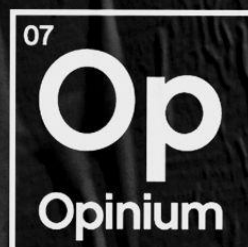


The poster features a background of yellow and black torn paper with red lightning bolt shapes. The text 'CREATIVE MOMENT' is in bold black letters on a yellow background, and 'AWARDS 2022' is in bold yellow letters on a black background. The sponsor logo 'Opinium' is at the bottom center.

# CREATIVE MOMENT AWARDS 2022

SPONSORED BY



# WELCOME TO THE CREATIVE MOMENT AWARDS 2022

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.

## CATEGORIES

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

The early deadline for entries is **27 May 2022** and the final entry deadline for entries is **1 July 2022**.

Entries should not exceed 1250 words in total and should focus on work completed between **July 2021 - June 2022**.

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

## CAMPAIGN AWARDS

### 1. MOST 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 campaigns covering all forms of transportation. This can be a one-off campaign or an 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. 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. MOST 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. MOST 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 their values, with authenticity.

Please include details of budget, demonstrate innovative and creative execution and show evidence based results.

## **5. MOST CREATIVE CAMPAIGN DESIGN OF THE YEAR**

This award will recognise brilliant design in creative campaigns.

Please include details of budget, demonstrate innovative and creative execution and show evidence based results.

## **6. MOST 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

## **7. MOST 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.

## **8. MOST 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.

## **9. MOST 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.

## **10. MOST 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.

## **11. MOST 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.

Please include details of budget, demonstrate innovative and creative execution and show evidence based results.

## **12. MOST 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.

## **13. MOST 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.

## **14. MOST 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.

## **15. MOST CREATIVE METAVERSE CAMPAIGN OF THE YEAR**

This award will recognise and celebrate outstanding, creative and effective metaverse campaigns.

Please include details of budget, demonstrate innovative and creative execution and show evidence based results.

## **16. MOST 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.

## **17. MOST 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 recognise and 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. MOST 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 campaign or an 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.

#### **19. MOST 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.

Please include details of budget, demonstrate innovative and creative execution and show evidence based results.

#### **20. MOST 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.

Please include details of budget, demonstrate innovative and creative execution and show evidence based results.

#### **21. MOST CREATIVE STUNT OF THE YEAR**

There have been some memorable stunts in 2021/2022 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.

#### **22. MOST CREATIVE TECHNOLOGY CAMPAIGN OF THE YEAR**

Judges want to reward an outstanding campaign in the technology sector. This can be a one-off campaign or an 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.

### **23. MOST CREATIVE TRAVEL CAMPAIGN OF THE YEAR**

Judges want to reward an outstanding campaign in the travel sector. This can be a one-off campaign or an 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.

### **24. MOST 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 campaign or an 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.

## **TEAM / AGENCY AWARDS**

### **25. MOST 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.

### **26. MOST 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.

### **27. MOST CREATIVE INTEGRATED AGENCY OF THE YEAR**

Entries are welcomed from agencies specialising in creative integrated campaigns. Judges will be looking for clear team objectives, examples of recent campaigns and achievements.

Please also include details of any challenges faced and why your team deserves to win. Be sure to include a concise overview of the agency, number of staff, details of clients and turnover figures.

## **28. MOST 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.

## **29. CREATIVE AGENCY OF THE YEAR**

Entries are welcomed from agencies who specialise in developing creative campaigns. Judges will be looking for clear team objectives, examples of recent campaigns, examples of recent achievements, details of any challenges faced and why you think 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**

## **30. YOUNG CREATIVE/CREATIVE DUO OF THE YEAR**

Entries are welcomed from creatives under 30 years old (on 27.05.2022) 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!

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.

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

## **GRAND PRIX: IDEA OF THE YEAR**

From every campaign entered, the Creative Moment Awards 2022 judging panel will recommend the campaign that they feel constitutes the best idea they have seen across all entries. Designed to focus on the exceptional, our judges will vote for the one that inspired them the most.



