



MediaSpecialistsAssociation

2021 MSA AWARDS ENTRY GUIDE



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1. CALL FOR ENTRIES

The new MSA Awards elevates the role of media in communications with a refreshed perspective.

- A renewed focus on effectiveness of media in campaigns
- A transformation from media-specific categories to focus on metrics that really matters - RESULTS
- Awards grouped under three (3) sections:

OUTCOMES

– recognizing the different client outcomes achieved

EXECUTION

– how that outcome was delivered through media

PEOPLE & COMMUNITY

– recognizing the talented people that make it all possible

There are 15 categories in this award competition.

	OUTCOMES
OC1	Brand Impact
OC2	Business Impact
OC3	Behaviour Change

	EXECUTION
EC1	Branded Content
EC2	Partnerships
EC3	Real-time Marketing
EC4	Data & Analytics
EC5	Innovation in Media
EC6	Technology
EC7	Commerce

	PEOPLE & COMMUNITY
PC1	Agency & Culture
PC2	Planner of the Year
PC3	Buyer/Implementer of the Year
PC4	Rising Star
PC5	Industry Contribution

2. ELIGIBILITY

2.1 OUTCOMES and EXECUTION Section

- a) Any digital/media agency based in Malaysia primarily engaged in the business of media planning and buying is eligible to participate in this award.
- b) Entries cannot be submitted without the prior written permission of the advertiser/owner of the rights of the advertisement.
- c) All entries submitted must be designed for implementation/execution in Malaysia and must have been implemented/executed for the first time between **1 January 2019 and 31 December 2020** in Malaysia.
- d) Entries of external origin (Global/Regional campaigns) and not adapted to Malaysia market is not allowed.
- e) All entries submitted must have been created within the context of a normal paying contract with a client.
- f) All entries submitted must have originated from the agency entering the award. Award winners may be subjected to official objections and if upheld by the MSA Awards Organizing Committee together with MSA President, award could be withdrawn.
- g) All entry forms must be completed online at <http://msa2021.mymsa.org/>
- h) An entry sent online will not be considered complete until the required material and fee has been paid and delivered to the MSA Secretariat.

2.2 PEOPLE & COMMUNITY Section

- a) Any employee of digital/media agency based in Malaysia, primarily engaged in the business of media planning and buying is eligible to participate in this award.
- b) Entries must include the approval of the head of agency/network as the acknowledgment of the submission
- c) People nominated must be a full-time employee of the agency/network within (or part of) the period of **1 January 2019 to 31 December 2020.**
- d) All entry forms must be completed online at <http://msa2021.mymsa.org/>

3. JUDGING

- a) The shortlist is decided by a first round of e-voting. The highest **SIX (6)** entries in each category voting will qualify for the final round.
- b) At all voting stages, a juror's vote will not be counted for any entry submitted by his or her own company and network. The decision of the Jury in all matters relating to the awarding of Awards will be final and binding.
- c) Judges will evaluate and score each entry individually from across categories. The scoring will be based on the specific judging criteria listed below with varying percentage accorded to the specific fields that adds up to 100%.

Categories	Judging Criteria & Weightage			
OUTCOMES section				
Brand Impact	Objective & Challenge (0%)	Insight & Strategy (30%)	Execution (20%)	Effectiveness (50%)
Business Impact		Insight & Strategy (40%)		Effectiveness (40%)
Behaviour Change				

EXECUTION section				
Branded Content	Objective & Challenge (0%)	Insight & Strategy (20%)	Execution (30%)	Effectiveness (50%)
Partnerships				
Real-time Marketing				
Data & Analytics				
Innovation in Media				
Technology				
Commerce				

PEOPLE & COMMUNITY section			
Agency & Culture	Context (20%)	Strategy & Execution (40%)	Results (40%)
Planner of the Year	Business Development (20%)	Strategy & Innovation (50%)	Testimonials (30%)
Buyer/Implementer of the Year		Strategy & Innovation (30%)	Results (50%)
Rising Star	Leadership Skills (20%)	Strategy & Innovation (50%)	Results (30%)
Industry Contribution	The Contribution (40%)	Results (40%)	Testimonials (20%)

- d) All finalists will be notified and will be required to submit additional materials. Refer to "ROUND 2: Finalist Submission" (Page 25).

