



WORLD MEDIA
AWARDS 2020

YOUR GUIDE TO ENTERING THE WORLD MEDIA AWARDS

DEADLINE FOR ENTRIES
6TH FEBRUARY 2020



INTRODUCTION

The World Media Awards provide a unique opportunity to celebrate the creativity and effectiveness of cross platform, cross border, content-driven advertising. Organised by The World Media Group, with an independent jury of advertisers, agency experts, and content specialists, the Awards provide you with the opportunity to celebrate and be recognised for the bold and influential strategies you are implementing to engage with international, influential audiences.

The World Media Awards are recognised by the WARC Media 100 [successor to the Gunn Media 100] which tracks the performance of campaigns, brands, and agencies in advertising media competitions around the world. With eight sector-specific World Media Award categories open for entry by advertisers, agencies, and brand content teams from around the world, you have the opportunity to shine the spotlight of success on your work and raise your profile of your campaign, brand or agency in these internationally recognised rankings.

WHAT AND WHO CAN ENTER?

- Entry is free for advertisers and agencies, however we do invite you to consider donating to our chosen charity, Reporters Without Borders, an international, non-profit, non-governmental organisation that promotes and defends freedom of information and freedom of the press.
- There is a fee for entry for media owners of £100 per entry.
- Advertisers' marketing, media, and content creation teams, agencies, and media owner's creative solutions teams are invited to enter campaigns from 2019
- 75% of the campaign activity must have been implemented in 2019
- Campaigns must be truly international – whether multi-country, pan-regional or global, your strategy must have intentionally targeted audiences in at least 3 countries
- Whilst PR and/or viral marketing may have added impact, your campaign must have included a strategic media spend. Our Jury will be looking for a great partnership and contextual fit with the chosen media channel[s].
- All winners will be celebrated in an advertising campaign valued at €500K, published by the World Media Group's leading international brands
- All finalists will have their case studies published on the World Media Awards website
- The winners from the eight categories will be eligible for the World Media Grand Prix Award, the winner being judged by our independent jury as being the best example of creative, effective, international advertising.
- Deadline for entries is 6th February 2020

2019 WINNERS

Financial Services

It was really tough competition, there are some really amazing financial services brands up there, but it was really a team effort with EI and the Economist all working together, so congratulations to everybody that's been involved in this

Deutsche Bank

Lifestyle, Lux & Fashion

There was some great competition, it's all very exciting. It's a huge, highly respected, loved sport around the world and to try and transform it and make it fit for fans is a really exciting challenge. It's great to see the recognition for what we've been doing for the last 5 months.

Formula 1

CATEGORIES



WORLD MEDIA AWARD AUTOMOTIVE

For the campaigns behind international automotive brands, whether launching a new product or engaging with influencers to promote your corporate approach to an issues agenda.



WORLD MEDIA AWARD BRAND & MEDIA OWNER PARTNERSHIP

This category recognises that when brand and media owners work together on content initiatives, special campaigns, events, or other partnership-based promotions, the effective uplift for both brands can be powerful. Our jury will be looking for great brand partnership matches, innovative thinking and effective implementation for an international audience.



WORLD MEDIA AWARD CORPORATE INFLUENCER

A category that recognises the value in promoting the corporate brand to an international audience of government and business leaders, investors and influencers. Whether building the reputation for the corporate brand behind the products in any of the above market sectors, or for other market sectors not included in this list, for example: pharma, energy, property, transport, infrastructure, manufacturing, retail, business services or consulting.



WORLD MEDIA AWARD FINANCIAL SERVICES

The winner in this category could be a corporate brand strategy for a financial services business, or a strategy designed to promote specific financial services products and solutions to an international audience.



WORLD MEDIA AWARD LUXURY, LIFESTYLE & FASHION

A category for those marketing lifestyle and luxury brands to the most discerning international customers and high net worth individuals – telling stories to drive aspiration and desire for fashion, jewellery, watches, property, alcohol or other lifestyle and luxury experiences and products.



