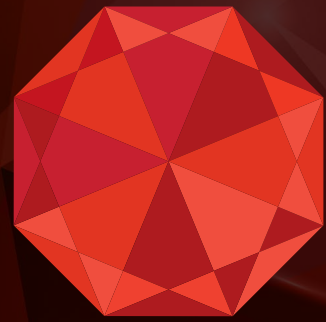


Mumbrella Asia AWARDS



ENTRIES ARE NOW INVITED FOR THE FOURTH MUMBRELLA ASIA AWARDS.

The judging period covers 1 July, 2016 to June 30, 2017. Award winners will be announced in Singapore in November as part of the Mumbrella360 Asia programme.

This document has all the information you need to enter. Please read the rules at the end of this document carefully before beginning work on entries.

THE CATEGORIES

ASIA CATEGORIES:

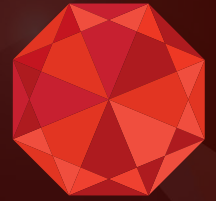
Best Use of Experiential (new)
Mumbrella Award for Bravery
Mumbrella Award for Insight
Mumbrella Award for Innovation
Mumbrella Award for Culture
Mumbrella Award for Data-driven Marketing
Mumbrella Award for Collaboration
Media Sales Team of the Year
Marketing Technology Company of the Year
Campaign of the Year
Ad of the Year
Agency Leader of the Year
Under-30 Achiever of the Year
PR Idea of the Year
Media Idea of the Year
Social Idea of the Year
Creative Effectiveness

Best Content Marketing / Native Advertising Work
Social Media Influencer of the Year
Most Engaging 360 Video / Virtual Reality or Augmented Reality Work
Engaging with Millennials Award
Best Use of Programmatic
Disruptor of the Year
Best Localisation of a Global Strategy

APAC CATEGORIES:

APAC Creative Agency of the Year
APAC Media Agency of the Year
APAC Public Relations Agency of the Year
APAC Specialist Agency of the Year
APAC Emerging Agency of the Year
APAC Creative Agency Network of the Year (new)
APAC Media Agency Network of the Year (new)
APAC Public Relations Agency Network of the Year (new)

Mumbrella Asia AWARDS



CRITERIA FOR AWARDS

BEST USE OF EXPERIENTIAL (NEW)

This category is seeking to find the best piece of experiential work. This could be the most effective consumer engagement, activation / campaign prominence in terms of earned media, for example, or return on investment.

Entries are welcome from agencies, marketing companies and brands among others. Any type of experiential marketing work is eligible whether it is a live event, gamification or any sort of interactive brand experience. Multiple executions are eligible for a single campaign, but one-off activations are also welcome. Multiple entries from the same organisation are also acceptable.

In no more than 500 words, please explain what it is about the work that sets it apart from your competitors. In no more than 500 words, please outline how the work is innovative and explain any resultant commercial success as well as the appropriate audience engagement metrics – if these are available.

Total word count maximum: 1,000

SCORING:

- The thinking: 30%
- The work: 40%
- Evidence of outcome: 30%

MUMBRELLA AWARD FOR BRAVERY

This category is open to agencies, media owners and marketing teams. Joint entries are also encouraged. In no more than 500 words, tell us about a risk-taking piece of work. The jury will be looking for examples where there was a risk genuinely taken.

Outline the scale of the risk and the opportunity, including how both were identified. Please identify what was learned as a result of the risk taken, and how risk was managed.

Please note, none of the scores will be based on the outcome – indeed it is entirely possible that the risk did not lead to a successful outcome. The jury's emphasis will be on the bravery of the risk taken, and what was learned from it. The jury will give credit for honesty about failure, where new lessons were learned because of the bravery involved. Multiple entries based on separate examples of risk taking are permitted in this category.

Total word count maximum: 500

SCORING:

- Quality and evidence of thought process that led to risk being taken: 20%
- Bravery involved in taking the risk: 40%
- Lessons: 40%

Mumbrella Asia AWARDS



CRITERIA FOR AWARDS

MUMBRELLA AWARD FOR INSIGHT

This category seeks to recognise the smartest thinking in the industry. It recognises where a key insight has driven a real result. While this category is likely to mainly see entries from agencies – media owners and marketing teams are welcome to enter where appropriate.

