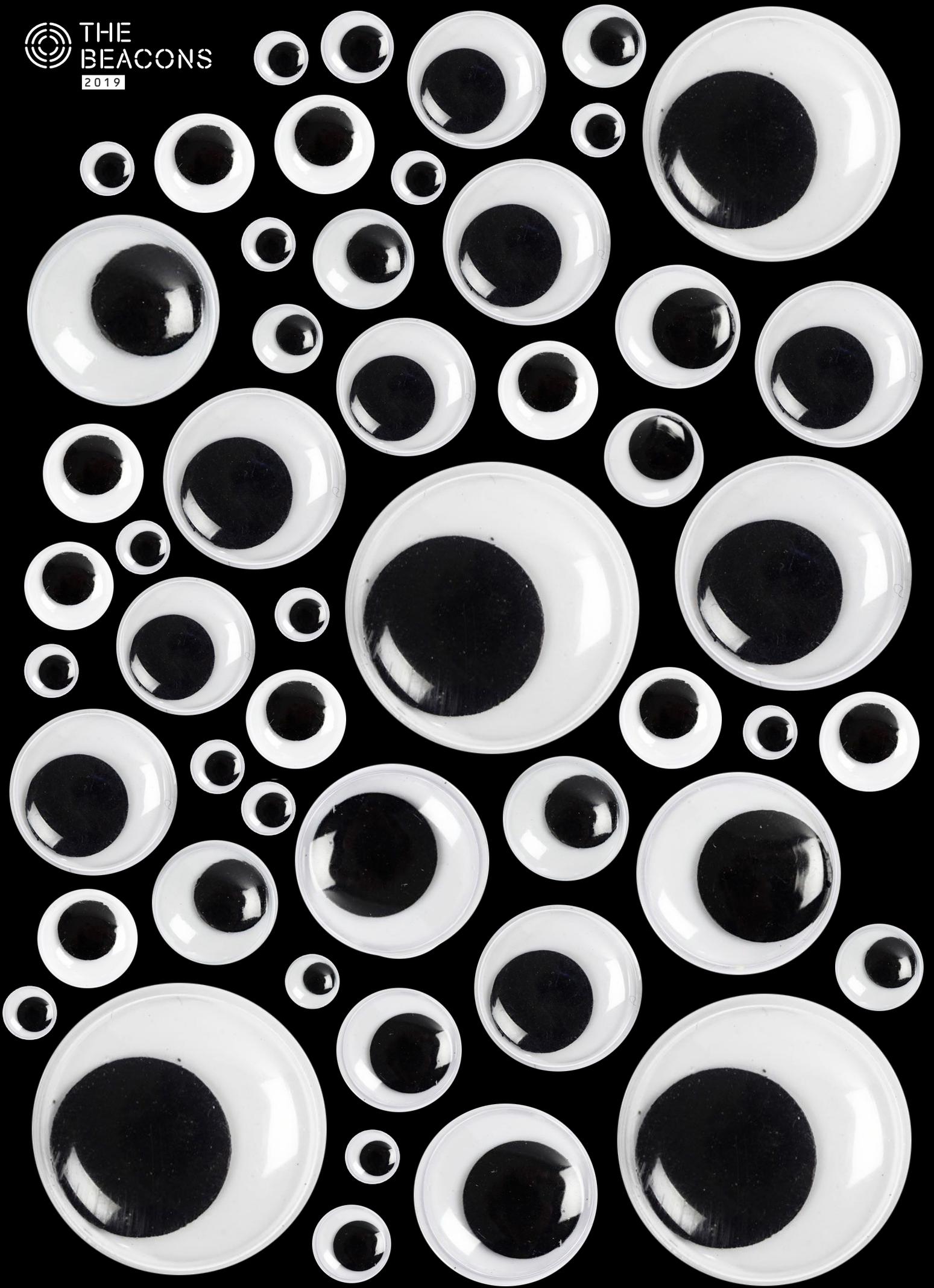


YOU GOT THEIR ATTENTION.

NOW GET OURS.



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WELCOME TO
2019 BEACON
AWARDS,
CELEBRATING
THE BEST
MEDIA
THINKING AND
EXECUTION
OVER THE PAST
YEAR OR SO.

