

**MALAYSIAN
MEDIA
AWARDS** | **2019**

ENTRY GUIDE



MediaSpecialistsAssociation

MALAYSIAN MEDIA AWARDS 2019 – CALL FOR ENTRIES

A single campaign can consist of different media platforms (e.g. Television, Radio, Newspapers, Digital, etc.) which can be entered into a maximum of three categories. However, you must provide a separate entry form and set of materials for EACH individual entry. You are strongly advised to adapt your written submission to specifically fit the category you are entering. Entry submissions are limited to 42 per agency.

There are **14 Categories** in the award show competition. Your entry will be judged specifically on how well the medium/specialist was used.

Best Use of (mediums):		Specialist Categories (tactics):	
M01	Video (Television and Online digital)	S01	Small Budget (under RM100,000) – Excludes Digital
M02	Out of Home Media/POS Media	S02	Digital Performance Strategy – includes Search
M03	Audited Print Media	S03	Best Use of Data
M04	Audio (including Radio)	S04	Best Use of E-Commerce
M05	Social Media/Influencers	S05	Best Use of Branded Content
M06	Cinema	S06	Best Integrated Digital Campaign
M07	Mobile	S07	Best Integrated Media Campaign

The following are **not allowed** to enter into other categories:

1. Entries into Best Use of Branded Content cannot be entered into M01 to M07 category.
2. Entries into the Best Use of Small Budget (under RM100,000) – Excludes Digital and must be campaigns that ran using a single medium. It must not be a campaign of multiple media which are also entered into different categories.



M01: Best Use of Video (Television/ Online Digital)

This entry should best leverage TV or online digital platforms and its existing assets for brand building/ promotion, using varied solutions such as innovative scheduling strategy, implied product endorsement, contextual advertising, unbranded bespoke content (Public Service Announcements), advertorials, segment ‘takeover’, etc. Multi-screen campaigns can be entered in this category provided TV and/or Online Digital is a part of the mix.

M02: Best Use of Out of Home Media/POS Media

Out of Home includes traditional billboards, poster sites, bus shelters, transits, powerscreen, ambient (e.g. OOH digital screen, digital screens in buildings/ lifts/ malls, ambient displays in cinemas/ malls/ retail outlets) etc. The entry will be judged on the effective usage of the media and **not** the creative.

Entry that demonstrate innovative and effective usage of an existing POS touch points within reach of any trade environment, to influence purchasing decision. POS Media includes any medium specifically used in a pre-existing retail environment such as Vending Machines, Supermarket, convenient store, department store, standalone store, store in a mall, etc.

M03: Best Use of Audited Print Media

Entry will be judged on the most strategic use of the print medium (newspapers and/or magazines) and its diversified versions such as online and mobile device editions. The campaign must have appeared in at least one ABC-audited publication- Print or Replica (see Appendix 1 for the list of 2019 ABC-audited publications).

M04: Best Use of Audio (including Radio)

Entries are judged on the most strategic use of radio and its associated assets. Radio is defined as any transmission (terrestrial, satellite, mobile or digital) delivering primarily audio content. This includes digital radio, online radio, podcasts, streaming, etc. The entry can be for an execution purely on a digital platform, as the primary properties of audio delivery do not change

M05: Best Use of Social Media/Influencers

Entry that demonstrates how it actively uses the social media platforms and/or influencers to generate conversations, amplify brand message, build brand equity or deliver sales. The entry needs to provide metrics for measuring the impact of this activity from the interest generated by followers inside & outside of the platform to achieve the marketing objectives beyond simply the viral reach of the campaign.

M06: Best Use of Cinema

Entries should be for campaigns specially engineered to make use of the different touch points of the cinemagoing journey, and demonstrate clearly how you have taken advantage of this to get maximum brand exposure, impact and/or business results.



M07: Best Use of Mobile

This category will judge campaigns specifically designed for mobile, rather than those that use mobile as a means of amplification, or that simply use mobile as an extension of their brand communication. Entries will be judged based on mobile-first. Any form of mobile media used to reach and engage consumers will be considered, including Apps, content, geo-location or any form of mobile advertising, provided it shows how mobile has been essential to the campaign.