In no more than 500 words, explain the background and brief that led to the insight, how the understanding was gained or research conducted in order to achieve the insight, and how it then informed a communications strategy. Please share the outcome. Multiple entries based on separate examples of insight are permitted in this category.

Total word count maximum: 500

SCORING:

- Research / understanding: 20%
- The insight: 40%
- Strategy: 20%
- Outcome: 20%

MUMBRELLA AWARD FOR INNOVATION

This award seeks to recognise initiatives that have wider potential lessons for the industry. It's the 'I wish I'd thought of that' award.

The scope of this category is deliberately wide. It could, for example, be a new marketing strategy, a media first, innovative use of emerging technology, a new advertising execution, new ways of handling relationships with partners.

This category is open to agencies, media owners and marketing teams. Tell the story in less than 500 words. The jury will be looking for the scale of the innovation, its potential wider impact on or lessons for the industry and the outcome. Multiple entries based on separate examples of innovation are permitted in this category.

Total word count maximum: 500

SCORING:

- At the jury's discretion: 100%

Mumbrella Asia AWARDS



CRITERIA FOR AWARDS

MUMBRELLA AWARD FOR CULTURE

This category is open to agencies, media owners and marketing teams. This category seeks to recognise the most positive and high-achieving workplaces within the media and marketing industry.

In no more than 500 words, outline details of the organisation's innovation in recruitment and retention, focus on staff development, insight into building a wider team culture and delivery of high-performance outcomes.

Please set out details of gender and cultural diversity within the agency and outline what specific plans you have in place to build on this. Please share details of staff turnover, based on what percentage of staff employed on the first day of the judging period were still there on the last day.

Total word count maximum: 500

SCORING:

- Recruitment strategy: 20%
- Retention strategy: 20%
- Training policy and evidence of its application: 20%
- Evidence of it being a desirable place to work: 20%
- Performance culture: 20%

MUMBRELLA AWARD FOR DATA-DRIVEN MARKETING

This category recognises the use of hard data to drive marketing results. It is open to agencies, marketing teams and media companies. The jury will be looking for examples of in-depth use of data to drive the marketing process from the beginning through to a final outcome with insight into return on investment.

Winning entries will do more than focus on post-campaign analytics. They will go beyond the usual data sources, or use that data in more sophisticated ways. Successful examples may demonstrate where use of a data-driven insight has directly informed advertising investment strategy.

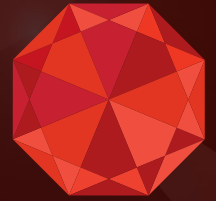
Please take a single case study of no more than 500 words and explain how the data was gathered and applied, and what the outcome was. Multiple entries based on separate data-driven campaigns are permitted in this category.

Total word count maximum: 500

SCORING:

- How the data was gathered: 25%
- How the data was used: 25%
- Evidence of thought process: 25%
- Evidence of return on investment thanks to the use of data: 25%

Mumbrella Asia AWARDS



CRITERIA FOR AWARDS

MUMBRELLA AWARD FOR COLLABORATION

This category is open to all types of agencies, media owners and marketing teams. Joint entries are mandatory including at least two agency and / or media company partners.

This category seeks to recognise the most effective collaboration between the marketing team and its partners (including agencies, media companies and external partners when working on a campaign or project). Jurors will look for evidence of inter-agency collaboration and beyond. For example, as well as collaboration between media companies, how a client works with other brand owners, government bodies / agencies - as well as their various agencies.

In no more than 500 words, outline the structure of the way in which all parties worked together on a particular campaign or project, including the brief and execution. In no more than 500 words, describe the results.

Total word count maximum: 1,000

SCORING:

- Collaboration: 30%
- The work: 40%
- Evidence of outcome: 30%

MEDIA SALES TEAM OF THE YEAR

This category recognises the best performing media sales team. In no more than 500 words, tell us why it has been your year. The jury will want to hear about innovation within the year in question and commercial performance.

The jury will give credit for achievement relative to a team's own sector. In no more than 500 words, please detail the team culture including innovation in recruitment and retention, focus on staff development, insight into building a wider team culture and delivering high performance outcomes. (The team may also enter the Mumbrella Asia Award for Culture category).

