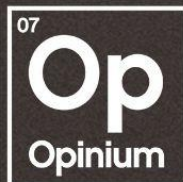




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WELCOME TO THE CREATIVE MOMENT AWARDS 2023

In this Entry Kit you will find all you need to know to enter the awards and tell the creative world about the work you are most proud of.

These are the Creative Moment Awards and we're looking for exceptional creativity, ideas and innovative thinking. Work that makes people stop, smile, listen or cry. Work with detail, craft and thought. The extraordinary.

We look forward to seeing your entries.

GENERAL RULES

To enter, please download the entry form. Complete this for each category you wish to enter, and upload your completed forms to the Creative Moment Awards website. All entries should include one entry form and a company logo per submission. Please make sure your company logo is of high quality as this will appear on the awards presentation should you be shortlisted.

Entrants may submit their own PDF awards entry, instead of using the supplied entry form. However, in this case, agencies/individuals doing so should ensure they include information under all the headings listed in the judges' criteria. Not doing so may result in your entry being marked down. Use a selection of documents and URLs to provide context and background to your entry. Each entry allows for up to 3 pieces of supporting information. These can be in Word, Excel, PDF or JPEG format and must be below 20MB each. In addition, judges love to watch video content so please provide links to relevant videos on Vimeo or YouTube, and remember to include any necessary passwords in your entry form.

Finally, entries should not exceed 1250 words in total.

Please ensure you read the [terms and conditions](#) on this website before submitting an entry. Entries can be submitted by organisations or their representatives, as long as full approval is sought from all parties before submission.

KEY DATES

Early bird deadline: Friday 26th May 2023

Final deadline: Friday 30th June 2023

Shortlist announcement: Friday 28th July 2023

Awards Ceremony: Thursday 14th September 2023

PRICING

Early bird entry fee: £215+VAT

Standard entry fee: £270+VAT

CONFIDENTIALITY / ELIGIBILITY

Entries should focus on work completed between **June 2022 - June 2023**. The 100-word summary provided as part of your entry may be used on the awards website should your nomination be shortlisted. Sensitive information from entries, such as exact budget figures, will not be published at any time.

Please note, a company may only enter a single campaign into a maximum of 6 campaign categories.

CATEGORIES

The categories below celebrate excellence and reward outstanding campaigns, ideas and talent across the creative industry.

CAMPAIGN AWARDS

1. CREATIVE AUTO/TRANSPORT CAMPAIGN OF THE YEAR

This award will recognise successful campaigns covering motor vehicles, services, in-car entertainment, fuel, tyres, dealers, distributors etc., as well as all forms of transportation. This can be a one-off or ongoing campaign that helps promote the product or services being offered, and can be entered by both agency and in-house teams. Please include details of budget, demonstrate innovative and creative execution and show evidence based results.

2. CREATIVE B2B CAMPAIGN OF THE YEAR

Judges are looking to award the very best creative business to business communications. This can be either an ongoing or one-off campaign. Entries can either relate to a specific business sector or the wider business community. Judges are looking for entries where a creative communications strategy has had a significant effect and contribution to the brand / product / service objectives. Please include details of budget, demonstrate innovative and creative execution and show evidence based results.

3. CREATIVE BEAUTY, HEALTH & WELLNESS CAMPAIGN OF THE YEAR

Judges want to reward an outstanding campaign in the health and wellness sector. This can be a one-off or ongoing campaign helping promote the product or services being offered, and can be entered by both agency and in-house teams. Please include details of budget, demonstrate innovative and creative execution and show evidence based results.

4. CREATIVE CHARITY CAMPAIGN OF THE YEAR

This award will recognise an outstanding creative campaign successfully delivered by, or on behalf of, a charity or not for profit organisation. Judges want to see campaign objectives, budget, audience insight, innovative and inventive execution and evidence based results.

5. CREATIVE FINANCIAL SERVICES CAMPAIGN OF THE YEAR

Judges want to reward an outstanding creative campaign in the financial services sector. This can be a one-off or on-going campaign that helps promote the product or services being offered and can be entered by both agency and in-house teams. Please include details of budget, demonstrate innovative and creative execution and show evidence based results.

6. CREATIVE FMCG CAMPAIGN OF THE YEAR

This award will recognise successful creative campaigns focused on non-durable goods such as soft drinks, toiletries, toys, processed foods, alcohol and cleaning products. Please include details of budget, demonstrate innovative and creative execution and show evidence based results.