4. AWARDS

- a) Category Winner: Gold trophy will be awarded to the winner while Silver and Bronze trophy will be awarded to the runner-up and third place of each category respectively.

With the exemption of Planner of the Year, Buyer/Implementer of the Year, Rising Star and Industry Contribution where the 1st and 2nd runner-ups will be accorded with certificate.

- b) All winners and finalists will be accorded an e-certificate.
- c) The Grand Prix trophy will be awarded by the Jury to the best overall entry.
- d) The Agency of the Year trophy will be awarded to the agency with the highest accumulated points scored from all categories.
- e) Points are awarded to the OUTCOMES and EXECUTION sections. PEOPLE & COMMUNITY section recognizes talents in the market and therefore does not contribute to the overall points.

Sections	Gold	Silver	Bronze	Finalist
OUTCOMES	7	5	3	1
EXECUTION	7	5	3	1
PEOPLE & COMMUNITY	0	0	0	0

5. ENTRY REQUIREMENTS

- a) All entry forms must be submitted online at <http://msa2021.mymssa.org/>
Please note that entries completed online will not be considered a complete entry until all the relevant entry materials, sign-offs and fees have been received by the MSA Secretariat.
- b) In the instance that there is more than one party involved in a campaign, only one party is allowed to submit an entry. All parties concerned must agree in advance as to which will be nominated to submit the entry for the award.
- c) Each agency may submit up to **sixty (60) entries** for the OUTCOMES and EXECUTION sections combined. No limit to PEOPLE & COMMUNITY section.

OUTCOMES and EXECUTION Section

- d) All entries must relate either to an advertisement or to one single advertising campaign. Entries relating to more than one advertising campaign (even if promoting the same product), must be submitted individually and paid for as separate entries.
- e) Within the OUTCOMES section, there is no restriction to submit the same case into all three (3) categories (i.e. Brand Impact, Business Impact and Behaviour Change) within this section. However, in the EXECUTION section, the same case can only be submitted into a maximum of three (3) categories within this section. You must provide a separate entry form and set of materials for each entry. If a single entry is submitted more than once, it is highly recommended that the presentation of each is tailored/adapted to highlight the elements most relevant to the chosen categories.
- f) All entries must be acknowledged and approved by the client with a sign off on the hardcopy submission form. Any entries submitted without the client sign off will be disqualified immediately.
- g) Please carefully check the credits you have submitted. If you are short-listed or are a winner, these credits will be reflected on the certificate. Any amendments will incur administrative costs borne by you.

PEOPLE & COMMUNITY Section

- h) All entries must be acknowledged and approved by the agency/network head with a sign off on the hardcopy submission form. The MSA Awards organizing committee may contact the client/agency for questions relating to the entry.

6. ENTRY SUBMISSION GUIDELINES

There are two parts to a submission of an entry to be completed:

ROUND 1: Online submission + Hardcopy submission

ROUND 2: Finalist submission – only applicable to shortlisted entries.

The online submission will be used by the Jury for the shortlisting of finalists.

The finalist submission will be used by the Jury for the final judging.

NOTE:

Any requests for changes after the entry has been made will be administered by the Organizer at their sole discretion, and an admin fee of RM100.00 applies. Changes may not be made to entries once judging has commenced.