It's been another year of change in our industry. But there is truth in the saying that "the more things change, the more they stay the same". The Comms Council recently published a book by Peter Field "Why aren't we doing this?" The book makes the commercial case for long-term brand building and explores media strategy and mix in this context. It makes a strong case for building reach as it drives customer acquisition, which is the surest way to grow market share and profitability.

This is nothing new, but is something that many of our clients (and a few of us) have forgotten and it's a conversation we all need to reengage in. Sales activation and tight targeting will always have their place but we must reignite client's interest in a long-term approach to building their brands, for the sake of their futures, as well as our own.

The development of the 2019 Beacons has again been led by the Beacons committee of Al Jamison, Anne Lipsham, David McCallem, Robert Harvey, Simon Bird and Sean McCready - a big thanks to them for their work again this year. And also to our Convenor of Judges again for 2019 - Derek Lindsay.

And huge thanks also should go to our commercial partners NZME and TVNZ and to our family of sponsors without whom these awards would not be possible.

So welcome again to the Beacon Awards and best of luck to all the entrants

- Paul Head

CEO, Comms Council



- PAUL HEAD
CEO COMMS COUNCIL

HI EVERYONE,
IT'S THAT
TIME OF YEAR
AGAIN! TIME TO
IDENTIFY YOUR
BEST WORK OVER
THE LAST YEAR
AND GET WRITING
AN AWARD
WINNING ENTRY!

Please carefully interrogate all the work you have done in the last year to see which campaigns may potentially be award-winning. When writing the entries, it is essential to follow the requirements—cover off defining the objectives, detailing a clear strategy, outlining exciting implementation activity and finally highlighting positive results, which clearly deliver beyond the initial objectives. It is worth taking extra time to ensure that the results are as positive as they can be. And that your campaign is clearly and exclusively demonstrated to be the key reason why positive results have been delivered.

I suggest you start early and take time to write your entry. Try to ensure it is

peer reviewed two or three times. My approach was to write the "long entry" first, with well more than 1200 words, then start to refine down ensuring that I focused on the "need to know" facts and often rejecting the "nice to know" facts. So many entries we see are let down by the poor level of writing – missing out those key facts or the strategy not relating to the objectives or perhaps, not ensuring that the results cannot be attributed to other factors.

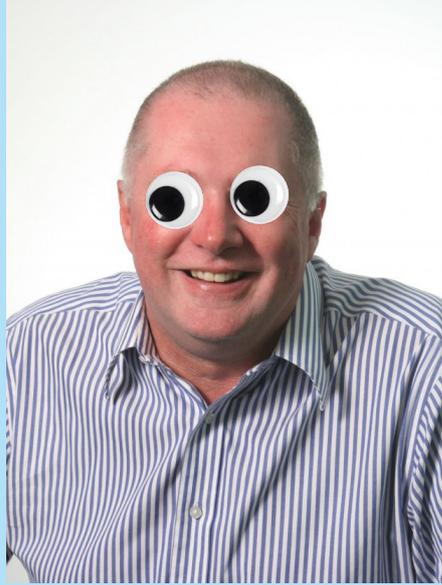
Overall, the entries in the Beacon Awards are about highlighting the MEDIA contribution to each brand's activity and the campaigns—therefore, please ensure that you clearly and concisely explain how media made the difference.

Please write the best entry you can – ensure that your entry has identified all the key points of the campaign and has the clarity required for judges, who may be reading it for the first time.

Remember – it is a real privilege to win a Beacon Award and go up on stage to collect your prize. So make 2019 your year!

– Derek Lindsay

2019 Convener of Judges



- DEREK LINDSAY
2019 CONVENER
OF JUDGES

THE 2019 BEACONS
STEERING COMMITTEE



DAVID McCALLEN
HEAD OF STRATEGY
OMD



ALISTAIR JAMISON
CEO
STARCOM



ANNE LIPSHAM
HEAD OF STRATEGY
FCB MEDIA



SEAN McCREADY
CO FOUNDER
MBM



SIMON BIRD
GROUP STRATEGY
DIRECTOR
PHD



ROBERT HARVEY
CEO
DENTSU AEGIS
NETWORK

HOW TO CREATE AN AWARD WINNING ENTRY



Book yourself and your team
into the writing workshop with
your industry peers.