7. CREATIVE RETAIL/ECOMMERCE CAMPAIGN OF THE YEAR

Judges want to reward an outstanding campaign in the retail/ecommerce sector. This can be a one-off or ongoing campaign that helps promote the product or services being offered, and can be entered by both agency and in-house teams. Please include details of budget, demonstrate innovative and creative execution and show evidence based results.

8. CREATIVE TECHNOLOGY CAMPAIGN OF THE YEAR

Judges want to reward an outstanding campaign in the technology sector. This can be a one-off or ongoing campaign that helps promote the product or services being offered, and can be entered by both agency and in-house teams. Please include details of budget, demonstrate innovative and creative execution and show evidence based results.

9. CREATIVE TRAVEL CAMPAIGN OF THE YEAR

Judges want to reward an outstanding campaign in the travel sector. This can be a one-off or ongoing campaign that helps promote the product or services being offered, and can be entered by both agency and in-house teams. Please include details of budget, demonstrate innovative and creative execution and show evidence based results.

10. CREATIVE TV/GAMING CAMPAIGN OF THE YEAR

Judges want to reward an outstanding campaign in the TV/gaming sector. This can be a one-off or ongoing campaign that helps promote the product or services being offered, and can be entered by both agency and in-house teams. Please include details of budget, demonstrate innovative and creative execution and show evidence based results.

11. CREATIVE SPORTS CAMPAIGN OF THE YEAR

This category will reward work that elevates a product or brand in the sports industry with creative talent. Please include details of budget, demonstrate innovative and creative execution and show evidence based results.

12. CREATIVE CULTURE & ENTERTAINMENT CAMPAIGN OF THE YEAR

Judges want to reward creative campaigns in the culture and entertainment industries—work that embraces a tradition or rich history of people or a place, making it accessible and engaging. This may be across dance, music, art, theatre, religion, architecture and literature.

13. CREATIVE AI CAMPAIGN OF THE YEAR

Judges want to reward an outstanding AI campaign illustrating the potential and capability of this new technology in the creative sector. This can be a one-off or ongoing campaign that helps promote the product or services being offered, and can be entered by both agency and in-house teams. Please include details of budget, demonstrate innovative and creative execution and show evidence based results.

14. CREATIVE BRANDED CONTENT CAMPAIGN OF THE YEAR

This award will recognise campaigns using branded content in an effective, creative and powerful way - building awareness for the brand in line with its values, with authenticity. Please include details of budget, demonstrate innovative and creative execution and show evidence based results.

15. CREATIVE DISRUPTIVE CAMPAIGN OF THE YEAR

This award will recognise campaigns that used disruptive marketing techniques in an effective, creative and powerful way. Please include details of budget, demonstrate innovative and creative execution and show evidence based results

16. CREATIVE FILM OF THE YEAR

This award recognises exceptional filmmaking. It can be in a variety of forms including TV or cinema commercials, educational films, films designed for social media, video-on-demand films, innovative filmmaking where new ideas have been realised and viral films where the work has gained popularity through online sharing.

17. CREATIVE PURPOSE-LED CAMPAIGN OF THE YEAR

This award will recognise a campaign or an organisation that has understood its role in creating a sustainable world through its actions and behaviour. This category will reward a campaign or organisation that has a standout ethical approach to its business, society and the environment. This award seeks to reward the campaigns that educated society, raised awareness and made a difference to the cause. Please include details of budget, demonstrate innovative and creative execution and show evidence based results.

18. CREATIVE STUNT OF THE YEAR

There have been some memorable stunts in 2022/2023 that have attracted the right kind of attention and generated relevant and timely conversations, as well as making people smile. This award is about recognising those stunts that helped tell the story and captured the headlines too. Please include details of budget, demonstrate innovative and creative execution and show evidence based results.

19. CREATIVE EARNED MEDIA CAMPAIGN OF THE YEAR

This award will recognise and celebrate creativity in an earned media campaign. Judges will be looking for entries demonstrating clear objectives, an understanding of the use of varied channels and appropriate use to communicate with the audience. Please include details of budget, demonstrate innovative and creative execution and show evidence based results.

