

AD AWARDS 2012



Entries Open Monday, February 6.

All entries must have been published between March 12, 2011 and March 30, 2012

Only financial members may enter. Fee: \$A125 per entry.

(Ring +61 2 8338 6300 if you need to check your membership)

To Enter, go to

www.eawards.com.au/2012adawards

Entries Close: End of Business Day, March 30, 2012.

Winners Announced: May 10, 2012.

Awards Submission Helpline: +61 2 8338 6300

Brought to you by



and



TheNewspaperWorks

Please find the criteria for the 2012 Ad Awards of the Pacific Area Newspaper Publishers' Association, created in association with The Newspaper Works.

The categories have changed slightly. We are delineating the categories as follows:

- Print
- Digital
- Integrated Solutions (cross-platform)
- Innovation
- Collaboration
- **NEW:** Craft – Copywriting and photography/ illustration
- We Wish
- Executive Excellence



Circulation Segmentation

We will continue with the following segmentation to try to ensure a level playing field for big, medium and small publishers alike. Some categories are “open”, meaning there is no differentiation by circulation.

- 0-10,000
- 10,001-25,000
- 25,001-90,000
- 90,000+

The Award Categories

Print

- ❖ Best Single Advertisement for a Client
- ❖ Best Print Campaign for a Client
- ❖ Best Advertising Feature or Supplement (can include editorial-driven environment)
- ❖ Best Advertisement/Campaign Promoting Print in a Trade Publication, or as an In-House Ad

Digital

(inc. web, social media, apps and other mobile phone solutions)

- ❖ Best Single Advertisement for a Client
- ❖ Best Campaign for a Client on a Digital Platform
- ❖ Best Dedicated Digital Environment for a Client
- ❖ Best Advertisement/Campaign Promoting Digital Ad Solutions in a Trade Publication

Integrated Solutions (Open)

- ❖ Best Integrated Campaign for a Client (one or more platforms)
- ❖ Best Multi-Title Campaign for a Client

Innovation (Open)

- ❖ Best New Idea / Execution to Deliver Value and/or Reach for a Client(s)
- ❖ Best Execution for a Client on a Tablet Computer

Craft (Open)

- ❖ Best Copywriting
- ❖ Best Photograph or Illustration



Collaboration (Open)

- ❖ Best Multi-Department or Individual Collaboration to Deliver Value to a Client

We Wish! (Open)

- ❖ Best idea a Client did not buy but you wish they had

Executive Excellence (Open)

- ❖ Advertising Manager/Director of the Year
- ❖ Display Advertising Executive of the Year
- ❖ Digital Advertising Sales Executive of the Year
- ❖ Classified Sales Executive of the Year
- ❖ Excellence in Advertising Bundling – Print & Digital
- ❖ Creative Services Professional of the Year



How To Enter:

All entries will be made through an online system, E-Awards.

The web address to enter the 2012 PANPA Ad Awards is:

www.eawards.com.au/2012adawards

It is a quick and simple, step-by-step process, used for many other online awards. Please be sure to have all files and details ready when you enter. The system will not process incorrectly entered submissions, or those missing required information.

Entry format

No Templates: We dispensed with the requirement to fill in templates with Artwork and Statement of Purpose last year – and everyone gave that a tick.

As in 2011, you will be required to submit as individual files:

- ✓ Relevant artwork
- ✓ Statement of Purpose
- ✓ Masthead / logo of the relevant publication or digital property

When you submit these online, our E-Awards system will collate them as a single entry and then direct them to your stated category file. The relevant judges will, at the appropriate time, access yours and other entries through the same system.

So . . . to be clear: No templates. No begging favours from a graphic designer with InDesign or Quark on their PC so you can submit an entry; just supply your artwork, masthead/logo and Statement of Purpose.

File Formats

PDF is much preferred for your artwork. Word / PDF is preferred for your statement of purpose. PDF is preferred for your Masthead, though an EPS/PSD (Photoshop)/JPG file is acceptable. Please, do not send InDesign or QuarkExpress files. They are far too big. Please convert them into PDFs.

Payment

When you place your entry, an entry fee is required: \$A125 (+ GST). (Unchanged for 3 years). This is a “per entry” fee. Payment can be made online using a credit card, or you can tick a box marked “invoice”, and we will invoice you. Entry for newspapers under 10,000 circulation is free (max 5 entries per publication for free entries).



Executive Excellence

Entries should be sent via the E-Awards system being used for other entries.

Fee for this category is the same as the others: A\$125 + GST per entry.

When you go to the E-Awards system, you will be asked to supply

- Your details via the entry form. We recommend it is scanned and saved as a PDF.
- Submission on behalf of the executive
- Photograph (preferably a headshot) of the candidate

The entry form for Executive Excellence is attached as a PDF form for download. You can download it at <http://panpa.org.au/wp-content/uploads/2012/02/PANPA-Executive-Excellence-Award-2012-Entry-Form.pdf>

Alternatively, you may submit an Executive Excellence award in the following ways

- ✓ **E-mailed** directly to panpa@panpa.org.au; or
- ✓ **Faxed** to +61 2 8338 6311; or
- ✓ **Posted / Delivered** to Level 4, 69-71 Edward Street, Pyrmont, NSW 2009, Australia.