## 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 29 July and the winners will be announced at an awards ceremony in London on 29 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 2MB 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 **July 2021 and June 2022**.

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. 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 **July 2021 and June 2022**.

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. 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.

### **6. 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 27.05.2022) 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.

## HOW TO ENTER & SUPPORTING MATERIALS

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 (max 2MB, JPEG or PDF) 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.

Each entry allows up to three pieces of supporting material. Supporting documents should be in either Word, PDF or JPEG format and not exceed 2MB.

Video files cannot be uploaded and should be hosted online with the URL added to your entry form. Please share any necessary passwords in your entry form.

Please ensure you upload a separate entry form for every category you wish to enter and supply a 100 word summary of your campaign or team along with your entry. This may be used during and after the awards process to showcase your work.

Entries should not exceed 1250 words in total and should relate to work undertaken between **July 2021 and June 2022**.

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.

This entry kit provides further information on what our judges are looking for in a winning entry.

## 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'm looking for strong, simple ideas executed in interesting or beautiful ways - ideally something that doesn't feel like advertising."*

Jolyon White, co-founder, 10 Days

*"I am looking for innovative and new ideas that push the boundaries of advertising. The Creative Moment Awards are fantastic for highlighting emerging talent and great creativity so it is always really exciting to be a judge."*

Suhayla Ibrahim, digital creative manager, Bacchus Agency

*"What I am looking for as a judge are campaigns that genuinely have elicited positive change in audiences and society....and what I'll be looking to sift-out are any with 'plastic-purpose' (not sustainability campaigns!) ie those with the veneer of purpose, but no depth or impact."*

Chris Bamford, creative director, Kindred

*"The last year has forced everyone, everywhere to think differently. I'm looking forward to seeing how this has played out creatively - how the best minds in the industry have embraced everybody's favourite new p word - pivot - in their thinking and used it to come*

*up with genuinely fresh ideas."*

Jack Hutchinson, creative director, ENGINE MISCHIEF

*"When it comes to judging, I always look for the same, originality and clarity of thought, innovative craft and execution and something that leaves that gnarly "wish i'd done it" feeling in my gut!"*

Sue Higgs, executive creative director, Dentsu McGarryBowen

*"A campaign that is genuinely surprising and disruptive, where the team have clearly gone above and beyond to hijack any and all opportunities to maximise coverage potential, delivering results that smash a client's expectations. All written in a way that's entertaining and enjoyable because believe me, after reading 40 entries, a bit of levity goes a long way."*

Otilie Ratcliffe, associate creative director, The Romans

*"I'm looking for entries with a beautiful thread between the insight, creative platform and execution."*

Ellie Tuck, creative director, FleishmanHillard

*"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, creative partner, WINGS

*"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, global creative director, VMLY&R Commerce

*"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, director, Hope&Glory

*"Innovation and disruption are key for me - we see the same ideas rehashed and reworked so many times, so if something is going to break the mould it needs to do things differently. Creating noise in social and PR is easy - creating lasting change and impact is much*

*harder. Purpose driven with a key, simple message is imperative to push my buttons - doing that in a way which is creatively impactful and spectacular is a winner in my book."*

Joe Goulcher, creative director, Rise at Seven

*"I'll be asking if the work is a creative use of technology, or use of technology for its sake? Does the campaign enable and empower its audience around a movement for change or just profit? Does the campaign speak to its target audiences in a way that invites inclusion to the conversation? These are the questions I'll be asking when judging entries."*

Chris Kedian, digital director, Alfred

## **Tips and tricks for writing a winning award 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 do 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 **27 May** will be charged an administration fee of **£200 + VAT** per entry, which must be paid when submitting your entry or entries.

Entries submitted after this first closing date will be **£250 + VAT**. The final deadline for submission is **1 July 2022**.

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](mailto: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](mailto: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**