

ENTRY TIPS

WE HONOR DATA-DRIVEN GREATNESS, CREATIVE STORYTELLERS AND STRATEGIC VISIONARIES

TIPS - ENTRY FORM:

- Your entry is judged in Strategy, Creativity and Results and the entry form is also designed in the three separate stages. But try and link the three criteria and tell a story throughout the whole entry form. Entertain the judges and take them on a journey
- It often helps to work offline, you can download a copy of the entry form [HERE](#) and paste into the live form when you're ready.
- Remember to use the tool tips throughout the form. Each question will have specific guidance notes.
- Judges should not know the agency behind the work. Please ensure your agency name is not in the entry text or the file names that are uploaded. If you use video links please also make sure the agency name is not visible.

How to present your strategy:

- The strategy should be an overview of the planning process, including your key decisions and the rationale behind those decisions. Expand on the brief and your interpretation of it, what were the key insights and how were they discovered? Expand on the target market, choice of channels and techniques to engage with them. Judges need to know the rationale behind every decision, don't make them make assumptions. This section should also highlight the role that data has in the campaign and expand on the overall objectives. This is the start of your story, the first chapter must be gripping, set the scene and give everything else context.

How to present your creativity:

- This is a chance to support your creative file uploads in stage 4 with narrative backing up the execution. How did the creativity bring the strategy to life? Offer judges insight into the execution of the campaign, again backing up decisions made and always relating the creative to the strategy. Insight into every detail from headlines, art direction and technical innovation should come to life here. Bold, brave and innovative creative that is aligned to the strategy and perfect for the target audience is what judges are looking for.

How to present your results:

- Highlight the key achievements and ensure they directly match each of the objectives you have already set in the beginning of the form. What was the positive impact of the campaign? Did it solve specific business challenges for the client and what are the longer lasting effects it will have? Answer these questions with narrative in the final chapter of your story. However, beware that judges will demand that you clearly demonstrate the specific objectives you set out in the beginning of the form were met with results that are aligned to them – leave this bit out at your peril!
- Any confidential results and metrics should be placed in the "For judges eyes only" field.
- **TOP TIP** – Judges also appreciate visual representation for results. Upload these alongside your creative files in stage 4.

TIPS - FILE UPLOADS:

• Links to files and videos:

You can upload links to file sharing and video hosting sites. Please ensure that the agency name is not present and that all links and files are accessible through to December 2018. Don't forget to add passwords if required in the box below.

• Showcase image:

All entries require a showcase image. This should be one single image that is appropriate to be used on a large screen should the campaign win. It may also be used in print and online. Images should be JPEG or PDF and maximum file size of 10MB. Remember not to include the agency name in the file name.

• Upload images

A maximum of 5 image files can be uploaded to support the entry.

- **TOP TIP** – Judges appreciate one file with multiple images. Add your images to a multiple page PDF and give the images some narrative, this will also ensure the judge reviews the work in the order you want them to as the scroll through.

• Upload Videos

While case study videos are recommended they are not mandatory. Case study videos should be no more than 3 minutes in duration and we recommend no more than 2 minutes. If uploading multiple videos please label them clearly, eg casestudy.mov and adspot.mov. Always ensure your agency name is NOT in the video or the file name.

- **Physical samples**

All supporting material will be viewed by judges online. However, judges DO expect hard copy material if it was used in the campaign, such as direct mail or brochure examples.

Please send all hard copy supporting material to:

**Meenu Singh, ECHO AWARDS SUBMISSION, DMAAsia, F-604, 2nd floor, Ramphal Chowk, Sector - 7,
Dwarka, New Delhi - 110075**

Please deliver before 4th Sept 2019. All material should be labelled with the reference number, category and campaign name. If entering multiple categories please send through examples for each category.

NOTE: Judges only review physical samples in round 2. Please also upload a PDF for judges in round 1.

MORE TIPS:

- If you're an agency talk to your client about entering now. It's far easier when they are on board and invested in winning with you. on board and invested in winning with you.
 - Get inspired by last year's work at the International ECHO portal. [CLICK HERE](#)
 - Start to gather the results for the campaign now, don't wait until the end
 - Give it a name. Your entry should have an identity and a short catchy title will help connect with judges.
 - Champion the data. If data has played a key role in the success of your entry give it a starring role in the submission.
 - Avoid industry jargon and don't make assumptions. Test read your entry with somebody outside the industry – it should still make sense to them.
 - All judges review work in English, good translation is vital for foreign language entries. Including sub titles or translation on video and file uploads.
 - Judges are humans! Although there's a strict criteria in judging, when it comes to the debate you should connect to the emotional and instinctive side of a judge. It's those judges that will champion the cause for you. Bring out the passion in a judge.
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