20. CREATIVE EXPERIENTIAL CAMPAIGN OF THE YEAR

This award will recognise and celebrate outstanding and effective experiential marketing. Please include details of budget, demonstrate innovative and creative execution and show evidence based results.

21. CREATIVE INFLUENCER PARTNERSHIP OF THE YEAR

This award will recognise and celebrate outstanding, creative and effective influencer partnerships. Please include details of budget, demonstrate innovative and creative execution and show evidence based results.

22. CREATIVE INTEGRATED CAMPAIGN OF THE YEAR

This award will recognise and celebrate an outstanding and integrated campaign. Judges will be looking for entries that demonstrate clear objectives, an understanding of the various channels and impact. Include details of budget, innovative and creative execution and evidence based results.

23. CREATIVE MOBILE CAMPAIGN OF THE YEAR

This award will recognise an outstanding and effective campaign delivered through mobile channels. Judges will be looking for entries demonstrating clear objectives that show an understanding of the potential of these channels. Please include details of budget, demonstrate innovative and creative execution and show evidence based results.

24. CREATIVE REACTIVE CAMPAIGN OF THE YEAR

This category rewards campaigns created in reaction to a topical event. A reactive piece of work executed within a short period of time of the event with creativity, and maximising the interest around the event. It can be entered by both agency and in-house teams. Please include details of budget, demonstrate innovative and creative execution and show evidence based results.

25. CREATIVE SOCIAL INFLUENCER CAMPAIGN OF THE YEAR

This award will recognise and celebrate an outstanding and effective social influencer campaign. Judges will be looking for entries that demonstrate clear objectives, an understanding of the various channels and impact. Include details of budget, innovative and creative execution and evidence based results.

26. CREATIVE SOCIAL MEDIA CAMPAIGN OF THE YEAR

This award will recognise and celebrate an outstanding and effective social media campaign. Judges will be looking for entries that demonstrate clear objectives, an understanding of the various channels and impact. Include details of budget, innovative and creative execution and evidence based results.

27. CREATIVE DIVERSITY & INCLUSION CAMPAIGN OF THE YEAR

This award will recognise a campaign that has impacted an organisation or society. Judges will be looking for entries that speak out and make a difference. Entries will need to demonstrate clear objectives, include varied channels and demonstrate appropriate and creative communication with either minority and/or diverse audiences. Please include details of budget, demonstrate innovative and creative execution and show evidence based results.

TEAM / AGENCY AWARDS

28. CREATIVE AGENCY OF THE YEAR

Entries are welcomed from agencies that specialise in developing creative campaigns. Judges will be looking for clear team objectives, examples of recent campaigns and recent achievements, details of any challenges faced and why your team deserves to win the award. Please be sure to include a concise overview of the agency, number of staff, details of clients and turnover figures.

29. CREATIVE EARNED MEDIA AGENCY OF THE YEAR

Entries are welcomed from agencies specialising in creative earned media. Judges will be looking for clear team objectives, examples of recent campaigns and recent achievements. Please also include details of any challenges faced and why the team deserves to win the award. Be sure to include a concise overview of the agency, number of staff, details of clients and turnover figures.

30. CREATIVE INDEPENDENT AGENCY OF THE YEAR

Entries are welcomed from independent agencies that feel they represent something new and relevant. Judges will be looking at examples of recent campaigns and achievements. Please also include details of any challenges faced and why the team deserves to win the award. Be sure to include a concise overview of the agency, number of staff, details of clients and turnover figures.

31. CREATIVE INTEGRATED AGENCY OF THE YEAR

Entries are welcomed from independent agencies that feel they represent something new and relevant. Judges will be looking at examples of recent campaigns and achievements. Please also include details of any challenges faced and why the team deserves to win the award. Be sure to include a concise overview of the agency, number of staff, details of clients and turnover figures.

32. CREATIVE NEW AGENCY OF THE YEAR

Judges are looking for a new agency, incorporated in the last 18 months, with clear goals and making a name for itself through innovative, creative ideas. Include examples of recent campaigns and achievements, details of any challenges faced and why your team deserves to win the award. Please be sure to include a concise overview of the agency, number of staff, details of clients and turnover figures.

PERSONALITY AWARDS

33. YOUNG CREATIVE/CREATIVE DUO OF THE YEAR

Entries are welcomed from creatives under 30 years old (on 27.05.2023) who have made a mark on the industry, including those working as a duo. You can nominate an individual or a duo as long as they are aware of the entry! Judges are looking to recognise and reward an innovative creative, or creative duo, for their forward-thinking ideas and approach to work. They will have ambitions to make change within the industry and drive creative excellence.