Total word count maximum: 500

SCORING:

- Commercial performance: 30%
- Innovation during the year: 30%
- Culture: 40%

Mumbrella Asia AWARDS



CRITERIA FOR AWARDS

MARKETING TECHNOLOGY COMPANY OF THE YEAR

This category is intended to recognise companies which provide the media and marketing industry with technological solutions that helps it to do its job better. The type of companies might include, but are not limited to, mobile marketing companies, programmatic platform companies, analytics companies, electronic advertising delivery companies, app developers and digital development companies.

In no more than 500 words please explain what it is about the company's services which allow it to offer the industry a superior service, including tangible examples. Please provide two short client testimonials of no more than 250 words each.

In no more than 500 words, please share examples of innovation delivered during the judging period in question. In no more than 500 words, please share details of the company's commercial success during the 12 months in question.

Where possible, provide actual revenue and profit numbers; where not possible provide percentage comparisons to the previous corresponding period.

Total word count maximum: 2,000

SCORING:

- The offering: 25%
- Testimonial 1: 25%
- Testimonial 2: 25%
- Success: 25%

CAMPAIGN OF THE YEAR

This seeks to recognise the best campaign on behalf of a brand or product. Where appropriate, joint entries from more than one creative agency are welcome. We accept campaigns that have run within a single country, or across the region.

The jury does not wish to see more than one entry for the same piece of work, so solo creative agency entries should ensure they have client sign off. Please supply a maximum of 10 single executions.

For multimedia executions, please provide a link for viewing online. In no more than 500 words, please explain the brief and solution.

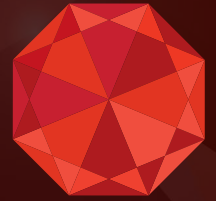
In no more than 500 words, please set out the results. Separately include a list of credits and main details of where and when the campaign ran. Multiple entries based on separate campaigns are permitted.

Total word count maximum: 1,000 + credits and main details of where the campaign ran

SCORING:

- The brief and thinking: 30%
- The work: 40%
- Evidence of outcome: 30%

Mumbrella Asia AWARDS



CRITERIA FOR AWARDS

AD OF THE YEAR

This will recognise Asia's best television, cinema, radio, newspaper, magazine outdoor or digital ad. Please send your ad which must have run in paid media more than once during the judging period.

We accept ads that have run within a single country, or across the region. In no more than 500 words, please explain the brief and solution. In no more than 500 words, please set out the results.

Separately include a list of credits and main details of where and when the ad ran. Multiple entries featuring the same brand based on separate ads is permissible.

Total word count maximum: 1,000 + list of credits and main details of where and when the ad ran

SCORING:

- The brief and thinking: 30%
- The work: 40%
- Evidence of outcome: 30%

AGENCY LEADER OF THE YEAR

This category is designed to recognise an individual who has taken a leadership role within an agency or agency network in Asia. Types of agencies include – but are not limited to – advertising, media, public relations and digital.

This category can be self-entered or the entry put forward by the person's organisation. The jury is seeking an agency leader who has made a significant contribution to the industry over a number of years, consistently inspiring others and portraying the industry in a positive light.

In no more than 500 words, please set out the key achievements to date of this agency leader. Please provide two testimonials, each one no more than 500 words. The jury will give particular weight to the seniority of the writer of the external testimonial.

Total word count maximum: 1,500

SCORING:

- Achievements: 50%
- Testimonials: 50%

Mumbrella Asia AWARDS



CRITERIA FOR AWARDS

UNDER-30 ACHIEVER OF THE YEAR

This category is designed to recognise the talents of young people within the industry. Entries may come from individuals working within any part of the communications industry, including agency, client and media owner (both sales and editorial).

Where people work as a team, joint entries will be accepted. To qualify for this category, the individual / individuals must be under 30 during the judging period (1 July, 2016 to June 30, 2017).

In no more than 500 words please set out the key achievements to date of this promising newcomer.

Please provide two testimonials, each one no more than 500 words. One should be from a manager of the newcomer, the other from a person external to the company who has had regular dealings with this newcomer. The jury will give particular weight to the seniority of the writer of the external testimonial.

Total word count maximum: 1,500

SCORING:

- Achievements: 50%
- Testimonials: 50%

PR IDEA OF THE YEAR

This category seeks to recognise the best public relations idea on behalf of a brand or product. Entries will be accepted for PR-only campaigns or broader campaigns that have generated a significant amount of earned media.