6.1 ROUND 1: Online Submission Guidelines

- a) Register for an account at <http://msa2021.mymssa.org/> and you will receive an email to confirm your registration. Each agency will only be given one account for all entries.
- b) After confirming your registration, you may log in to begin submitting your entries. There is a limit of sixty (60) entries per agency for OUTCOMES and EXECUTION section combined but there is NO limit to the number of entries for the PEOPLE & COMMUNITY section.
- c) Follow the instructions and fill all necessary fields about the entry. You may save any incomplete entries at any stage and return to continue before the deadline.
- d) Mandatory Entry Write-Up
 - i. All entrants must complete the mandatory entry write-up online.
 - ii. For the **OUTCOMES** and **EXECUTION** section, your entire write-up should not exceed 1,000 words.
For the **PEOPLE & COMMUNITY** section, your entire write-up should not exceed 800 words.
 - iii. Non-compliance will result in immediate disqualification.
 - iv. In order to help keep within the word count limit, proper nouns, for example – ‘Kuala Lumpur’, should be written as ‘KualaLumpur’ without the space so that it can be counted as one word. Brand names could also be written in this manner to be counted as one word. Hyphenated words are strictly not allowed in the written submissions if the hyphens are used inappropriately. Should there be any instance of inappropriate hyphenated words, these words will be counted individually. Words appearing after the 1,000th and 800th word respectively will be automatically deleted.

- e) The entry write-up is divided into components according to the following:

OUTCOMES Section

Category: OC1: Brand Impact

Entries for this category must clearly illustrate how media and communications have created a significant and measurable impact on key brand metrics. These metrics should include brand strength analysis against competition, strategic imperatives that guide the brand initiatives and key campaign efforts, which helped establish new brand associations.

Objective & Challenge (0%)

- There is clarity about what the brand stands for in terms of values, positioning and proposition.
- Market changes, challenges and opportunities are clearly defined with logical rationale.
- There is a clear brand metric(s) & measurement criteria.

Insights & Strategy (30%)

- A well-established rationale on target audience, consumer insights and the drivers of brand growth.
- There must be sufficient publicly available data which supports the insights derived.
- The strategic approach is coherent, consistent & original.

Execution (20%)

- Relevancy between the strategic approach and campaign executions must be well established.
- There is clarity on the role of media channels
- Illustrate how media channels selected helped achieved the marketing goal.

Effectiveness (50%)

- There is clear evidence/metrics of success against the specific brand KPIs identified in the marketing objectives & communications challenge.
- The outcome of the campaign has delivered a degree of scale of brand impact that surpasses both client & category norms.
- The results are a direct consequence of the effective and efficient deployment of the media strategy and execution after other influencing factors have been discounted (e.g. price, distribution, competitive activity).

Category: OC2: Business Impact

Entries for this category must clearly illustrate how media have created a significant and measurable commercial impact across the judging period. Entrants are expected to demonstrate how the contribution of media ideas/ executions helped achieve significant financial performance such as return of investments, increase of market share, profitability, and reducing price sensitivity.

Objective & Challenge (0%)

- There is clarity on marketing objectives and communication challenges.
- Market changes, challenges and opportunities are clearly defined with logical rationale.
- There is a clear business metric(s) & measurement criteria.

Insights & Strategy (30%)

- A well-established rationale on target audience, consumer insights and the drivers of brand growth.
- There must be sufficient publicly available data which supports the insights derived.
- The strategic approach is coherent, consistent & original.

Execution (20%)

- Relevancy between the strategic approach and campaign executions must be well established.
- There is clarity on the role of media channels
- Illustrate how media channels selected helped achieved the marketing goal.

Effectiveness (50%)

- There is clear evidence/metrics of success against the specific business KPIs identified in the marketing objectives & communications challenge.
- The outcome of the campaign has delivered a degree of scale of business impact that surpasses both client & category norms.
- The results are a direct consequence of the effective and efficient deployment of the media strategy and execution after other influencing factors have been discounted (e.g. price, distribution, competitive activity).

Category: OC3: Behaviour Change

Entries for this category must clearly illustrate how media have created a significant changed consumer behaviour or action for example; new habit formation or new action. Entrants are expected to demonstrate how the contribution of media ideas/ executions resulted in demonstrable change in consumer behaviour across either the short or the long term. Entries will need to isolate the media impact on the behavioural changes created.