Facilitated by
Andrew Reinholds- Managing Partner, OMD
and Simon Bird- Group Strategy Director, PHD.

To book email awards@commscouncil.nz

Date: Thursday 31 January 2019
Venue: NZME, Ground floor, 2 Graham Street, Auckland
Time: 9.00 am - 10.30 am
Cost: \$30 + GST per person (Comms Council members)
\$60 + GST per person (non-members)

IMPORTANT DATES FOR 2019



Entries close: **Tuesday 26 February 2019 @ 4pm**

48hr deadline closes: **Thursday 28 February @ 4pm**

Campaign material due (finalists only): **Tuesday 9 April**

Media Agency of the Year entries open: **Thursday 28 February**
Media Agency of the Year entries close: **Thursday 28 March @ 4pm**

Media Business of the Year entries open: **Tuesday 4 December**
Media Business of the Year entries close: **Tuesday 26 March 2019 @ 4pm**

Sales Person or Team of the Year entries open: **Tuesday 4 December**
Sales Person or Team of the Year entries close: **Tuesday 26 March @ 4pm**

Sandy Smith Nominations open: **Tuesday 4 December**
Sandy Smith Nominations close: **Tuesday 26 March 2019 @ 4pm**

The Beacon Awards Show: **Thursday 16 May**



HOW TO ENTER

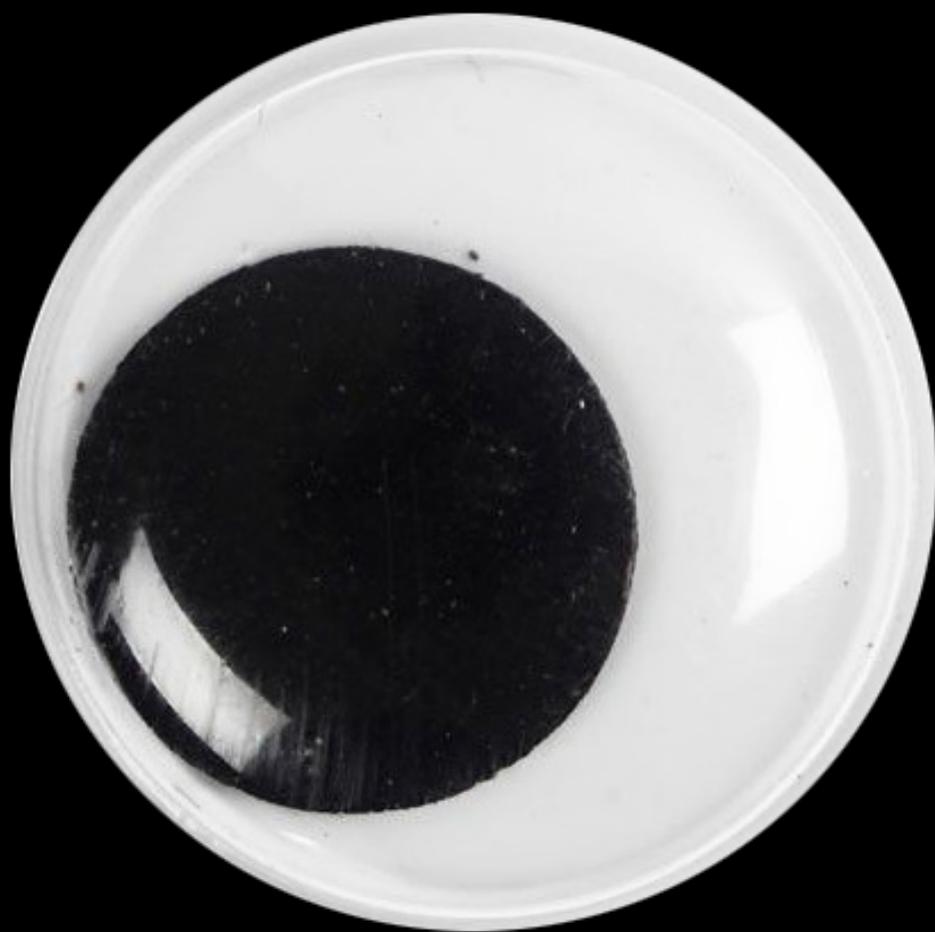


Conditions of entry

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.



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.