Where appropriate, joint entries from more than one agency are welcome. The jury does not wish to see more than one entry for the same piece of work, so solo agency entries should ensure they have client sign-off.

In no more than 500 words, please explain the brief and solution / execution. In no more than 500 words, please set out the results. Multiple entries based on separate campaigns are permitted.

Total word count maximum: 1,000

SCORING:

- The brief and thinking: 30%
- The work: 40%
- Evidence of outcome: 30%

Mumbrella Asia AWARDS



CRITERIA FOR AWARDS

MEDIA IDEA OF THE YEAR

This category seeks to recognise the best media planning and strategy on behalf of a brand or product campaign. It rewards clever thinking or insights around the target audience and how to reach them.

Where appropriate, joint entries from more than one agency are welcome. The jury does not wish to see more than one entry for the same piece of work, so solo agency entries should ensure they have client sign-off.

In no more than 500 words please explain the brief and solution. In no more than 500 words please set out the results. Multiple entries based on separate campaigns are permitted.

Total word count maximum: 1,000

SCORING:

- The brief and thinking: 30%
- The work: 40%
- Evidence of outcome: 30%

SOCIAL IDEA OF THE YEAR

This category seeks to recognise the best social media idea on behalf of a brand or product campaign. Entries will be accepted for social media-only campaigns or broader campaigns that have a significant social media component.

Where appropriate, joint entries from more than one agency are welcome. The jury does not wish to see more than one entry for the same piece of work, so solo agency entries should ensure they have client sign-off.

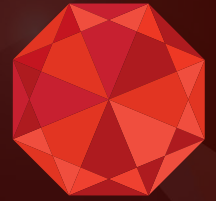
In no more than 500 words, please explain the brief and solution. In no more than 500 words, please set out the results. Multiple entries based on separate campaigns are permitted.

Total word count maximum: 1,000

SCORING:

- The brief and thinking: 30%
- The work: 40%
- Evidence of outcome: 30%

Mumbrella Asia AWARDS



CRITERIA FOR AWARDS

CREATIVE EFFECTIVENESS

This category recognises the correlation between great creative work and improved business revenue for the client. The jury will expect to see robust evidence detailing how the work produced a tangible return on investment for a client, was instrumental in elevating a brand's profile or caused wider behavioural / culture change in the target audience.

In no more than 500 words please explain the brief, the context and the solution. In no more than 500 words, please set out the evidence base proving the work's creative and business impact.

Where possible, please provide actual revenue and profit numbers; where it is not possible, please provide percentage comparisons with the previous corresponding period. Multiple entries for the same brand, based on separate campaigns are permitted.

Total word count maximum: 1,000

SCORING:

- The brief and thinking: 30%
- The work: 30%
- Evidence of outcome: 40%

BEST CONTENT MARKETING / NATIVE ADVERTISING WORK

This category is designed to recognise the best work carried out on behalf of brands involved in marketing themselves through the creation of content.

This could include, but is not limited to, brand-funded entertainment content including television and online video; web-based content created on behalf of brands; infographics, native advertising and white papers. Agencies, media owners and in-house marketing teams are eligible to enter this category.

In no more than 500 words, please explain the brief and the resultant content marketing strategy. In no more than 500 words, please set out the results.

Total word count maximum: 1,000

SCORING:

- The brief and thinking: 30%
- The work: 40%
- Evidence of outcome: 30%

Mumbrella Asia AWARDS



CRITERIA FOR AWARDS

SOCIAL MEDIA INFLUENCER OF THE YEAR

This category acknowledges the growing influence of social media influencers within the media and marketing landscape. Entries will be accepted from prominent individuals – or agencies who have worked with said individual influencers – across all major platforms including Snapchat, Weibo, YouTube, Instagram, Facebook, Twitter, LinkedIn, and so on.

The jury will be looking to see evidence of real engagement with followers (including comments, shares, likes etc.) as well as a large follower base, innovative posts, organic viral hits and details of any commercial work on behalf of agencies and brands. Where an agency enters on behalf of an influencer, the individual must have provided sign off to do so.

In no more than 500 words please explain the unique positioning, the content strategy and ethos behind the social media activity. And in no more than 500 words please set out the results.

Multiple social media account entries for the same individual are permitted so influencers may want to showcase more than one of their social media platforms. Alternatively, the influencer might perform so strongly on a single platform that there is no need to reference a multi-platform presence.

