

## Sample form, not for offline completion.

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



# 2B- Best Use of Technology

This category rewards campaigns that have understood and used technology as the primary amplification tool to deliver on the objectives of its clients. The winning work will be able to demonstrate why/how the technology was strategically selected and used and how the brand and technology worked seamlessly, to engage, target, and resonate with the right audiences.

Examples could include, but are not limited to, the use of- *programmatic, first and third-party data tech, real-time marketing, AR, AI, Chatbots, IoT, Metaverse, software, wearable tech, or a custom-made technology solution.*

**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 - If multiple companies are listed you will be asked to choose only one (with exception of the Partnership Award).**

Type of company

Advertiser

Advertising Agency

Association

Consultancy

Digital Agency

Media Agency

Media Owner

PR Agency

Technology Provider

Other

Agency Network

Amnet

Blue 449

BPN

Carat

Dentsu X

EssenceMediaCom

Havas Media

Hearts & Science

Initiative

iProspect

...

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

Agency Group

Dentsu Aegis Network

GroupM

Havas Media Group

IPG Mediabrands

MCN / IPG

Omnicom Media Group

Publicis Media

Other

WPP

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.

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.

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.

Note: Eligible campaigns should mostly be implemented between 1 October 2023 and 30 November 2024.

*If entering The ROI Award note that this category will allow a two-year eligibility period, with campaigns that ran between 1st October 2022 and 30 November 2024 eligible for entry.*

End Date

The last date of the campaign activities .

Note: Eligible campaigns should mostly be implemented between 1 October 2023 and 30 November 2024.

*If entering The ROI Award note that this category will allow a two-year eligibility period, with campaigns that ran between 1st October 2022 and 30 November 2024 eligible for entry.*

Markets covered

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

Secondary contact (email address)

Please use different contact details to those associated with your account

**Any companies credited here will be listed under “Other Credits” on the shortlist (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.

**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](mailto: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 APAC Awards 2025 has been received by our client.**

- 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

250 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 NZD, 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.

**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.**

Supporting Image (optional)



Opportunity to upload an image that supports your campaign

2nd Supporting Image (optional)



Opportunity to upload a 2nd image that supports your campaign

Shortlist Image



**If your entry makes the Shortlist, we would like to display an image next to it when we publish the shortlist details on the website** (13th March)

Please upload an image that is **SQUARE** 365 x 365 pixels in size.

This should be a **hero image** of the campaign (NOT a presentation board)

**If your image is not square, it will be edited or cropped** by a member of our team.

-once you complete and submit your entry, you will not be able to edit the submission

-All completed entries registered on the awards submissions site when the site is closed on the final deadline will be judged and **must be paid for**. *Entries may be withdrawn after the final deadline, however, will not be eligible for a refund. Entries that have been completed will become liable to payment, even if deciding to withdraw from the festival*

☐ **Click to Submit**

**Disclaimer:**

-once you complete and submit your entry, you will not be able to edit the submission

-All completed entries registered on the awards submissions site when the site is closed on the final deadline will be judged and **must be paid for**. *Entries may be withdrawn after the final deadline, however, will not be eligible for a refund. Entries that have been completed will become liable to payment, even if deciding to withdraw from the festival*