

Sample form, not for offline completion.

Visit <https://festivalofmediaglobal.awardsplatform.com> to enter.



2D. NEW: Best Music Marketing Campaign

This category is open to campaigns which have tapped into the world of music as the main driver of their strategies and success.

This could be campaigns that have curated musical experiences, are focused on, or incorporated the use of a licensed, or original piece of music, or collaborations with music acts/artists, or organisations such as, but not limited, to music publishers, licensors or distributors, record labels and music streaming platforms.

Judges will be looking for an authentic connection between the music and the brand, and how music has been leveraged to communicate and resonate with consumers, while delivering or surpassing its client objectives and generating awareness, product or service uplift and key amplification to current and potential customers

If you are entering one campaign into multiple categories- The entry title should be the same across those different categories.

If it is not titled the same, this *may affect your scores* when it comes to the GRAND PRIX calculations.

Entry name

Entering company

The entrant company is the business that submits an entry for the consideration of the festival. In the case of the entry being shortlisted, this is the company being named on the shortlist. In case of winning an award, the entrant company is the entity receiving the trophy. ****There can be only one entrant company (with exception of the Collaboration Award).****

Entering Country

The entering country is based on the location of the entrant company. In case of the entry being shortlisted, this is the country being named on the shortlist.

Type of company

Advertiser
Advertising Agency
AdTech
Association
Consultancy
Digital Agency
MarTech
Media Agency
Media Owner
PR Agency
...

Agency Network

Amnet
Blue 449
BPN
Carat
Dentsu X
Havas Media
Hearts & Science
Initiative
iProspect
Magna
...

A group of media agencies, with offices around the globe sharing the same network name in their name a, e.g. Mindshare or OMD.

Agency Group

▼

Dentsu

GroupM

Havas Media Group

IPG Mediabrands

MCN / IPG

Omnicom Media Group

Publicis Media

Other

N/A

A group of networks, with offices around the globe, owned with 51% or more by the Parent media group. This would be GroupM, Omnicom Media Group, Publicis Media, IPG Mediabrands, Havas or Dentsu Aegis Network.

Brand

Brand Owner

Industry Sector

▼

Automotive

Entertainment

Financial & Utility Services

Fast Moving Consumer Goods

Food & Beverages

Fashion & Beauty

Media

Non for profit

Other

Retail

...

Please choose the most suitable industry sector the brand belongs to.

Implementation Date

The start date on which the campaign had been implemented. ** The majority of your campaign must have run between 1 January 2023 and 31 January 2024. ** **Note:** For **The ROI Award**, allows a longer eligibility period and your campaign can have run between **1 January 2022 and 31 January 2024**

End Date

The start date on which the campaign ended. ** The majority of your campaign must have run between 1 January 2023 and 31 January 2024. ** **Note:** For **The ROI Award**, allows a longer eligibility period and your campaign can have run between **1 January 2022 and 31 January 2024**

Markets covered

List the countries or regions in which the campaign has been implemented.

Secondary contact (email address)

Note: We will be contacting this person too if the entry is shortlisted.

It is compulsory to have the client's approval in order to submit your entry.

Please choose "Yes" to confirm that your client is aware and gave you the approval to submit the campaign to our awards, and provide all information below.

Should your client require an official letter from the organisers confirming the confidentiality of the written submissions, in order to approve your participation in the awards, please get in touch with awards@festivalofmedia.com

Client Contact Name

Client Job Title

Client email address

Client Approval

Yes

****I hereby confirm that client permission to enter this campaign in the Festival of Media Global Awards 2024 has been received by our client.****

Any companies credited here will be listed under "Other Credits" on the downloadable shortlist and in the awards presentation, should the entry win (if different from entrant company)

Just list the organisation, no individual credits (Individual credits will not be included on the shortlist)

Lead Media Agency

****The agency who has been the media lead for the campaign**** This agency will be awarded grand prix points for Agency of the Year in case of being the sole media agency

Lead Creative Agency (optional)

****The agency who has been the creative lead for the campaign**** This agency will be awarded grand prix points for Agency of the Year in case of being the sole creative agency.

Media Owner (optional)

Please list the ****media owner**** if you worked with a dedicated partner on this campaign.

Technology Provider (optional)

Please list the ****ad/mar tech provider/ platform****, if you worked with a dedicated supplier.

Other Credits (optional)

****Please list any other companies**** that have been involved in the campaign.

- Please share the details of your campaign activity as indicated below.
- Please be aware of the word count.
- Written submissions should not include entering company or contributing company names or branding (with the exception of Media Owners and Brands). **All entries have to be anonymous.**

The information submitted will remain confidential until the end of the first round of judging. Once the Shortlist is announced, C Squared Networks Ltd. reserves the right to reproduce submitted material and summaries of entries for the Awards promotion and its other events and publications. If you require your entry to be kept confidential, please contact the team upon entering.

Objectives

150 words

Please state your objectives for the campaign. This section is not scored by the judges.

Insights

255 words

The marketing challenge, brand insight and consumer insight.

Strategy & Idea

300 words

The idea, and the following communication strategy.

Execution

250 words

The communication and activation/delivery. If applicable, describe the steps of the campaign's execution

Results

250 words

What did the campaign achieve? Please refer to the category description for the relevant metrics.

Budget AND Currency (e.g GBP, USD, AUD, RUB, CNY)

Please indicate the media budget for this campaign and clearly state the currency. ****NOTE**** This information will be kept confidential and will not be shared outside of the jury room.

Original Content (optional)

If you are submitting into a content category, you can add a link the original content that you are referring to in your write-up. ****Please note that links need to be unbranded. Any content with entrant branding and mention of the entrant company will be removed**** This SHOULD NOT BE a link to a case study or entrant website, this URL should link to an example of the original content that you are discussing in your submission.

You can upload 2 images of the campaign in action to help illustrate the campaign and support your entry.

- This is optional.
- Image specifications: Upload JPEG, png or jpg files. Maximum file size is 10MB per image.
- The images may be a screen shot from a video or web activity, copy of a press/outdoor advertisement, image of an event in progress, image of an ambient advertisement, etc.
- Note: the images do not need to be a mood board but should support the entry.
- All creative submissions **should not include entering company names or any contributing creative companies.**

Upload a supporting image (optional)



Upload a second supporting image (optional)



Shortlist Image



If your entry makes the Shortlist, this will be the image we will display on the website. - The image needs to be ****SQUARE****- 365 x 365 pixels - DO NOT upload an image that includes multiple lines of text as we may need to crop the image

Before Submitting

- **Please read the Disclaimer below**

- **Please proofread and spell check** your application before submission to ensure all of your information is correct.

Submissions should not include entering-company or contributing-company names or branding, *with the exception of media owners and brands/clients.*

For information on

Payment Fees, Dates and Regulations and the Payment Process,

Please refer to the 'Festival of Media Global Awards Information' Tab at the left-hand panel.

Click to Submit