Objective & Challenge (0%)

- There is clarity on marketing objectives and communication challenges.
- Market changes, challenges and opportunities are clearly defined with logical rationale.
- There is a measurement framework build to quantify the behaviour change impact.

Insights & Strategy (40%)

- A well-established rationale on target audience, consumer insights and the drivers of brand growth.
- There must be sufficient publicly available data which supports the insights derived.
- The strategic approach is coherent, consistent & original.

Execution (20%)

- Relevancy between the strategic approach and campaign executions must be well established.
- There is clarity on the role of media channels
- Illustrate how media channels selected helped achieved the marketing goal.

Effectiveness (40%)

- There is clear evidence/metrics of success against the specific behaviour change KPIs identified in the marketing objectives & communications challenge.
- The outcome of the campaign has delivered a degree of scale of business impact that surpasses both client & category norms.
- The results are a direct consequence of the effective and efficient deployment of the media strategy and execution after other influencing factors have been discounted (e.g. price, distribution, competitive activity).

EXECUTION section

Category: EC1: Branded Content

Entries for this category must clearly illustrate how the effectiveness of omnipresent content marketing has resulted in brand or business results. The definition of 'content' in this category can cover both traditional and digital media (i.e. social content, advertiser funded programming, influencer/ambassador earned content and commercial content integration) and not be limited to standard advertising. Winning entries will need to demonstrate how the content created and deployed resulted in measurable results.

Objective & Challenge (0%)

- There is clarity about what the brand stands for in terms of values, positioning and proposition.
- Brand challenges and opportunities are clearly defined with logical rationale.
- There is a clear brand metric(s) & measurement criteria.

Insights & Strategy (20%)

- A well-established rationale on target audience, consumer insights and the drivers of brand growth.
- There must be sufficient publicly available data which supports the insights derived.
- The strategic approach is coherent, consistent & original.

Execution (30%)

- Relevancy between the strategic approach and effective use of content marketing on behalf of brands must be well established.
- There is clarity on the role of content in the campaign solution.
- Illustrate how media executions selected helped achieved the marketing goal.

Effectiveness (50%)

- There is clear evidence/metrics of success against the specific brand KPIs identified in the marketing objectives & communications challenge.
- The outcome of the campaign has delivered a degree of scale of brand impact that surpasses both client & category norms.
- The results are a direct consequence of the effective and efficient deployment of the media strategy and execution after other influencing factors have been discounted (e.g. price, distribution, competitive activity).

Category: EC2: Partnerships

Entries for this category must demonstrate how an integrated partnership or partnerships resulted in the organization's ability to constantly evolve the brand and business in response to, or anticipation of market changes, challenges and opportunities. Partnerships can be both commercial (paid media partnership) and non-commercial (co-branded integration).

Objective & Challenge (0%)

- There is clarity about what the brand stands for in terms of values, positioning and proposition.
- Brand challenges and opportunities are clearly defined with logical rationale.
- There is a clear brand metric(s) & measurement criteria.

Insights & Strategy (20%)

- A well-established rationale on target audience, consumer insights and the drivers of brand growth.
- There must be sufficient publicly available data which supports the insights derived.
- The strategic approach is coherent, consistent & original.

Execution (30%)

- Relevancy between the strategic approach and effective use media partnerships must be well established.
- There is clarity on the role of partnerships in the campaign solution.
- Illustrate how media executions selected helped achieved the marketing goal.

Effectiveness (50%)

- There is clear evidence/metrics of success against the specific brand KPIs identified in the marketing objectives & communications challenge.
- The outcome of the campaign has delivered a degree of scale of brand impact that surpasses both client & category norms.
- The results are a direct consequence of the effective and efficient deployment of the media strategy and execution after other influencing factors have been discounted (e.g. price, distribution, competitive activity).

Category: EC3: Real-time Marketing

Entries in this category should demonstrate real time agility of campaigns, either in conception or execution. Emphasis needs to be put on how an agency acquires real-time data in the respective area of the campaign and how it impacts the delivery of the campaign in accordance with the same. The campaign can be a spontaneous reaction to an event or based on agile reactive optimization of campaign based on changing data points. The scope spans across all forms of media platforms including Print, Digital, OOH, Social Media among others.