General Criteria

**All entries must have been published between
March 12, 2011 and Close of Business, March 30, 2012**

Judges will reward outstanding creative execution that commands attention and motivates the audience or prospect. The advertisement, campaign, feature or dedicated environment should demonstrate the following components:

- ❖ Appropriate targeting of the prospect/audience
- ❖ A call to action
- ❖ Measurement of response gained / Client feedback (where possible)
- ❖ Sharp and relevant illustration / layout
- ❖ Effective headline (where appropriate)
- ❖ Effective overall use of the medium (print/online/mobile)

Circulation & Open Categories

“Open” means: no circulation segmentation is applied. All newspapers / digital members of any size may enter and compete against each other.

Unless stated as an “Open” category, the awards are broken into circulation segments:

- ❖ 0–10,000 (**FREE ENTRY**)
- ❖ 10,001 - 25,000; (A\$125 entry)
- ❖ 25,001 - 90,000; (A\$125 entry)
- ❖ 90,001 + (A\$125 entry)

In-House Creative Solutions Only

These Awards recognise professional, creative excellence in advertising directly produced by newspaper staff for your clients, or in-house promotion.

No agency-created or manipulated submissions will be considered. If an agency has so much as changed a spot red to a spot blue in your creative, then we cannot accept the entry. Sorry.

Definition of Advertisement

The advertisement can be any size, on any platform. With the exception of categories covering in-house ads and ‘We Wish’, it must have been commercially sold. The same applies to dedicated environments, such as Features, Supplements and Digital Micro-sites and Mobile App Sponsorships and so on. Editorially-driven Features / Micro-Sites are acceptable so long as the accompanying advertisements have been commercially sold.



Statement of Purpose

No more than 300 words. Articulate the aim of the ad/campaign etc., the client's commercial challenge and, where appropriate, the outcome. Additionally, the statement of purpose may include a client(s) endorsement over and above the 300 word limit.

Single Advertisements

Where the award title states a single advertisement, only one may be entered. Multiple ads in a single entry will not be considered by judges.

Campaigns

For campaign entries, a series of different advertisements from the same advertising campaign should be submitted. Please do not submit ads from multiple campaigns as a single entry.

Dedicated Environments / Supplements / Features / Digital Micro-Sites / App Sponsorships

This category acknowledges the advertising power of dedicated environments, such as advertising supplements, editorial-independent supplements / "specials" and the like.

There is no minimum requirement in terms of page numbers. Entries may include those environments for a single advertiser, or multiple advertisers.

When submitting your entry electronically, you should submit as a minimum the Cover/Page 1/Home Page + 2 more illustrations of the execution. A good 'statement of purpose' will be viewed favourably by judges.

Promotion / Trade Advertising

This category may include single or multiple advertisements, placed either in your own newspaper(s), website(s), and/or 3rd party trade publications to promote newspapers/digital property as an advertising medium of choice. They must be created in-house.

Integrated Solutions (Open)

Best Integrated Campaign for a Client (one or more platforms): This award is looking for a multi-faceted solution for a client that does not restrict itself only to print or only to digital, but embraces the whole audience – print AND digital. Print can be a newspaper, and/or an inserted magazine, and the like; while Digital can be a tablet computer or smartphone. Do not assume this award is for only print newspapers and websites. But if it is, that's fine, too.

Best Multi-Title Campaign for a Client: Judges will look at how a publisher leveraged its portfolio (group) of publications to deliver value to the client. A successful entry might explain the value that was sold to the client relating to why some – or all – titles in the publishers' portfolio were selected for a campaign. The campaign does not need to include all titles – but more than 1. A digital component can be added into this entry also.



Innovation (Open)

Best New Idea/Execution to Deliver Value and/or Reach for a Client(s): Judges will look for entries that differentiate your solution from the pack. A new approach is essential. If it is a new approach and/or change of thinking within your own organisation (as opposed to a world-first), then it will be an acceptable entry. But make that clear, and explain it, in your statement of purpose. This award is designed to reward those who successfully “think outside the square”, either for their client and/or their own business.

Best Execution for a Client on a Mobile Phone and/or Tablet Computer: Judges are looking for Advertising / Sponsorship Solutions that increase audience reach for the client. Illustration should include a visual of the platform – e.g., do not send only the artwork of an ad that was on an iPad or iPhone, send it in the context in which it was published.

Craft

Best Copywriting

Judges are looking for in-house copywriting that captures the message of the advertisement, displaying innovative thought and approach that stands out from the crowd. Entries must be submitted only as a complete advertisement, allowing judges to see the context of the copy.