This category is offered at a discounted rate of £50+VAT per entry.

JUDGING

The Creative Moment Awards judges are chosen because of their professional and wide-ranging level of expertise from different areas of the creative industry.

Judges will be split into panels and will read and pre-score all allocated entry forms, considering any supporting materials submitted. Judges' pre-scores will be combined and the highest scoring entries will determine the shortlists. Any judge who has a potential conflict of interest will not be allowed to judge that entry. In addition, judges will not be involved in the judging of any categories their organisation has entered and will not have access to any competing entries. Judges have the discretion to move entries between categories if they deem another category more suitable. All judges are required to sign a confidentiality agreement pre-judging.

Following pre-scoring the judges will meet to discuss the highest scoring entries and then agree the winner for each category. The shortlists will be announced on 28 July and the winners will be announced at an awards ceremony in London on 14 September.

A GUIDE TO ENTERING

If you're thinking of entering the Creative Moment Awards, there are a few things to consider when planning and completing your entry that will give you the best chance of success.

Follow the entry instructions

The awards website includes an Entry Kit that you can download. You should also read the 'Terms & Conditions' of entry. Take note of the format your entry needs to be in, the time limits for work entered, how to make payment for your entry, the word count and deadline date. Judges don't take kindly to incorrect or late entries!

Pick the right category

You won't have a chance of winning if you enter your work into the wrong category – read the category descriptions and if you are still unsure, give us a call as we're happy to offer advice. Remember that you aren't restricted to entering one category. If your campaign fits into more than one you can enter the same work into as many as you wish, but do ensure you tailor each entry form to the specific category criteria.

Read the judging criteria

Ensure your entry covers the judging criteria for the category you are entering and answers all questions for your category. Judges can only mark you on what is included in your entry form so make sure all important information is included and all criteria adhered to. This leads on to the next point...

Stick within the word limit

Judges may mark entries down, or even disqualify them, if they exceed the stated word limit. Please ensure your answers are clear and succinct. Judges love clear, concise entries – use bullet points or infographics to effectively illustrate points.

Link your results to your objectives

If there is one thing that judges hate, it's when outcomes don't bear any relation to the objectives.

Evidence your results

Judges love quantified results and want to see some proof of what you've achieved – include facts and figures, testimonials, and even images or infographics.

Get the judges attention

Remember that judges will be reading a large number of entries, so you need to make your entry memorable. Make sure your entry is passionate, tells an interesting story and is backed up with statistics and evidence.

Watch your language!

Always write in clear, concise English, avoid jargon and never copy and paste from existing materials. Do ask someone to check your entry reads well and is free of typos.

Take your time

Winning award entries take time and effort to write and perfect. Again, we'd highly recommend you get someone to proofread your entry before you submit it.

Get approval

If you are submitting work on behalf of a client, make sure they are happy for you to do so. It would not be fun to spend days writing an entry and then have to withdraw it.

Provide supporting materials

Use a selection of documents and URLs to provide context and background to your entry. These can be in Word, Excel, PDF or JPEG format and must be below 20MB each. In addition, judges love to watch video content so please provide links to relevant videos on Vimeo or YouTube and remember to include any necessary passwords in your entry form.

Picture perfect

Attach an image or logo to your entry form. This will be used in the event presentation should you be shortlisted. Ensure this represents the campaign, product or organisation you are entering.

All those who win will receive a winner's kit of assets including logos, press releases and winner's photos to help them shout about their success!

ENTRY REQUIREMENTS & THE CRITERIA THE JUDGES MARK YOUR ENTRIES ON

There is often a feeling of mystery as to how judges score entries for industry awards. We don't think this sense of mystery is necessary or the right way to do things.

So, very simply, here is the criteria that our judges use to score the Creative Moment Awards.

CAMPAIGN AWARDS CRITERIA

The judges will be looking for clear objectives, creative and effective implementation, with tangible and demonstrable results in the campaign award categories. They will also consider the structure, presentation and clarity of each entry. Entries should not exceed 1250 words in total and should relate to work undertaken between **June 2022 - June 2023**.

Please note, a company may only enter a single campaign into a maximum of 6 campaign categories.