S01: Small Budget (under RM100,000) – Excludes Digital

Entries will be judged on strategic (best brand's relevance fit) solution that delivered an impactful result that delivered an impactful result. Entries (for newspapers and magazines specifically) in Best Use of Small Budget must have appeared in at least one ABC-audited publication (see Appendix 1 for the list of ABC-audited publications).

NOTE: Media and production investment for each entry **MUST NOT** exceed RM 100,000 per campaign. Production cost includes printing materials, talent, production set-up cost for event, product barter value and other supporting materials' cost. The entry has to be a standalone campaign. It must not be a campaign that is part of a multi-media / integrated campaign.

You are required to provide the supporting invoices for entry submitted under this category that has been signed off by your client.

S02: Digital Performance Strategy – includes Search

The practice of using the most efficient techniques of targeted marketing by choosing the right media platforms, distributing campaign budgets scientifically across these platforms, and implementing industry best practices around campaign set-up, creatives, bidding & targeting methods, SEM which then work toward generating the most desired consumer actions reflecting key campaign objectives such as a sales, leads, registration, subscription or downloading an app, etc. at the most economic cost per action achieved through continuous campaign optimization

S03: Best Use of Data

This category recognizes the effective use of data that drive not only creativity but marketing results. Campaigns under this category must clearly demonstrate how the campaign was enhanced or driven by the interpretation, analysis, application, innovative and/ or creative use of data. Data must sit at the core of the idea and the results/impact must be clear and robust.

Some examples of creative use of data include: data that has been used to provide insights, used to monitor and improve the progress of the campaign, or where data has been used for segmentation and targeting or re-targeting for example. Judges are looking for data's positive impact on a specific campaign rather than a showcase of generic research or data resource.



S04: Best Use of E- Commerce

Entries in this category will have used e-Commerce strategies such as search engine optimization, affiliation marketing, pay-per-click campaigns and email marketing to guide and persuade consumers to purchase a product or service in the digital space. Entries must demonstrate use of e-commerce within their marketing strategies and can prove how the campaign generated tangible results and sales conversation rates for the client's brands.

S05: Best Use of Branded Content

This entry should demonstrate how a brand has successfully worked independently or in association with a content producer or a publisher to develop, create or co-create entertaining & engaging **bespoke content** for its audience on any media channel – including (but not restricted to) TV, website, apps, social networking and video sites, print vehicles, radio stations, feature films, etc. The primary task of the content should be audience entertainment/ education/ engagement, with the brand seamlessly integrated. It must be adapted to the local market using a local insight.

NOTE: A solution entered under this category cannot be entered again in its respective medium i.e. M01 to M07.

S06: Best Integrated Digital Campaign

Entries in this category **MUST** show at least **3 different types** of digital platforms were used in a campaign. The recognized individual digital platforms are as follows: -

- Website
- Display
- Search
- Online video platform
- Social media
- Influencer
- Content marketing

NOTE: All medium used must be digital platforms

Entries will be judged on how successfully they have integrated the chosen media throughout the campaign, and must demonstrate how well the different types complement and build on each other to communicate the brand's message to drive results.



S07: Best Integrated Media Campaign

Entries in this category MUST show at least **3 different types** of media were used in a campaign. The recognized individual media platforms are as follows: -

- Out of Home/ POS
- Digital Performance Marketing includes Search
- ABC Audited Newspaper
- ABC Audited Magazine
- Television
- Radio
- Cinema
- Digital (incl. Mobile/ Social)

NOTE: Definition of 3 media is a minimum of two (2) non-digital media. Therefore, digital plus social making up 2 media channels is not allowed.

Entries will be judged on how successfully they have integrated the chosen media throughout the campaign, and must demonstrate how well the different types complement and build on each other to communicate the brand’s message to drive results.

RULES

By submitting an entry, you agree to be bound by the following conditions:

A. Eligibility	E. Entry Requirements
B. Judging	F. Entry Submission Guidelines
C. Awards	G. Fee & Submission of Entries
D. Deadline	H. Miscellaneous

A. Eligibility

1. Any digital/media agency based in Malaysia primarily engaged in the business of media planning and buying is eligible to participate in this award.
2. Entries cannot be submitted without the prior written permission of the advertiser/ owner of the rights of the advertisement.
3. All Media Solutions submitted must be designed for implementation/execution in Malaysia and must have been implemented/ executed for the first time between 1 January and 31 December 2018 in Malaysia.
4. All Media Solutions submitted must have been created within the context of a normal paying contract with a client.