To Register

- Click on the link to the online registration
- Click Enter Here
- Create your user name and password
- 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 forms 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 Category V (Sustained Success) and Category R (Best Communication Strategy) which each have a **maximum word limit of 1500**. 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 25). FAILURE TO DO SO WILL MEAN THE ENTRY COULD BE DISQUALIFIED.

Create your hard copies

- When you have completed your entry form you need to upload it online with all confidential information highlighted in **RED** then;
 - Print it out.
 - Copy it nine times.
 - Send the 10 hard copies by courier or mail to The Conference Company. These must be received by 4.00pm Tuesday 26 February 2019 to avoid penalty fees.
 - Please remember to include the original signed authorisation form for each entry.
 - DO NOT attach the authorisation form to the hard copy entries.
 - Please DO NOT send entries to the Comms Council.

HOW TO ENTER CONTINUED

PLEASE NOTE

Before making 10 printed copies you must highlight any confidential information in **RED** (i.e. information which you do not want to be published). The 10 copies you submit are given to the judges so you must ensure that all pages are included in all copies and that each copy contains at the end, the media schedule and a maximum of 2 x A4 pages of campaign images. The Comms Council or The Conference Company are not responsible for making additional copies or checking that all hard copy entries for judges are complete.

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 included with the hard copy entry forms. **DO NOT physically attach declaration forms to your hardcopy entries!**

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. The declaration form is automatically emailed on submission of the online registration.

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 15 months from 1 October 2017 to 31 December 2018 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. The results provided must also have occurred during this qualifying time.
- In the event of a crossover from the previous year, where a 2018 campaign is still eligible for 2019, 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 taken into account in the judging process.
- **Sustained Success (Category V):** Advertising campaigns that have been consistently in market in NZ for a minimum of three years from at least 1 January 2016 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 images/examples of advertising

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 (Finalists only)

Additional campaign material will be requested from finalists only. All finalists will receive an email from The Conference Company on Monday 1 April 2019 requesting campaign material be submitted by 4pm on Tuesday 9 April 2019.

All campaign material must be sent to The Conference Company NOT the Comms Council.

Campaign Material Requirements

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).

Deadlines + Fees

Campaign Material Requirements

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.
- Entries with URLs please provide print screens on disc.

All campaign materials must have clearly defined file names, and should be included on one CD/DVD labelled with the entry number. Please note that materials not provided in digital format 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.

Please attach a label to ALL campaign material as per the example below.

| | |
|-----------|--|
| Entry No. | |
|-----------|--|

DEADLINES + FEES

DEADLINES

- Entries must be delivered to The Conference Company and received by 4.00 pm on Tuesday 26 February 2019
- Member rates apply to fully paid-up Comms Council Members/Sponsors 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 \$350 (members/sponsors) 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 26 February 2019.
- A late entry must be received by The Conference Company by 4.00 pm on Thursday 28 February 2019 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 28 February 2019.

ENTRY FEES/LATE PENALTY FEES

Comms Council members:

\$350 + GST per entry, per category

Late Penalty Fee: \$700 + GST

(being \$350 entry + \$350 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)

- 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 2019 + Your Agency/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 was 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 Q & U where entries that exceed 1500 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, egg: "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 \$250 + 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.
- Entries not accompanied by full payment.

OTHER POINTS TO NOTE

Graphs and charts: Graphs and charts displaying data are permitted and may be inserted into the main body of the entry. 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.

Word limit: Maximum 1200 word limit for all entries in all categories EXCEPT Best Communications Strategy and Sustained Success which each has a maximum word limit of 1500 words.

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 4 May 2019. If in doubt, check!

DELIVERY INSTRUCTIONS

If you are submitting more than one campaign and you wish to send them in one box, please wrap materials from each campaign separately and label each with campaign name(s).

Send all materials prepaid to The Conference Company. Please address to The Conference Company, Comms Council 2019 Beacon Awards and send to:

Courier Address

31C Normanby Road
Mt Eden 1024
Auckland

Postal Address

PO Box 90-040
Auckland 1142

Contact Details

Phone: +64 9 360 1240
Fax: +64 9 360 1242

DO NOT SEND YOUR ENTRY/MATERIAL TO THE COMMS COUNCIL

Publication policy & permission

Finalists and winners of the 2019 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

- The campaign material you enter into the competition becomes the property of the Comms Council and will not be returned.
- 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 that 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 proof read 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.