Please consider your entry title carefully as we will use your exact wording on the trophy should you win. Concise and to the point is always best!

Each entry must include information under the following headings. Any entries that do not include information under all of these headings will be marked down.

1. Objectives & Budget

Entries should clearly identify the objectives of the campaign or project.

2. Target Audience & Strategy

Judges will look at the quality of the strategy that was implemented considering the budget, objective and target audience stated.

3. Implementation & Creativity

The level of creativity employed and quality of implementation when delivering the campaign or project will be assessed. We are looking for fresh, innovative thinking, best practice examples, partnership working where appropriate, and resourcefulness.

4. Results & Evaluation

Please ensure these relate directly to your objectives. We are looking for tangible results and evaluation that can be quantified, qualified and substantiated.

5. Why your entry should win

You should provide information on what makes your entry stand out from others.

TEAM / AGENCY AWARDS CRITERIA

Judges will be looking for teams and agencies that can demonstrate an ongoing and sustained commitment to delivering best practice while showing a creative and innovative approach in the creative industries and key company initiatives that are driving the DE&I agenda forward. Judges will also consider the structure, presentation and clarity of each entry. Entries should not exceed 1250 words in total and should focus on work completed between **June 2022 - June 2023**.

Each entry must include information under the following headings. Any entries that do not include information under all of these headings will be marked down.

1. Details of the agency

Please provide a brief outline of the team / agency - this will not be scored and is for background information only.

2. Agency objectives

Entries should clearly identify the objectives of the team.

3. Recent campaign / work examples

Entries should provide details of recent work examples to include objectives, implementation, results and evaluation. The quality of the execution of the campaigns will also be judged.

4. Recent achievements

Entries should include details of any recent achievements, the success and achievements of the team will be scored.

5. Approach to diversity and inclusion in the workplace

The jury wants to reward key company initiatives that are driving the DE&I agenda forward within the industry. Entrants should be able to demonstrate what impact their initiatives have had. Judges will be looking for evidence of diversity in recruitment, in terms of gender, ethnicity, educational background, disability and LGBTQ+

6. Approach to sustainability and purpose

The jury is looking for details of your organisation's approach to sustainability and purpose.

7. Challenges

Entries should contain details of any challenges the team faced and how they overcame these. The team's ability to respond to challenging situations and the resourcefulness they show will be scored.

8. Why your agency should win

We are looking for a team who demonstrate exceptional commitment to delivering the very best in the creative field, demonstrate best practice and show an innovative and creative approach to the work they deliver.

YOUNG CREATIVE / CREATIVE DUO OF THE YEAR AWARD CRITERIA

Judges will be looking for individuals or creative duos under 30 years old (on 27.05.2023) who have made a mark on the industry. Include details of achievements and examples of outstanding creativity. It is an opportunity to find, recognise and congratulate an individual or duo for their outstanding work, effort, commitment or achievements. Judges will also consider the structure, presentation and clarity of each entry. Entries should not exceed 1250 words.

Each entry must include information under the following headings:

1. Details of the nominee(s)

Please provide a brief outline of the nominee(s) and their role - this will not be scored and is for background information only.

2. Recent work example

Entries should provide details of recent work examples to include objectives, implementation, results and evaluation. The quality of the execution of the campaigns will also be judged.

3. Recent achievements

Judges are looking to reward recent achievements, the success and achievements of the individual or duo will be scored.

4. Why your nominee(s) should win

The jury is looking for a young individual or duo who demonstrates exceptional commitment to delivering the very best in communications, demonstrates best practice and shows an innovative and creative approach to the work they deliver. Entries should detail the contribution they make to their organisation and the wider communications industry.

JUDGING INSIGHTS FROM A SELECTION OF THE CREATIVE MOMENT AWARDS JURY

"It goes without saying the past year has been really tough, but creativity often thrives under tight restrictions and in times of adversity, so I'm excited to see the work that has come out of it. The Creative Moment Awards is always an inspiring one to judge (the clue is in the name) and I'm looking for campaigns I wish I'd come up with!"

Jo Chappell, creative director, Fever PR

"I love judging for the Creative Moment Awards! Because somehow this is the place where I can witness the synergies of all communication disciplines coming into one. At the end of the day, that's why we're in this business - to come up with a creative (communication) solution to a business problem. And I like it here because I can see this being the aim of a campaign, rather than fitting into a preset category. The winning ones are the boldest ones. You cannot bore someone into selling something."