Best Photography or Illustration for an Advertisement

Photograph(s) or Illustration(s) must have been created in-house, not by an agency, freelancer or a client. Entries must be submitted only as a complete advertisement, allowing the judges to see the context of the illustration(s) or photograph(s).

Collaboration (Open)

This award is for a department, or an individual, outside of the Advertising Dept/Team, who has gone “above and beyond” to help deliver value to a Client. A department might be Printing, Circulation or Marketing; or the individual might be a section editor, or a reporter, or the head printer. This award seeks to reward and highlight the importance of teamwork and collaboration for the good of the Client and, of course, the publication or digital property. No specific criteria is set for this – so just make your best case!

We Wish!

This award is for a great idea and creative that you loved but the client did not buy. You do not have to cite the client’s name – for obvious reasons – but display your creative genius. In this category, you can obscure the client’s name, if you wish. A strong statement of purpose is recommended so judges know what you were trying to achieve, and why the client did not “get it”. Have some fun with this one!



Executive Excellence

Established in 2003, these awards recognise professional excellence by sales executives and advertising managers and directors.

The categories to be recognised are:

- ❖ Advertising Manager / Director of the Year
- ❖ Display Advertising Sales Executive of the Year
- ❖ Digital Advertising Sales Executive of the Year
- ❖ Classifieds Advertising Sales Executive of the Year
- ❖ Excellence in Advertising Bundling: Print / Digital
- ❖ Creative Services Professional of the Year

Specific Criteria and Information

Nominations are to come from the nominee's manager, and must be endorsed by their CEO/GM/Publisher. This is done by signing a separate entry form, attached on the website at <http://panpa.org.au/wp-content/uploads/2012/02/PANPA-Executive-Excellence-Award-2012-Entry-Form.pdf>

Nominees must be employed in an advertising sales/management role within a member organisation.

All entries should include an official entry form, and a written submission by the nominator of up to 500 words, summarising the nominee's position, responsibilities and explaining how they have achieved excellence within the specific areas outlined below. This summary can be supported by additional relevant material.

Sales Executives Awards (print display/classifieds + digital + bundling)

Relevant Categories

- ❖ Display Advertising Sales Executive of the Year
- ❖ Digital Advertising Sales Executive of the Year
- ❖ Classifieds Advertising Sales Executive of the Year
- ❖ Excellence in Advertising Bundling: Print / Digital

Sales Executive nominations must demonstrate high achievement and meet the criteria listed below. The period of time being measured for these awards covers from March 12, 2011 to March 30, 2012. Where appropriate, you may include written testimonials. These testimonials will not be returned to the nominee. However, they have been favourably received by judges in previous years.

Written responses to be no more than 800 words, covering the following topics:

1. Brief biography
2. Major achievements in 2011-2012 including reasons and impact on the business
3. Personal sales performance - e.g. Target, Volume, Revenue and Yield



4. Cite new business wins + growth of existing client spend; outlining business strategies for creating and retaining business. Client testimonial(s) desirable
5. Main business and personal attributes that have contributed to success
6. How the nominee has promoted your newspaper / digital property as the advertising medium of choice
7. Commitment to professional development for themselves; and its impact on the business
8. Three significant / memorable sales achievements in 2011-2012

Advertising Manager/Director of the Year (open to print display/classifieds + digital)

Advertising Management (i.e. Advertising Directors, Advertising Managers) nominees must demonstrate a high level of achievement during the period March 12, 2011 to March 30, 2012. Written testimonials may accompany a nomination. These testimonials will not be returned to the nominee. However, they have been favourably received by judges in previous years.

Please limit written responses to a total 800 words, covering:

1. Brief biography
2. Major achievements in 2011-2012
3. Performance of nominee's sales team – covering Target Volume, Revenue and Yield
4. Cite new business wins + growth of existing client spend; outlining business strategies for creating and retaining business. Client testimonial(s) desirable
5. Leadership style; professional philosophy; impact on their team
6. Implementation of new advertising sales strategies for their team
7. Business issues the nominee had to overcome
8. Examples of how the nominee has personally promoted the use of your business as an advertising medium of choice

Creative Services Professional (open to designer or director)

Open to designers and managers or directors of creative services departments. Creative Services professionals must demonstrate a high level of achievement during the period March 12, 2011 to March 30, 2012. Written testimonials may accompany nomination. These testimonials will not be returned to the nominee. However, they have been favourably received by judges in previous years.

Please limit your written response to a total 800 words, covering:

1. Brief biography
2. Major achievements in 2011-2012
3. Collaboration with colleagues – cite examples
4. Originality and quality of concepts / designs for clients or in-house solutions (inc.relevant artwork)
5. Client care and liaison to provide quality customer service
6. Role in the implementation of new advertising sales strategies
7. Business issues the nominee had to overcome
8. Examples of how the nominee has personally promoted the use of your business as an advertising medium of choice to your clients

HELP! Call us on +61 2 8338 6300. We're happy to help.