5. All Media Solutions submitted must have originated from the agency entering the award. Award winners maybe subjected to official objections and if upheld by the MMA Organising Committee together with MSA President, award could be withdrawn.
6. Entries in Best Use of Audited Print Media (M03), Best Use of Small Budget (S01)and Best Integrated Media Campaign must have appeared in at least one ABC-audited publication (see Appendix 1 for the list of ABC-audited publications). The MMA Organising Committee reserves the right to request proof of media invoices from the ABC-audited publications to verify that the entry is legitimate.
7. All entry forms must be completed online at <http://mma2019.mymasa.org/>
8. An entry sent online will not be considered complete until the required material and fee has been paid and delivered to the MSA Secretariat.

B. Judging

The award winning entries will be selected by an independent jury. The Jury's scoring will be based on 3 criteria;

- Insight, Strategy and the idea : 40%
- Media Execution : 30%
- Results and Effectiveness : 30%

The shortlist is decided by a first round of voting. A computerized voting system selects the highest entries in each category for the final round.

At all voting stages, a juror's vote will not be counted for any entry submitted by his or her own company(ies). The decision of the Jury in all matters relating to the awarding of Awards will be final and binding.

C. Awards

The awards are as follows:

1. Category Winner:

The trophy will be awarded to the Gold winner of each category. Silver and Bronze awards will be awarded to runner-up and third place of each category. Finalist certificates will be awarded to all entries making into the Jury shortlist.

2. The Grand Prix:

The Grand Prix trophy will be awarded by the Jury to the best overall entry.

3. The Agency of the Year

The trophy will be awarded to the agency with the highest accumulated points scored from all categories.



The points awarded are:

Category M01 – M07 & S01 – S06		Category S07	
Gold	3 points	Gold	6 points
Silver	2 points	Silver	4 points
Bronze	1 point	Bronze	2 points

4. Category Certificates:

The Jury will award Gold, Silver or Bronze certificates in each category for entries judged to be deserving of these honours. These awards will be given to agency who submitted the entry.

D. Entry Deadline – 19 April 2019

All materials, documentations and payment must be received at the MSA Secretariat by 3.00pm on 19 April 2019 (Friday). Late submission till 3.00 pm on 26 April 2019 (Friday) is allowed. However, a late fee will be imposed.

E. Entry Requirements

1. Only one party may submit an entry and this is to be agreed in advance between the parties concerned.
2. All entries must relate either to an advertisement or to one single advertising campaign. Entries relating to more than one advertising campaign (even if promoting the same product), must be entered individually and paid for as separate entries.
3. A Media Solution may be entered into up to three categories. However, in this case, you must provide a separate entry form and set of materials for each entry. If a single entry is entered more than once it is highly recommended that the presentation of each is tailored/adapted to highlight the elements most relevant to the chosen categories.
4. All entries must be acknowledged and approved by the client with a sign off on the hardcopy submission form. The Malaysian Media Awards organizing committee may contact the client for questions relating to the entry. Any entries submitted without the client sign off will be disqualified immediately.
5. All entry forms must be submitted online at <http://mma2019.mymasa.org> Please note that entries completed online will not be considered a complete entry until all the relevant entry materials, client sign offs and fees have been received by the MSA Secretariat.
6. Please check carefully the credits you have entered. If you are short-listed or are a winner, these credits will be reflected on the certificate. Any amendments will incur administrative costs borne by you.



F. Entry Submission Guidelines

1. There are two parts to a submission of an entry to be completed:

ROUND 1: Online submission + Hardcopy submission

ROUND 2: Finalist submission – only applicable to shortlisted entries

2. The online submission will be used by the Jury for the short listing of finalists.
3. The finalist submission will be used by the Jury for the final judging.

ROUND 1

Online Submission Guidelines

- Register for an account at <http://mma2019.mymasa.org> and you will receive an email to confirm your registration. Each agency will only be given one account for all entries.
- After confirming your registration you may login to begin submitting your entries
- Please note entry submissions are limited to 42 per agency
- For each entry, you are required to submit/upload the following online:-
 - a) Information of your company
 - b) Information of your entry and the credit list
 - c) Information of your Client involved who has authorized the submission of this entry.