Razvan Capanescu, global executive creative director, Inside Ideas Group

"It's an honour to return for the 3rd time to the Creative Moment Awards jury. As always, but maybe even more this year, I'll be looking for fresh ideas that are both timeless and timely, that are culturally relevant, capture the zeitgeist, and are earned media drivers, brought to life through campaigns that generated substantial results for the clients who had the courage to make them happen. Best of luck to all the participants!"

Gabriela Lungu, integrated executive creative director and founder, WINGS Creative Leadership Lab

"Stoked to be judging The Creative Moment Awards again this year. As the bar gets higher yet again, what an absolute privilege it is to have the opportunity to wallow in all of the best in class creative thinking from across the creative industries."

Don Ferguson, deputy MD, Hope&Glory

"Creativity is a wonderful thing. It allows us to change the way we view the world and to think that little bit differently; allowing us to broaden our horizons, enrich our lives and solve problems great and small. It's a joyous, positive spirit and I can't wait to see the best of it in this year's Creative Moment Awards."

Marc Allenby, executive creative director, Chime Group

"Last year was a tough year of restrictions and consistently changing rules and parameters, which is a nightmare for most creatives. I look forward to seeing campaigns/initiatives that were clever, showed real strategy and allowed nuance to guide it even with the imposed limitations."

Kim Allain, creative, MSL

"I'm looking for work that is culture first. That is unexpected, intriguing and is not just memorable, but unforgettable."

Indy Selvarajah, executive creative director, Ketchum

"I'd love to see ideas that have been brought to life through sophisticated chemistry between relevant insights and beautiful creativity."

Ala Uddin, executive creative director, mudorange

"I love work that is original in thought, and executed excellently. I love the stuff that a team has taken way beyond what was probably expected by a client. And I love creativity that has made a mark in popular culture too. That's a lot of love."

James Cross, founder and chief creative officer, Meanwhile...

"I'm looking for a great creative that's simple - something that you can sum up in one sentence and it just makes sense straight away, coupled with clear outcome measures that show the effectiveness of a campaign."

Poppy Lewis, creative director, Aduro Communications

"I'm looking for campaigns that strike the right balance between being exciting creatively and staying true to the brand, and that ideally deliver results beyond a coverage log. Making me smile helps too!"

Henry Warrington, partner and creative director, Third City

"The world has changed in the last year, I want to see work that reflects and embraces that in the most interesting, weird and wonderful ways."

Rich Miles, CEO, Diversity Standards Collective

"I'm looking for authenticity, a piece so seamlessly executed I can easily relate to the creator of the piece in question."

Emmanuel Areoye, creative, Quiet Storm

"Something that's made it out of the echo chamber of the marketing world and become something that your (other, more normal) friends or family would recognise and talk about."

Ollie Edwards, creative director, Good Relations

"It's an honour to be part of the Creative Moment Awards once again! I'm looking forward to see ideas even greater than last year's amazing work. As a judge, I am always excited to see innovative, surprising and disruptive ideas that make an impact in the culture. Simple stories that have great impact."

Pedro Americo, executive creative director, McCann, Germany

"For me, it's all about measurable creativity, and I'm looking for work that combines the very best creative thinking and execution with undeniable results. Social, behavioural, financial - whatever the end goal is I'm a sucker for creative work that truly moves the dial for the brands behind it, especially if its impact is felt long after launch day!"

Angharad Planells, head of business development & culture, Radioactive

"For me it's all about campaigns that actually make people take note and feel something, whether it's humour, surprise, intrigue, compassion, joy or something else. And for the entries to focus on the why behind the campaign, and what it really achieved for, or with, real people."

Kevan Barber, associate insight & creative director, Launch

"I'm looking for ideas that make me want to pinch myself for not having thought of it first! Ideas that make me laugh or cry –any idea that evokes some sort of response/emotion. Creative campaigns that can be explained in a sentence and automatically people go 'AHH, I get it, genius.'"

Olivia Mushigo, senior creative, Talker Tailor Trouble Maker

"This year I am looking for craft, strategy and a single minded approach to a comms challenge. Something that inspires and really challenges the audience to rethink or see themselves in the creative."