WORLD MEDIA AWARD MEDIA & ENTERTAINMENT

This category will recognise the global storytelling and engagement required in the media and entertainment sector – whether promoting a major global entertainment brand launch or building and maintaining the brand credibility for an international media brand.



WORLD MEDIA AWARD TECHNOLOGY & TELECOMS

For campaigns targeting governments, business customers, early adopters or even the tech-averse, this category sets out to recognise the effective communication of complex products, new technology advances, essential infrastructure and the brands behind the technology driving the digital revolution.



WORLD MEDIA AWARD TRAVEL & TOURISM

The winner in this category will demonstrate the power of storytelling and the opportunity to convey the attraction of a destination or travel experience – entries are invited from tourism promotion boards, destinations, hotels, airlines and other tourism related businesses or transport.

Brand & Media Owner Partnership

This is a fantastic win for us and the fact that we were nominated in this category that celebrates media brand partnerships with clients means a lot to us because we put all of our focus on client relationships.

Credit Suisse & Bloomberg

Travel & Tourism

Winning a World Media Award is particularly significant. What was crucial for us was to uncover those really unique stories. Travel and tourism can be quite saturated so we had to dig deep to find stories that are as unique as our audience.

Incredible India

HOW TO ENTER

1. Entries are invited from advertisers' marketing, media and branded content teams; from media, creative or content specialist agencies; and from the creative solutions teams of media owners.
2. We are inviting written entries, supported by your chosen images or videos. We recommend that you draft your entry on the **DOWNLOADABLE** entry template form, which will invite you to describe the branding challenge, the thinking behind the strategy, the method of implementation and the results. Please secure colleague or client approval and gather your supporting materials before uploading your entry to the official entry site.
3. Please ensure that your entry adheres to the maximum word counts:
The Challenge: 300 words
The Creative Solution: 400 words
The Media / Content Amplification Solution: 400 words
The Results: 300 words
4. You are invited to submit no more than three supporting documents, which might include, for example:
 - Screenshots or videos of digital or interactive creative
 - Imagery from the creative work, perhaps in its media placement
 - Charts or graphics illustrating the results achieved
 - Supporting materials can be in the following formats: pdf, jpeg, jpg, mp3, m4v, mov, mp4, wmv
5. Please note the following when naming your entry and considering who to credit:
Entry titles should include the campaign name, but exclude any media owner or brand names – and keep it short where possible!
There is an opportunity to credit all agencies and media owners in the credits section of the entry form. Advertisers and agencies only will be credited in the winners' announcement advertising campaign run through World Media Group member brands.
6. When you have your written entry and supporting materials ready, please click on the **ENTER NOW** button where you will be asked to register your details, copy and paste your written entry and upload your supporting materials.

Any questions?

Please contact us on awards@world-media-group.com

CHECK LIST

- Has your entry met the full criteria? - 75% of the work must have happened in 2019. Your campaign must have covered 3 or more countries and must include a strategic media spend
- Have you used the downloadable templates to draft your entry and shared with your colleagues to gather feedback and ideas?
- Does your entry provide enough evidence to show just how effective your campaign was?
- Have you completed all of the sections of your entry and kept within the word limits?
- Have you secured colleague or client approval for your entry?
- Have you included no more than 3 supporting files in the correct formats? Choose carefully – the best images, most evocative stats. But don't let this substitute for the description of your campaign.
- Have you included all agencies and media owners in the credits section of the entry form?

GOOD LUCK!

Any questions with your entry please email us at awards@world-media-group.com

2019 WINNERS

Technology & Telecomms

I think it's a great recognition from the industry, from our peers, of the value of what we bought to Siemens.

Siemens

I think the value of the World Media Group Awards is that it brings together all of these reputable publications and it allows brands like ours to determine where is the quality.