client.” The actual form will be filled directly online. This is a reference document for your preparation of the case entry.

BACKGROUND

Entry Category:

Entry Name:

Brand:

Client:

Entrant Company:

Entering Country:

Lead Agency:

Support Agency:

1. STRATEGY

Your response for Strategy should tackle all guidelines listed below: (Word limit of 500)

- Describe the campaign background:
(state of the category and the situation of the brand/product within it).
- Describe the marketing/communication challenge.
- Describe the target audience with specific emphasis on digital insights relevant to the category you are entering.
- Describe the objectives and metrics of the campaign.
- Describe your campaign/communication strategy that answers the challenge and appeals to your target audience.

2. CREATIVITY AND INNOVATION

Your response to Creativity and Innovation should tackle all guidelines listed below: (Word limit of 350)

- Describe your big idea and tactics and how they were “creative and innovative” vis-a-vis your category and brand. Even in the technical/operational details, describe any innovations or improvements that contributed to the success of the entry.
- List the campaign deliverables. (Provide country names)

3. EXECUTION

Your response to Execution should tackle all guidelines listed below: (Word limit of 500)

- Describe how the campaign was executed.
- Identify the regional scope of the campaign/work List all the markets:
- Identify the Campaign Date(s). In the case that the campaign includes several bursts list all phases.
- List all channels/touch points used with an emphasis on digital and social elements with a brief rationale to support your channel choice.
- Indicate the total media investment on the campaign

4. RESULTS

Your response to Results should tackle all the guidelines listed below: (Word limit of 400)

- Articulate the results of the campaign and describe how they answered the marketing/communication challenge and met the metrics.
- Where applicable, explain how the consumer behavior was influenced and if any new insights were learned from the campaign. (200)

ENTRY PERMISSION FORM

Entrant Company is required to upload one signed copy of this form with each entry.
If the entrant company is an Agency then consent from both Agency and Client representatives is required. If the entrant company is a Client, then only the client consent is required.

Entry Details:

Brand: _____
Client: _____
Entry Title: _____
Entry Category: _____
Lead Agency: _____
Support Agency: _____

We _____ (Entrant Company) on behalf of _____ (Client Name/Brand Name) certify that all the written and visual information submitted for the above referenced case, as well as people credited for creating the work is accurate, factual, and in accordance with all the rules set out by the MENA Digital Awards.

Agency Representative

Name:
Title:
Email:
Mobile:
Signature
:

Client

Representative

Name:
Title:
Email:
Mobile:
Signature
:



CONTACT US

Please don't hesitate to contact us for any support, query and clarifications:

Email: marianne@spotonae.com / cindy@spotonae.com

Tel: +971 55 846 1636 /+971 56 8296172