NOTE: The client signed off will be required for the hardcopy submission only.

- d) Mandatory Entry Write-Up

All entrants must complete the mandatory entry write-up online. Your write-up should not exceed 300 words across all 4 sections for categories M01 to M07 and S01 to S05.

For categories S06 & S07, your write-up should not exceed 500 words

Non-compliance will result in immediate disqualification.

In order to help the word count, proper nouns for example – ‘Kuala Lumpur’ should be written as ‘KualaLumpur’ to be counted as one word. Brand names could also be written in this way to be counted as one word. Hyphens are completely not allowed in the written submissions where hyphens are used and/or words are inappropriately joined, these words



will be counted as two words. Words appearing after the 300th and 500th word respectively will be automatically deleted.

The entry write-up is divided into four sections:

- (i) **The Challenge**
 - Please state primary objectives, goals and challenges for the entry
 - (ii) **Insight, Strategy and the Idea**
 - Explain the insight you built your solution on, and the idea/s that formed the solution
 - (iii) **Media Execution**
 - The role of the different media, how the media and the message worked together
 - (iv) **Results and Effectiveness**
 - Demonstrate in both quantitative and qualitative terms the key business results of the entry
- e) Video or Digital Presentation Board is not required for ROUND 1 submission.

Hardcopy Submission Guidelines

- Please print the entry form for each submission upon completion. You are required to attach this entry form to accompany your payments and submissions of hardcopy to the MSA Secretariat to complete the submission process.
- Bring along the master check list and necessary fees to the MSA Secretariat together with the following:
 - The completed individual entry form that is available online
 - Each completed individual entry form must be acknowledged and approved by the client with a sign off on the submission form.Entries into S01 – Best Use of Small are required to provide supporting documents signed off by Client as mentioned in the respective category definition.
- Please make sure that any material provided can be easily understood and shown to the jury. Entries which are not in English should be translated or accompanied by a full translation. It will be in your own best interest to explain or translate any specific word play or local social, cultural or political references and nuances.



ROUND 2

Finalist Submission Guidelines (only applicable to shortlisted entries)

- Email notification will be sent to all finalists to submit additional supporting material for final judging.
- The supporting material must either be submitted as a digital board **OR** a video/audio **AND NOT BOTH**.

Option 1: Digital Presentation Board (PPT file) - The board size should be 1024 x 768 pixels/150dpi or maximum file size of 1 MB. The board can contain any write ups or visuals except for agency logo.

Option 2: Video - The file must **NOT** exceed 2 minutes in length and should be in HD video with 1080 lines uses 1920 pixels per line (1920 x 1080) OR 720 lines uses 1280 pixels per line (1280 x 720). Both of these formats must have an aspect ratio of 16:9. Digital movie file in: mp4, wmv or mov

- Please ensure all agency/company logo, name, trademarks, or any unique-identifying collaterals are not included, mentioned or presented in any way or form in the presentation materials. Non-compliance will result in disqualification.
- Entrants are responsible for ensuring that they have the right to use the images uploaded. This could include use in, but is not restricted to delegate screenings, post event promotions, festival websites, partner company websites, official DVD and other public domains.
- We will not accept replacement material so please make sure that the digital board you have submitted is final and it is can be used for judging and shown publicly.
- It is the responsibility of the finalists to ensure good quality of the movie/audio/flash/PPT file before submission.
- All DVDs/ pendrives must reach MSA office by **5 July 2019 (Friday), 12pm.**

G. Fees & Submission of Entries

For Early Bird submission by 3.00pm, 19 April 2019

MSA Members: RM400 per entry

Non Member: RM 500 per entry

For Normal submission by 3.00pm, 26 April 2019

MSA Members: RM600 per entry

Non Members: RM 700 per entry

- **Cheques should be made payable to “Media Specialists Association”**
All cheques must be crossed “account payee only”. The agency’s name,



address and telephone number should be clearly stated on the outside of the envelope.