Objective & Challenge (0%)

- There are specific marketing objectives & a distinct challenge for communications.
- A succinctly articulated problem that has been arrived at through a clear & logical rationale.
- There is a measurement criterion built to quantify the impact built.

Insight & Strategy (20%)

- There is a clear rationale for the source of business and target audience.
- There is a well corroborated 'Insight/Real-Time Data collection process or technology'.
- The strategic approach is coherent, consistent and original.

Execution (30%)

- The media execution delivers an innovative brand or product experience based on real-time triggers and contexts for the consumer.
- The role of channels has been clearly defined.
- The media execution is innovative and original.
- There is a direct relationship between the strategic recommendation and media execution.

Effectiveness (50%)

- The campaign showed significant results for the client's brand and/or business, as benchmarked against client/category norms.
- Succeeded against the specific KPIs identified in the marketing objectives and communications challenge.
- The results are a direct consequence of the media strategy and execution after other influencing factors have been discounted (e.g. price, distribution, competitive activity).

Category: EC4: Data & Analytics

Entries in this category should demonstrate excellence in the application of data and analytics above what approach the advertiser was previously engaged in.

Entries in this category must demonstrate how a data-led approach was innovative, insightful and delivered a positive, tangible business or brand result that exceeds what results would have been attained without that approach.

Entries in this category should look beyond the standard data points in consideration and highlight unusual yet effective data-led insights, as the trigger to either conceptualizing, delivering or emphasizing the campaign.

Objective & Challenge (0%)

- There are specific marketing objectives & a distinct challenge for communications.
- A succinctly articulated problem that has been arrived at through a clear & logical rationale.
- There is a measurement criterion built to quantify the impact built.

Insight & Strategy (20%)

- There is a clear rationale for the source of business and target audience.
- There is a unique, well-substantiated insight or insights.
- The strategic approach is coherent, consistent and original.

Execution (30%)

- The entry outlines a distinct use of in-depth data and analytics in powering roles of channels, their behaviours and desired interactions with consumers, leading to return on investment.
- There was a clear benefit from data & analytics across each channel.
- Their use of data and analytics is highly innovative, sophisticated and original.
- There is a direct relationship between the strategic recommendation and media execution.

Effectiveness (50%)

- The campaign showed significant results for the client's brand and/or business, as benchmarked against client/category norms.
- Success has been delivered against the specific KPIs identified in the marketing objectives and communications challenge.
- The results are a direct consequence of the media strategy and execution after other influencing factors have been discounted (e.g. price, distribution, competitive activity).

Category: EC5: Innovation in Media

Entries in this category should look to demonstrate how they broke or challenged the conventions of media (channel or placement) and were able to unlock disproportionate brand or business results through successful deployment of that innovation. Re-visualising a media channel could have triggered innovation or a data-led enhancement of form and function of a media channel/placement.

Entrants should outline how an original use of either a new or traditional media channel was able to drive business or brand metrics successfully. The activation can be a standalone idea or part of a larger campaign, but the impact must be isolated to the innovation executed.

Objective & Challenge (0%)

- There are specific marketing objectives & a distinct challenge for communications.
- A succinctly articulated problem that has been arrived at through a clear & logical rationale.
- There is a measurement criterion built to quantify the impact built.

Insight & Strategy (20%)

- There is a clear rationale for re-imagining or re-engineering an existing channel/format.
- There is a unique, well-substantiated insight or insights.
- The strategic approach is coherent, consistent and original.

Execution (30%)

- The media execution is a truly innovative idea or approach which is breaking new ground for the category and/or broader industry.
- The media execution is innovative and original.
- There is a direct relationship between the strategic recommendation and media execution.