Naresh Subhash, senior creative / art director, Made Brave

"I'm really keen to see entries that tear up the rule book and are brave enough to challenge the format they're delivering in. Whether that be through technology or thematically. But also taking something we're all familiar with (like storytelling) and showing a different perspective that makes everyone go 'wow, that was clever.'"

Chris Brown, digital creative director, Territory Studio

"I'm looking for an entry to create that little spark that makes you think, ah clever. And then it's about impact. Did the creative live up to its objective; did it create change, change opinion, drive sales? Ultimately, it's got to be more than just creative for creative's sake."

Paul Lucas, director, Fanclub PR

"I'll be looking for campaigns that spark me with a little bit of creative jealousy. There's nothing better than an idea that makes you go 'I wish I did that!'"

Janelle Feliciano, creative director, The Romans

THE ART OF WRITING AN AWARD-WINNING ENTRY

Winning awards is a compelling way to attract and retain clients. Award-winning work turns heads, brings recognition to your team and draws in great people who want to work with you and for you.

Here are our top seven tips for giving your entry the greatest possible chance of a thumbs-up from your peers on the judging panel:

1. Select the right campaigns. Focus on topical, creative, innovative, challenging work with a big, bold idea at its heart. Be honest: is the campaign a winner? Is it stand-out, best in class marketing? Are you still excited enough about what you achieved to effectively communicate its brilliance? If not, why would the judges' shortlist the entry?

2. Read the criteria. Follow the criteria. Stick to the rules. Meet the deadline. Don't underestimate how long it takes to pull together an entry. Start early. Factor in time for client approval.

3. Give the job to your best writer. Don't get the agency marketing/new business/director to write the entry if the new business director can't write! Tell the judges a great story. Watch spelling and grammar. Avoid exclamation marks, flannel, waffle, and marketing jargon. Proof, proof and proof again for typos.

4. Create a clear, concise story. Judges have dozens of entries to review for each category. Make sure yours really spells out why it has the X-factor: don't expect them to read between the lines. Include enough market/industry/real world context to help them understand why the campaign was needed. Don't be modest and always give the client team credit.

5. State measurable business and communications objectives Ensure the results section proves that every objective was met. Include as much evaluation data and evidence of the impact of the campaign on the client business or organisation as possible, from an increase in sales to higher levels of engagement with audiences.

6. Engage judges with the human or emotional angle. There is one in every campaign, if you look hard enough. Who cares whether the campaign was a success? What did it really mean? To whom did it make a difference? Whose lives did it affect? A huge proportion of winning entries elicit some kind of emotional reaction – some stories are even told powerfully enough to prompt tears. Not a good look in the judging chamber, but proof that your work was compelling, and meaningful.

7. Remember the magic formula: clear objectives, matched to proven results, plus great storytelling, equals your best chance of winning. Assuming your campaign was brilliantly conceived and executed in the first place, you'll be well on your way to picking up an armful of shiny gongs.

ADDITIONAL INFO & KEY CONTACTS

Entry prices

All entries made before 23:59 on **26 May** will be charged an administration fee of **£215 + VAT** per entry, which must be paid when submitting your entry or entries.

Entries submitted after this first closing date will be **£270 + VAT**. The final deadline for submission is **30 June 2023**.

The Young Creative / Creative Duo of the Year category is offered at a discounted rate of **£50+VAT** per entry.

Receive 2 free entries when you enter 10 categories. Please note the Young Creative / Creative Duo of the Year category is not included in this offer.

CONTACTS

Ticket and entry enquiries:

Siobhan Barlow, siobhan@creativemoment.co, 07850 189142

Sponsorship enquiries:

To receive a Creative Moment Awards Partnership pack, or to talk through the various sponsorship options contact Ben Smith, bensmith@prmoment.com, 07833 290795

TESTIMONIALS

"Everyone at ENGINE Mischief was delighted when we won Creative Moment's Large Creative Agency of the Year in 2020. Given the nature of the awards it was a real endorsement of the creative culture we've built (and maintained) at the agency. Not only did it fill all Mischief makers with pride, it has also led to a number of blue chip brands coming to Mischief, keen to experience some of the creative genius which the judges at Creative Moment were smart enough to spot!"

Greg Jones, managing director, Mischief PR

"The reason why The Creative Moment Awards = top awards? They're judged by creatives. That's why."

Joe Sinclair, founder, The Romans