Total word count maximum: 1,000

SCORING:

- The strategy: 30%
- Social media activity: 30%
- Evidence of outcome and engagement: 40%

MOST ENGAGING 360 VIDEO / VIRTUAL REALITY OR AUGMENTED REALITY WORK

This category rewards 360 video / VR work where cutting edge creative work has produced large-scale and immersive engagement with a wide audience through advanced technology.

This category embraces those agencies / brands using cutting edge technology to provide an immersive consumer experience and produce a tangible boost to business revenue while elevating brand awareness.

The jury will expect to see metrics outlining the volume of the audience and its engagement with the source material. Jurors will also consider the originality of the idea, the innovative approach to technology, the metrics used to measure engagement and the return on investment where financial information is available.

In no more than 500 words, please explain the brief, the context, the ideation, the solution and the resultant technology. In no more than 500 words, please set out the results. The category is open but not limited to agencies and marketing teams.

Total word count maximum: 1,000

SCORING:

- The thinking: 30%
- The work: 40%
- Evidence of outcome: 30%



CRITERIA FOR AWARDS

ENGAGING WITH MILLENNIALS AWARD

This category celebrates those organisations that have positioned themselves in the vanguard when reaching out to the millennial demographic through new technology / media or via traditional formats.

The scope of this category is deliberately wide to encompass many types of content creators. The category is open but not limited to agencies, media owners and marketing teams. The jury will expect to be provided with solid evidence detailing the thought process behind the idea, the way in which it transcended industry norms – or used those norms in the most effective way possible – and precise metrics on engagement levels post-implementation.

In no more than 500 words please explain the brief, the context and the solution. In no more than 500 words please set out the results.

Total word count maximum: 1,000

SCORING:

- The brief and thinking: 30%
- The work: 40%
- Evidence of outcome: 30%

BEST USE OF PROGRAMMATIC

This category rewards those adopting the most creative, sustainable and impactful programmatic technology / campaigns. This could be the most effective data profiling, campaign prominence or return on investment.

Entries are welcome from agencies, mobile marketing companies, programmatic platform companies, analytics companies, electronic advertising delivery companies, app developers and digital development companies among others.

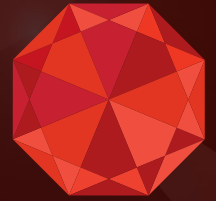
In no more than 500 words, please explain what it is about your unique approach that has driven forward progress beyond the reach of your competitors. In no more than 500 words, please outline examples of innovation and the resultant commercial success as well as the appropriate audience engagement metrics.

Total word count maximum: 1,000

SCORING:

- The thinking: 30%
- The work: 40%
- Evidence of outcome: 30%

Mumbrella Asia AWARDS



CRITERIA FOR AWARDS

DISRUPTOR OF THE YEAR

This category acknowledges those organisations going beyond mere innovation with solutions that actually disrupt a whole industry. New ways of thinking and implementation of said concepts to produce results that scale, with a wide consumer base, will be rewarded by the jury.

Jurors will be looking for evidence of how industry norms and business models were uprooted with less expensive solutions that were more creative, efficient, impactful, scalable and user-friendly than what went before. This category is deliberately wide in scope in order to encourage a diverse range of compelling entries.

The category is open but not limited to agencies, technology companies, media owners and marketing teams.

In no more than 500 words please explain your unique positioning, the concept and ethos behind the work. In no more than 500 words, please set out the evidence proving the industry disruption.

Total word count maximum: 1,000

SCORING:

- The idea and conceptualisation of it: 30%
- The solution and its creation: 30%
- Evidence of disruption: 40%

BEST LOCALISATION OF A GLOBAL STRATEGY

This category is designed to recognise the best work carried out on behalf of global or regional brands in reaching local audiences. Agencies, media owners and marketing teams are eligible to enter this category.

A good example of an entry might be an international campaign, or strategy, reworked for a south east Asia audience using local insight, planning and creative to bring the concept to life for a more geographically specific consumer base. Another example might be an activation, which is obviously tailored to a local market but reflects the global strategy of a multinational company.

In no more than 500 words, please explain the brief and the resultant localisation strategy. In no more than 500 words, please set out the results.