Effectiveness (50%)

- The entry clearly demonstrates that the activity was not part of a larger campaign or unduly impacted by other brand activity.
- The campaign showed significant results for the client's brand and/or business, as benchmarked against client/category norms.
- Success has been delivered against the specific KPIs identified in the marketing objectives and communications challenge.
- The results are a direct consequence of the media strategy and execution after other influencing factors have been discounted (e.g. price, distribution, competitive activity).

Category: EC6: Technology

Entries in this category should demonstrate how the deployment of a technology-led solution to a media campaign has driven brand or business results. The impact could be demonstrated at any point in the funnel from conceptualization, delivery or reporting of the campaign.

This technology can be related to a specific campaign/activation, or technology that has created continued business improvements either for a client or the agency, in the media and marketing sphere. In either circumstance, there must be a proven correlation between the use of that technology and any business results. The technology must have been deployed across the eligibility period with any results directly attributable across those timings.

Objective & Challenge (0%)

- There are specific marketing objectives & a distinct challenge for communications.
- A succinctly articulated problem that has been arrived at through a clear & logical rationale.
- There is a measurement criterion built to quantify the impact built.

Insight & Strategy (20%)

- There is a clear rationale for the need of building/deploying this technology to aid results
- There is a unique, well-substantiated insight or insights.
- The strategic approach is coherent, consistent and original.

Execution (30%)

- The media execution is a truly innovative idea or approach, which leverages the use of technology.
- The role of technology and its link to media has been clearly defined.
- There is a direct relationship between the strategic recommendation and the media execution.

Effectiveness (50%)

- The campaign/s showed significant results for the client's brand and/or business, as benchmarked against client/category norms.
- Success has been delivered against the specific KPIs identified in the marketing objectives and communications challenge.
- The results are a direct consequence of the media strategy and execution, after other influencing factors have been discounted (e.g. price, distribution, competitive activity).

Category: EC7: Commerce

Entries in this category should demonstrate how a single strategy was used to unify together an integrated campaign that delivered an extraordinary business result. The campaign should include consumer insight(s), a big idea that used various media platforms to execute and bring to life and results that exceeded expectations. Key metric to chase in this category is ROI in real business terms, and how that has been measured i.e. offline to online attribution or a pure online attribution journey.

Objective & Challenge (0%)

- There are specific marketing objectives & a distinct challenge for business.
- A succinctly articulated problem that has been arrived at through a clear & logical rationale.
- There is a measurement criterion built to quantify the impact built.

Insight & Strategy (20%)

- There is a clear rationale for the need of building/deploying holistic commerce-driven approach in communications.
- There is a unique, well-substantiated insight or insights.
- The strategic approach is coherent, consistent and original.

Execution (30%)

- The media execution is truly effective by the use of right targeting & right media choices for maximum impact on commerce.
- The role of commerce-led thinking to drive 'measurable' outcomes attributable to the campaign.
- There is a direct relationship between the strategic recommendation and media execution.

Effectiveness (50%)

- The campaign showed significant results for the client's brand and/or business, as benchmarked against client's normative benchmarks.
- Success has been delivered against the specific KPIs identified in the marketing objectives and communications challenge.
- The results are a direct consequence of the media strategy and execution after other influencing factors have been discounted (e.g. price, distribution, competitive activity).
- Attribution has been measured fairly, and coherently with the planned outcomes.

PEOPLE & COMMUNITY section

Category: PC1: Agency and Culture

This award recognizes the agency that demonstrated a distinct and passionate work culture in line with the company's vision and values. The best culture fosters collaboration — inspiring others and creating a place that helps to retain, attract and recruit talent — and ultimately business growth. This category recognises forward-thinking, proactive and impactful initiatives that created positive and high-performing agency environment.

Entries must demonstrate strategic thinking and thought leadership that has directly contributed to the agency's addressing of a specific talent management and culture issue. The initiative could be a stand-alone idea or part of a larger program.

Judges will be looking for a coherent story, considering the workspace, cultural diversity, workflow, staff development, incentive and training programs, staff turnover and retention rate.