Note: A tax invoice will be issued after entry fees is paid

- All submissions must reach the MSA Office before 3pm, on **19 April 2019 (Friday)** at:

Attn : Ms Amy Tan

Media Specialists Association

(c/o Macomm Management Services Sdn Bhd)

Unit 706, Block B, Pusat Dagangan Phileo Damansara 1,

Off Jalan Damansara

46350 Petaling Jaya

Tel: 03-7660 8535

- We will allow the flexibility to submit with penalty (**late fee till 3.00pm, 26 April 2019, Friday**). No requests to extend this deadline will be entertained.
- MSA cannot accept responsibilities for loss or damage to work submitted under any circumstances. All items submitted are non-returnable and becomes the property of MSA who can use it in way or form.

H. Miscellaneous

1. The decisions of the MMA Organising Committee together with MSA President in all matters relating to the Malaysian Media Awards shall be final and binding.
2. The entrant grants MSA permission to show the entries at such times as deemed appropriate.
3. Incomplete or incorrect entries risk disqualification. Please observe the entry rule strictly.
4. In the event of a complaint against any entry, the MMA Organising Committee together with MSA President will conduct a full investigation into each case and will request detailed documentation from all parties concerned including the complainant, the entrants and the client.
5. The MMA Organising Committee together with MSA President will have no hesitation in disqualifying an award in cases where the complaint is upheld. Any awards and/or certificate issued must be returned within 3 working days to the MSA.
6. Please check carefully the credits you have entered. If you are short-listed or are a winner, these credits will be reflected on the certificate as you have entered them. Any amendments may incur administrative costs and borne by you.
7. The information you give in the credits section may be published and/or appear on recognition certificates.

ENTRANT CHECKLIST – The Do's & Don'ts

- Entry submissions are limited to 42 per agency.
- Ensure your entry is built around a media strategy rather than relying on the creative content.
- Campaign execution must be done in Malaysia only – for multi country campaigns including Malaysia as a market, please focus on the Malaysian execution details.
- All campaign implementation must have been executed for the first time between 1 January and 31 December 2018 in Malaysia. It should not be a repeat campaign. If an entry is an updated version from the previous year campaign – entrant must explain the updated execution details.
- Ensure entry is submitted into the right category.
- Entries are not allowed to be duplicated in these set of categories, entrant must choose either or:
 - ✓ Branded Content **OR** respective category
 - ✓ Small Budget **OR** any other media category
- Ensure your newspaper/magazine entries are ABC audited publications.
- Ensure agency/company logo, name, trademarks, or any unique-identifying collaterals are not included, mentioned or presented in any way or form in the presentation materials.
- Entry must originate from your agency or it can also be declared as a joint entry with a creative agency in the given option box when submitting online.
- All Small Budget entries must be supported with invoices accepted and signed by client as stated in the category definition.
- Each completed individual entry form must be acknowledged and approved by the client with a sign off on the submission form



Appendix 1: List of ABC-audited publications 2018 (ABC report)

Newspapers

Asia Times
Berita Harian
BH Ahad
Borneo Post
Borneo Post Sabah
China Press Morning
China Press Night
Daily Express(*No longer a Member since 29 November 2018*)
Daily Star
Guang Ming Day
Guang Ming Night
Harian Metro
International Times(*No longer a Member since 21 September 2018*)
Kosmo!
Kosmo! Ahad
Makkal Osai (*No longer a Member since 28 February 2018*)
MalaysiaSME (*No longer a Member since 29 November 2018*)
Merdeka Daily News (*No longer a Member since 15 October 2018*)
Metro Ahad
Mingguan Malaysia
New Sabah times (*No longer a Member since 29 November 2018*)
New Straits Times
New Sunday Times
Overseas Chinese Daily News (*No longer a Member since 29 November 2018*)
See Hua Daily News
See Hua Daily News Sabah
Sin Chew Day
Sin Chew Night
Sunday Post
The Edge
The Edge Financial Daily
The Sun
United Daily News
Utusan Borneo
Utusan Borneo (Sabah)
Utusan Malaysia

Magazines

Accountants Today
Asian Defence Journal
Borneo Talk
Focus Malaysia
KL Lifestyle
Majalah Solusi
Malaysia Tatler
Plastics & Rubber
PopClub
Travel360⁰