



# 32nd

## 2018

### MAA Worldwide

# GLOBES

The Marketing Agencies Association Worldwide, has represented the interests of Marketing Communications companies for over 50 years. Our unique proposition offers networking, mentoring, collaborating and intelligence services to global members.



Since 1986, the MAA GLOBES has been and remains the elite results driven global Award Programme recognising the very Best of the Best Marketing Communications campaigns from all over the world.



The 2018 GLOBES is now Open for Entry on: [maawglobes.com](http://maawglobes.com)



The 2017 Best of the Best in the World  
RED GLOBE Winner.  
The Sehat Ki Chuski (Energy Popsicles)  
Campaign for The Brand Brewery. India.

A pinch of salt inspired the world's first rehydration  
popsicle, quenched the thirst of pilgrims at one of the  
world's largest religious festival and helped increase sales of  
Tata Salt, to an all-time high 43% market share.

Enter on [maawglobes.com](http://maawglobes.com) Entries close 30 November, 2018



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## WARC

Our Partnership with Warc, the showcase for the world's most effective advertising ideas, research & practice, allows all MAA Worldwide. GLOBE Gold, Silver & Bronze winners to feature their winning Campaigns globally, on warc.com

*"The MAA Worldwide GLOBES are now positioned alongside prestigious global effectiveness awards, such as the Cannes Lions, the IPA Effectiveness Awards, the Dragons of Asia and the Effies"*

– WARC London.



Edinho Potsch CEO SHERPA42 - Brazil, with his two GLOBES at an Award Ceremony in Washington DC, May 2018

## 2017 GOLD GLOBE WINNERS

Best Integrated Marketing Campaign.  
**Action Group. Russia**

Best Marketing Discipline Campaign.  
**TWIGA Communication Group. Russia**

Best Digital Campaign  
**Dentsu. Japan**

Best Innovative Idea or Concept.  
**IDEAS+CARS. United Kingdom**

Best Brand Building and/or Awareness Campaign.  
**SHERPA42. Brazil**

Best Business to Business or Trade Marketing Campaign.  
**Seven. Russia**

Best Event or Experiential Marketing Campaign.  
**J. Walter Thompson. Thailand**

Best Brand Loyalty Campaign.  
**BI WORLDWIDE India**

Best Mobile Marketing Campaign.  
**Dentsu. Japan**

Best Social Media or Word of Mouth Campaign.  
**Havas Riverorchid. Cambodia**

Best Product Launch or Re-Launch Campaign.  
**The Brand Brewery. India**

Best Brand Trial or Sales Generation Campaign.  
**PHD. India**

Best Use of Public Relations.  
**MediaCom/mInteraction. Thailand**

Best Cause, Charity Marketing or Public Sector Campaign.  
**Marvelous. Russia**

Best Small Budget Campaign.  
**Cossette. Canada**

Best Use of Media.  
**Ark Connect. Russia**

Best Entertainment Campaign.  
**Dentsu. Japan**

Best Sponsorship Campaign.  
**TMA-Draft. Russia**



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## WHO CAN ENTER.

Agencies and Companies working with these Marketing Communication disciplines: Advertising, Promotion, Media, Activation, Mobile, Experiential, Integration, Social Media, Word of Mouth, Interactive, Digital, DM, Public Relations, Shopper Marketing, Entertainment, Events, Experiential, Field Services and Media, in all Countries throughout the World.

## ENTRY FEE. US\$250 PER ENTRY.

## CAMPAIGN DATES.

Entries submitted must have been operational between 1 January 2017 and 31 August 2018. Entries can be entered in more than one Category but the content must to be tailored to meet the entry criteria for each Category.

## LODGEMENT.

Entries must be lodged and paid for on [www.maawglobes.com](http://www.maawglobes.com) Payment can also be made via Bank Transfer or Visa Card by requesting an Invoice from the Secretariat. All payments must be made by close of business on 30 November, 2018.

## WRITTEN ENTRY SPECIFICATION.

To ensure all Entrants are on the same 'level playing field', and to assist Judges, the number of pages required for the written section (Campaign Summary) of each entry, must not exceed **4 A4 pages**.

## FINALISTS.

This year's Finalists, that is Winners of Gold, Silver & Bronze GLOBES will be posted on: [maawglobes.com](http://maawglobes.com) late January 2019.

## WINNERS.

Winners of the 2018 MAA GLOBES will be announced mid February 2019 & on [maawglobes.com](http://maawglobes.com) All entrants will be advised of the final announcement date.

## CONDITIONS OF ENTRY.

MAA Worldwide is not responsible for any possible breach by an entrant of any advertising, marketing code of practice, or legislation in any pertinent country. Entrants will be responsible for any claim which may arise.

All Entries will become the property of MAA Worldwide who reserve the right to publish entries, in total or part, or to generate any publicity, excluding any elements which have been formally requested by entrants, upon uploading of any entry, to be confidential.

## TROPHY ADMINISTRATION

Winners will need to cover the costs of distribution of their GLOBES awards, including any local clearance costs in their Countries

## HOW ENTRIES WILL BE JUDGED.

Each entry will be judged 4 times, by 4 different Judges of the 200 strong, International Judging Panel. After deleting the lowest score, the 3 highest scoring entries in each of the 18 entry Categories, will each win Gold, Silver & Bronze GLOBES.

The Campaign, which reflects the best work carried out globally during the past 12 months will be awarded the Red GLOBE as the Best of the Best in the World.

Orders of Excellence Certificates Certificates will be awarded to those Entries whose final scores settle just below the Bronze recognition level, but are deemed worthy of acknowledgement.