The Context (20%):

This section should articulate the challenge the initiatives were designed to overcome and the specific objectives and measures of success. This should highlight the challenges faced with regards to Talent and Culture i.e. talent identification and retention, organizational strategy or structure, diversity, training and development, and engagement and productivity.

- Clearly outline the challenge that needed to be overcome
- Specific and measurable objectives that were set in response to those challenges, and how it links to business performance

Strategy & Execution (40%):

The entry should clearly outline the approach and initiative taken to address the above highlighted challenge.

- Details of the initiative taken and the need for it – e.g. promoting diversity, facilitating effective communications, driving employee engagement, improving collaboration and encouraging business growth
- How the initiative was aligned with agency's values and purpose
- Direct link between the strategy of the initiative and its execution

Results (40%):

This part should demonstrate how the initiative impacts the values and behaviours of the employees and helped to overcome the challenge and achieved the desired business result.

- Financial implications of the initiative – eg. cost savings, revenue increase, business growth, improved talent retention etc.
- Any other relevant results.

Category: PC2: Planner of the Year

The award aims to recognize a Planning professional who demonstrated exceptional skill by identifying and then, overcoming core business challenges by delivering tangible business results for their client and their agency.

Judges will be looking for evidence of the individuals who have made the biggest impact on the clients' business through development of breakthrough consumer, brand and/or communications strategies, innovative approaches to problem-solving, and ability to develop creative and commercially effective solutions to client's challenges.

Business Development (20%):

This section should articulate the planners' contribution and impact on business growth. Topics covered can include any of the following:

- Outline the details of existing clients serviced and growth within the existing business
- Provide details of their contribution towards new business (be it a new business win or incremental business from an existing client)
- Provide clear evidence of planner's impact on revenue growth, both for the agency and the client

Strategy and Innovation (50%):

This section must clearly define planner's role in shedding light on the core business issues and their contribution in helping to overcome those issues. And, in doing so, demonstrate how they helped to drive incremental business for the client and the agency.

- Demonstrate understanding of core business issues and how the planner uses deep insights to help to devise a marketing/communications plan
- Provide actual examples of the unique approach to problem-solving and developed creative solutions that drove tangible business results
- Detail examples of the planner's ability to intelligently recommend and explore new diverse and innovative media options

Testimonials (30%):

- Provide a signed letter or copy of official email of a testimonial from the immediate line manager, leadership/management and client.

Category: PC3: Buyer/Implementer of the Year

The award aims to recognise a Media Buying professional who demonstrated exceptional skill by identifying and then overcoming tough business challenges which consequently deliver tangible business results for their client and their agency.

Judges will be looking for evidence of the individuals who have made the biggest impact on the clients' business through development of breakthrough buying and optimisation strategies, innovative approaches to problem-solving, and ability to develop creative and commercially effective solutions to client's challenges.

This entry must clearly define the buyer's role in outlining and identifying business' operational issues and how they helped to overcome those issues. And, in doing so, drove efficiencies for the client and the agency.

Business Development (20%):

This section should articulate the buyer's role in outlining and identifying business' operational issues and drive efficiencies for the client and the agency. Topics covered can include any of the following:

- Outline the details of clients managed by the buyer and growth to the business
- Provide details of their contribution towards driving incremental buying efficiencies on existing business or a new business

Strategy and Innovation (30%):

This section must clearly define the buyer's contribution in helping to overcome business or operational issues. And, in doing so, demonstrate how they helped to drive incremental business for the client and the agency.

- Outline challenges on the core business / operational issues and how the buyer managed to overcome those challenges to improve business performance
- Provide actual examples of the unique approach to problem-solving and developed creative solutions that drove tangible business results
- Detail examples of the buyer's ability to intelligently recommend and explore new diverse and innovative media options

Results (50%):

This section should demonstrate how the buyer delivered tangible business and financial outcomes and impact on the client and the agency.

- Financial impact – e.g. cost savings, revenue increase, business growth, etc
- Any other relevant results including testimonials by client, etc.

