



WORLD MEDIA
AWARDS 2021



YOUR GUIDE TO ENTERING THE WORLD MEDIA AWARDS

DEADLINE FOR ENTRIES
20TH MAY 2021



The Atlantic



**Bloomberg
Media**

BUSINESS
INSIDER

The
Economist

Forbes

FORTUNE



ASSOCIATE MEMBERS

MOAT



The New York Times



TIME

THE WALL STREET JOURNAL

The Washington Post

Smithsonian
MEDIA 

INTRODUCTION

The World Media Awards celebrate the creativity and effectiveness of cross-platform, cross-border, content-driven advertising. The list of winners of the World Media Awards include many of the world's leading brands, and winning agencies benefit from the recognition of the Awards by the WARC Media 100 Rankings.

You are invited to enter bold, influential strategies engaging international, influential audiences across nine CATEGORIES: Automotive; Brand & Media Owner Partnership; Corporate Influencer; Financial Services; Luxury & Lifestyle; Media & Entertainment; Technology & Telecoms; Travel & Tourism, and, new for 2021, the World Media Award for Social Good. The World Media Award winners are chosen by our independent jury, comprising media, content, and brand leaders from across the globe. The members of the World Media Group will also nominate the individual winner of the Content Leadership & Innovation Award.

WHAT AND WHO CAN ENTER

- **Entry is free** for advertisers and agencies and World Media Group members, 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 an **entry fee for non-member media owners** of £195 per entry.

- Advertisers' marketing, media, and content creation teams, agencies, and media owner's creative solutions teams are invited to enter campaigns implemented between January 2020 and March 2021.
- **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 been reliant on 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 €650K**, 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 nine 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 20th May 2021.

2020 WINNERS

Brand & Media Owner Partnership

The whole team, the clients, are hugely excited. It's fantastic to be recognised for really smart work and all the hours that go into a programme like this. The results speak for themselves and this partnership has truly paved the way for more content-rich collaboration moving forward!

Starcom

Corporate Influencer

The goal for us has always been to do more. To imagine more, and to continue to grow our partnerships. This award is a testimonial to making those right choices in building this programme, In the Future.

The Wall Street Journal

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

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 SOCIAL GOOD

New for 2021, this important category recognises the potential for brands to create social change and take the lead on challenges that the world is facing around the environment, sustainability, poverty, and diversity and inclusion. Our jury will be looking for entries that show how brand storytelling and corporate action can combine to create a powerful force for positive social good. As a World Media Award, entries should also of course demonstrate an intentional international reach, across three or more countries.



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.

2020 WINNERS

Automotive

Feeling very pleased and proud and very happy that we actually won in the automotive category. It makes me feel very proud about our work

PHD Global Business

Financial Services

I think the recognition this Award brings is really telling for a lot of people, both in Kazakhstan and around the world that successful campaigns do grab attention.

Astana International Financial Centre

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:
 - Imagery from the creative work, perhaps in its media placement
 - Screenshots or videos of digital or interactive creative
 - 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 not include any media owner or media brand names – great to include the brand name in the entry title and to keep it shorter 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? - Campaigns must have been implemented between January 2020 and March 2021.
- Have you used the downloadable templates to draft your entry and shared with your colleagues' to gather feedback and ideas?
- Does your entry provide evidence to show just how effective your campaign was?
- Have you completed all 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?
- Have you attached an EPS version of the brand logo?

You are ready to hit submit!

GOOD LUCK!

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

2020 JUDGES

Audi

Content marketing is the best way to associate a brand with a topic outside of, but right next to its original territory / brand proposition... Consumers will realize if the story does not work or looks constructed; credibility and a very good fit therefore are not an option.

EA

'If you need to make 1000 pieces of content for 1000 different segments then you're doing something wrong. You look at what brands that have remained successful and they are telling compelling stories that have mass appeal, with some nuances based on 'culturalizing' their content for different groups or markets.