Total word count maximum: 1,000

SCORING:

- The brief and thinking: 30%
- The work: 40%
- Outcomes: 30%

Mumbrella Asia AWARDS



CRITERIA FOR AWARDS

APAC AGENCY OF THE YEAR

- APAC Creative Agency of the Year
- APAC Media Agency of the Year
- APAC Public Relations Agency of the Year
- APAC Specialist Agency of the Year
- APAC Emerging Agency of the Year

Agency of the year submissions will be accepted from across the whole of the Asia-Pacific region, including Australasia. Entries will be assessed on the output of the agency in question. Media agencies must both plan and buy media. Strategy agencies, for instance, should enter the specialist agency of the year category.

In the case of APAC creative agency of the year, entries can come from individual offices. In the case of APAC media agency, PR agency, specialist agency and emerging agency of the year, entries should reflect the national output of the agency in question. Multiple entries from different offices within a network are permitted.

The specialist agency of the year is intended to recognise agencies unable to enter other categories. It includes but is not limited to digital, design, branding, experiential, promo marketing and strategy agencies. Emerging agencies should be no more than two years old at the beginning of the judging period.

The work: In no more than 2 x 500 words, tell the jury about the two client case studies which best demonstrate the abilities of the agency. In a further 500 words or less please provide an overview of the rest of the year's best work.

Commercial success, industry impact and momentum: The jury will be looking for evidence that this has been the agency's year. Please share details of commercial success throughout the judging period (1 July, 2016 to June 30, 2017) including client retention and account wins.

Tell us how the agency has moved forward during the past year and please set out the contribution of the agency and its staff to the wider industry. Where possible, please provide actual revenue and profit numbers; where not possible please provide percentage comparisons with the previous corresponding period (in no more than 500 words).

Culture: In no more than 500 words outline details of the organisation's innovation in recruitment and retention, focus on staff development, insight into building a wider team culture and delivery of high-performance outcomes. Please set out details of gender and cultural diversity within the agency and outline what specific plans you have in place to build on this. Please include details of staff retention, including a specific percentage of staff employed by the agency on the first day of the judging period who were still on the payroll on the last day. (The agency may also enter the Mumbrella Asia award for culture based on this portion of the agency of the year entry if it wishes).

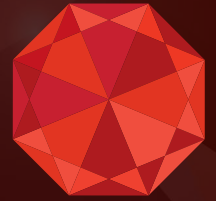
Innovation and bravery: In no more than 500 words, explain what the agency did to change the game in the year under scrutiny, whether internally or externally. (The agency may also enter the Mumbrella Asia award for innovation and the Mumbrella Award for Bravery, if it wishes).

Total word count maximum: 3,000

SCORING

- The work: 30%
- Commercial success: 15%
- Industry impact: 5%
- Momentum: 10%
- Culture: 20%
- Innovation: 10%
- Bravery: 10%

Mumbrella Asia AWARDS



CRITERIA FOR AWARDS

APAC NETWORK OF THE YEAR (NEW)

- APAC Creative Agency Network of the Year
- APAC Media Agency Network of the Year
- APAC Public Relations Agency Network of the Year

Network of the year submissions will be accepted from across the whole of the Asia-Pacific region and the network must have a dedicated office in at least three APAC countries (as well as all Asian countries, Australia and New Zealand are eligible). Entries will be assessed on the output of the network in question. Media agency networks must both plan and buy media.

The work: In no more than 3 x 500 words, tell the jury about the three client case studies (in different countries) which best demonstrate the abilities of the network. In a further 500 words or less please provide an overview of the rest of the year's best work.

Commercial success, industry impact and momentum: The jury will be looking for evidence that this has been the network's year. Please share details of commercial success throughout the judging period (1 July, 2016 to June 30, 2017) including client retention and account wins. Tell us how the network has moved forward during the past year and please set out the contribution of the network and its staff to the wider industry. Where possible, please provide actual revenue and profit numbers; where not possible please provide percentage comparisons with the previous corresponding period (in no more than 500 words).

Culture: In no more than 500 words outline details of the network's innovation in recruitment and retention, focus on staff development, insight into building a wider team culture and delivery of high-performance outcomes. Please set out details of gender and cultural diversity within the network and outline what specific plans you have in place to build on this. Please include details of staff retention, including a specific percentage of staff employed by the network on the first day of the judging period who were still on the payroll on the last day.