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.



THE CATEGORIES 2019

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:

- An entry summary (no score allocated)
- The insight
- The 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 F are welcome.)

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, entries from commercial brands or organisations are not eligible.

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

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.

J. Best Use of Technology

This category recognises the importance of technology in driving media innovation. Specifically, where technology has driven the development, implementation and outcomes of a campaign or initiative that connected with a target audience. This could include existing technology solutions applied in an innovative way, or the development of proprietary technology solutions. Judges will be looking to understand how the use of technology was innovative or market leading for the client or category, why the technology solution was a good fit for the brand or business problem and how it impacted or connected with the target audience to help achieve business outcomes.

K. Best use of Mobile

This category recognises innovative and effective use of the mobile channel. It covers any form of mobile media including mobile advertising, mobile apps, mobile communication (ie SMS), mobile technology (ie Beacons, QR codes, Bluetooth), or any other communication that requires a mobile device. Judges will be looking for campaigns that demonstrate a clear role for mobile, highlighting why mobile was an effective channel to achieve the client's objectives, is brilliant in its execution, and contributed to campaign results.

L. 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

M. Best Use of Video

This category recognises innovative and effective use of video to engage with your target audience. It is not about the content per se, but the strategic approach to the medium, how the content was deployed and innovation in the use of technology that created the impact. Judges will also be looking at how the video activity met the campaign objectives and materially drove the commercial result. Campaigns may have appeared on social media platforms, the digital platforms of publishers & media brands, video networks or any other video platform (including TV).

N. 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.

O. 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.

P. 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.

Q. 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.

R. Best Communications Strategy (Note word limit 1,500)

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.

S. 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).

T. 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.

U. Best Collaboration

This category is open to media owners and agencies and is designed to celebrate the work that is only made possible by the close collaboration of (1) one or more media owner/partner(s) AND (2) one or more media agency/ies and/or other relevant agencies. This category can be entered by either the media owner/partner or agency. The judges will be looking for demonstration of how collaboration has enhanced the result for the client. Entries could be proactive sales proposals or responses to briefs as long as the partners have worked together to execute and enhance.

V. Sustained Success (Note word limit 1,500)

This category recognises communications and media thinking that has significantly contributed to the overall success of a campaign that has been consistently in market across three years from 1st January 2016. Judges will be looking for demonstration of strategic thinking and how it has ensured the media campaign has remained consistent but also up-to-date and relevant. 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.

W. 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 March 26th 2019.

X. 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 March 26th 2019.

Y. Rising Star

The Rising Star award 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 experience at the time of the entry deadline. The closing date for entries in this category is the later date of March 26 2019.

EXECUTIVE AWARDS

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 Thursday 28 February 2019 with a closing date for entries of 4pm Thursday 4 April 2019. The winner will be chosen by a panel of independent judges to include a range of prominent business people 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



| | |
|-----------------------------------|--------------------|
| Preliminary judging (Auckland): | Tuesday 26 March |
| Preliminary judging (Wellington): | Thursday 28 March |
| Material Due: | Tuesday 9 April |
| Category judging (Auckland): | Tuesday 16 April |
| EASTER: | 19th to 22nd April |
| Executive Judging: | Thursday 30 April |

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.

1. Preliminary judging

Preliminary judging evaluates all the written entries with the purpose of identifying the finalists. All entries are read by at least eight 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 Awards Committee from prior experience and nomination requested from all Media Agencies and Media owners. Judges with conflicts of interest do not read conflicted entries.

Entries judged to be of superior quality (finalists) then proceed to the category round of judging. There is a maximum of five finalists per category.

2. 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 seven 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 Sub Committee. 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 metal recommendations.

3. 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. So 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...

Judging Cont.

...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.

4. Best in Show judging

The Best in 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.

5. 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.

6. The Comms Council Exec Board

The Exec Board will choose the winner of Rising Star for 2019.

Judging Cont.

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6. The Comms Council Exec Board

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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?
- Included a maximum of 2 x A4 pages of campaign images?
- Printed the signed declaration form to be sent with the printed copies?
- Printed 10 hard copies of your entry and included the media schedule and campaign images at the back of each copy?
- Checked that all hard copies are complete and not missing pages?
- Proof of payment?