## **2018 MAA GLOBES ENTRY CATEGORIES.**

### **1. BEST INTEGRATED MARKETING CAMPAIGN.**

Awarded to a campaign which integrates a minimum of at least three of the following marketing disciplines such as: game of chance, game of skill, loyalty, digital, internet, experiential, event, public relations, product sampling, sponsorship, tie-ins, product licencing, mobile, social marketing, word of mouth, etc to effectively market a product or service.

### **2. BEST MARKETING DISCIPLINE CAMPAIGN**

Awarded to the campaign which best utilises any of the following Marketing Disciplines: Movies, Music, Sport, Kids, Seniors, Games, Lifestyle, Teens, Licencing or Content Marketing (Branded Content/Product Placement), Crowdsourcing & Block Chain, to market a product or service. Industry Bodies & Associations are welcomed to enter.

### **3. BEST DIGITAL CAMPAIGN.**

Awarded to the campaign which features any digital marketing technique including: web centred activities, eMail marketing, app development & marketing, geo-location activities QR Codes, AR, gaming, etc to market a product or service via any device linked to the internet.

### **4. BEST INNOVATIVE IDEA OR CONCEPT.**

Awarded to the campaign which features a unique marketing idea. An idea which 'challenged the norm,' took the risk' or something just 'out of the box'. Executions can encompass the whole marketing sphere: advertising, activation, social media, technology, digital, gaming, film production.

### **5. BEST BRAND BUILDING AND/OR AWARENESS CAMPAIGN.**

Awarded to the campaign which best enhances a brand's awareness, image or equity, to its target customer base.

### **6. BEST BUSINESS TO BUSINESS OR TRADE MARKETING CAMPAIGN.**

Awarded to the campaign which best utilises Trade Marketing disciplines to address any of the following Trade Marketing activities: sales force, trade or employee incentive or recognition programmes; Business to Business (B2B) campaigns (marketing a product or service to a brand's business customers); Shopper Marketing activities; Key Account activities; Channel/Retailer-Specific activities, or any other sales generating or sales performance executions, in any industry sector.

### **7. BEST EVENT OR EXPERIENTIAL MARKETING CAMPAIGN.**

Awarded to the campaign which best delivers a brand experience to target audiences, via the execution of any of the following executions: static events, travelling roadshows, exhibitions, public displays, pop up stores, product demonstrations, in-store/dealer/reseller activities, shopping centre/mall activities, retail/cultural/religious activities or product sampling.

### **8. BEST BRAND LOYALTY CAMPAIGN.**

Awarded to the campaign which most effectively generates consumer loyalty, or maximises customer relationships to market a product or service. If the Campaign is long term, results need to be included for the 2017/2018 years.

### **9. BEST MOBILE MARKETING CAMPAIGN.**

Awarded to the campaign which best involves mobile phones, tablets and other mobile, web linked devices, as the delivery platform/s & app development in the marketing a product or service to target audiences in any industry sector.

### **10. BEST SOCIAL MEDIA OR WORD OF MOUTH CAMPAIGN.**

Awarded to the campaign which demonstrates the best use of any Social Media delivery platform, such as: Facebook, Twitter, Instagram, Tumblr, Weibo, WeChat, Shazam, Snapchat, WhatsApp & Viral Campaigns etc, as well as the Word of Mouth discipline, as the primary mechanic in the marketing of a product or service, to target audiences.



### **11. BEST PRODUCT LAUNCH OR RE-LAUNCH CAMPAIGN.**

Awarded to the best launch or re-launch of a product or service, to target audiences, in any industry sector.

### **12. BEST BRAND TRIAL OR SALES GENERATION CAMPAIGN.**

Awarded to the campaign which effectively gains demonstrable brand trial, consumer acceptance, addressing in sales or other marketing objectives, for a product or service.

### **13. BEST USE OF PUBLIC RELATIONS.**

Awarded to the campaign which utilises the Public Relations mechanic most effectively, in the marketing of a product or service. The Judges will look for the background for the Campaign, the reasoning behind strategies, executions, as well as results.

### **14. BEST CAUSE, CHARITY MARKETING OR PUBLIC SECTOR CAMPAIGN.**

Awarded to the campaign which uses marketing communications disciplines to best leverages a cause or charity, an educational theme, a sudden emergency, green or environmental activities, corporate responsibility themes or crowdsourcing, to raise funds or address other clearly defined marketing objectives. Beneficiaries can include: Charities, Not for Profit Organisations, Governments, Emergency Services, Educational Institutions, Trusts, etc.

### **15. BEST SMALL BUDGET CAMPAIGN.**

Awarded to the campaign which effectively executes a campaign with a budget US\$50,000 or under, in any industry sector. Entrants will need to include the size of their Budget in their entry.

### **16. BEST USE OF MEDIA.**

Awarded to the Campaign which best leverages media to address the marketing communications objectives of a brand or service, Media can include: TV (Free to Air & Cable), Press, Magazines, Online Portals, Outdoor, Radio, Gaming, Internet & Film. Apart from Agencies and Client Companies, this Category is also open to Media Owners, Film Producers & Music Producers.

### **17. BEST ENTERTAINMENT CAMPAIGN.**

Awarded to the campaign which effectively addresses Marketing Objectives within the Entertainment Sector, covering the following Industry sectors: Free to Air & Cable Television, VOD & Streaming Groups, Production Companies, Radio, Film Production Studios, Film Distributors, Music, Product Placement & Leveraging, Licenced & Content Marketing, Computer & Mobile Games.

### **18. BEST SPONSORSHIP CAMPAIGN**

Awarded to the campaign that uses Sponsorship as its core awareness platform regardless of media channel. This category can cover any sector(s) including but not exclusive to; TV, radio, press, digital, events, and social media.

## **CONTACTS**

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