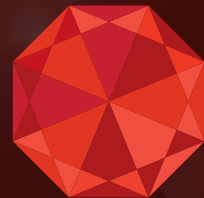
Innovation and bravery: In no more than 500 words, explain what the network did to change the game in the year under scrutiny, whether internally or externally.

Total word count maximum: 3,500

SCORING

- The work: 30%
- Commercial success: 15%
- Industry impact: 5%
- Momentum: 10%
- Culture: 20%
- Innovation: 10%
- Bravery: 10%

Mumbrella Asia AWARDS



THE RULES

The judging period covers 1 July, 2016 to June 30, 2017.

Please note that because the Mumbrella Asia Awards are moving forward in the calendar to coincide with Mumbrella360 Asia, there is some crossover with the eligibility dates of last year's programme. Work which was entered in the previous Mumbrella Asia Awards is not eligible to be entered this time. However, evolving work from an ongoing campaign is acceptable.

Please note that (unlike the APAC categories) submissions in all of the other categories will not be accepted for work executed in Australasia. This is in order to avoid duplication with the Mumbrella Awards, which are hosted in Sydney in June. However, where work has been created for the Asia market (excluding Australasia) entries can come from anywhere in the world.

Jurors will be predominantly drawn from the ranks of marketers and industry consultants. Jurors will not vote on entries in which they have a direct interest. Entry is electronic. Do not enter physical copies.

Judging takes place in two stages, with juries first selecting a shortlist, then coming together in Singapore in person to decide winners in a second round of judging.

The final round of judging will include live presentations to juries in the week beginning October 2. Finalist teams will be given the option of presenting in person or by telephone. The main intention of this phase of the judging is to allow jurors to ask follow-up questions. A full pitch type presentation is not expected. Please make a note of this date now.

The entry website will begin accepting entries in July 2017. Please check back on the site shortly. The closing date is 4 August, 2017. Late entries (with an additional fee) will be accepted until 11 August, 2017.

For clarity, the only categories eligible for entry from Australasian entrants featuring Australasian work are the APAC Agency of the Year categories. In all other categories, Australasian agencies are instead eligible to enter the Mumbrella Awards in Australia.

Work created for the APAC market (excluding Australasia) is eligible to be entered regardless of where in the world the entrant is based.

The decision of the jury is final, except where new information comes to light after judging, in which case a ruling may be made by Mumbrella Asia's editorial team. Mumbrella Asia reserves the right to move an entry to another category.

Where misleading information is supplied, regardless of intention, Mumbrella Asia reserves the right to disqualify entries at any stage, including after a winner has been awarded.

Mumbrella takes a strict view against scam ads. We define scam advertising as including work that has run without client approval and work that has been submitted for fake clients. For avoidance of doubt, scam ads could also be thought of as advertising that would not exist if it were not for awards shows. If an entry has been deemed to be a scam ad by the jury, Mumbrella Asia's policy will be to disqualify the entrant.

Mumbrella Asia AWARDS



THE RULES

Information contained in the entry may be used in the voiceover at the awards presentation, in the winners' brochure and in articles about the winners on Mumbrella or elsewhere. If there are instances where confidential information has been provided, such as financial figures of a business, please state this clearly in the relevant section. It is Mumbrella Asia's policy that where an eligible shortlist has been announced, a winner will be declared in every category. The jury does not have the right to decline to award a winner after the shortlisting stage.

All finalists must have a representative available to collect the award at an event in Singapore on 8 November, 2017 (further details of time and venue will be revealed shortly). Entries won't be returned. Cost of entry: AUD\$300 per category (no goods and services tax for entries from outside Australia). Please make a note of this date now.

An additional late entry fee of AUD\$100 per category is chargeable from 4 August to 11 August, 2017. All entry fees are non-refundable regardless of circumstance, including disqualification, withdrawal or the jury choosing not to shortlist.

Questions: Lorin Pickup on +61 2 8296 0226 or lorin@mumbrella.asia.

Entry is via the awards website. Video – featuring the work only – should be via YouTube or Vimeo link. Video should be of the work in question only. Each entry may include up to five links to supporting material. Supporting material, such as case study videos, may also be uploaded although this may not be viewed at the shortlist stage. If supporting creative provided is not in English, please include subtitles within the film and include an English translation of copy within print or digital ads.

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