Category: PC4: Rising Star

The award aims to recognize a young or junior professional (**age 30 or below**) who have demonstrated exceptional skills to set themselves apart from their peers, have shown early success in their field, and who will maximize their full potential to be the next generation of leaders in the industry.

Judges will be looking for evidence of the individual who have made the biggest impact on the clients' business through the development of breakthrough consumer, brand and/or communications strategies, innovative approaches to problem-solving, ability to develop creative and commercially effective solutions to client's challenges, and overall quality of thought leadership and business impact (internally/externally).

Leadership Skills (20%):

This section should articulate the individual's role in demonstrating creative thinking, leadership quality, extreme ownership and strategic business mindset for both the client and the agency.

- Demonstrate skills and ability going above and beyond his/her role, expertise and technical competencies
- Detail examples of the individual's resourcefulness and leadership quality in utilizing internal/external resources
- Provide details on successful projects the individual has contributed to and his/her role in their success

Strategy and Innovation (50%):

This section should provide evidence of outstanding achievements in individual's job scope, how he/she has demonstrated creativity and contributed to results.

- Outline challenges on the core business issues and how the individual demonstrated strategic thinking and thought leadership in driving business impact
- Provide actual examples of the unique approach to problem-solving and developed creative solutions that drove tangible business results
- Detail examples of the individual's ability to intelligently recommend and explore new diverse and innovative business/media solutions

Results (30%):

This section should demonstrate how the individual delivered tangible business and/or financial outcomes and impact on the client and the agency.

- Business impact – e.g. cost savings, revenue increase, business growth, etc.
- Any other relevant results

Category: PC5: Industry Contribution

The award recognizes talent working in an MSA member agency and the contribution they've made to the media industry. The contribution could be in a form of an initiative that drove positive and sustainable change within the industry.

Judges will be looking for evidence of the impact of the individual's contribution, which can range from ongoing, discrete projects with no industry profile through to more public or wider-scale initiatives.

Individuals must be nominated by a senior member of the agency. The entry must be supported by testimonials from at least two (2) members of the industry.

The Contribution (40%):

This section should highlight the challenges and opportunities the individual has helped to identify and address; and the approach and initiatives taken, for example tools, measurement, people, training etc.

- The entry should clearly outline the challenges and/or opportunities that were identified
- Initiatives put in place that helped drive positive change in the industry
- Individual's drive to consistently go above and beyond their "day job" for this contribution
- Individual's long-term commitment towards contributing to the wider industry

The Results (40%):

This section should clearly demonstrate how the individual managed to achieve the desired outcome and resulted in a positive impact.

- Evidence of improvements and outcomes as a result of the initiative
- Industry engagement with the initiatives
- Industry impact
- Any other relevant results

Testimonials (20%):

- Provide a signed letter or copy of official email of a testimonial from 2 industry members who've been positively impacted

f) Hardcopy Submission Guidelines

1. The hardcopy submission is to be made online via WeTransfer, Dropbox, etc. to amy.tan@macomm.com.my according to the corresponding deadlines. See page 26.

2. Please label your hardcopy submission files accordingly.

Example:

<u>Category</u>	<u>Brand</u>	<u>Title</u>
EC7	Lazada	“Tips of Your Fingers”

3. Each completed individual entry form must be acknowledged and approved by the Client with a sign off on the submission form.

4. Please make sure that any material provided can be easily understood and shown to the jury. Entries which are not in English should be translated or accompanied by a full translation. It will be in your own best interest to explain or translate any specific word play or local social, cultural or political references and nuances.

6.2 ROUND 2: Finalist Submission Guidelines (only applicable to shortlisted entries)

- a) An email notification will be sent to all shortlisted entries.
- b) A presentation team of maximum of four (4) persons per shortlisted entry will be invited to deliver a 10-minute presentation with 5 minutes for Q&A to the jury.
- c) No Client representation is allowed, unless they submitted the entry.
- d) For the Planner of the Year, Buyer/Implementer of the Year and Rising Star, only the shortlisted candidate will deliver the 10 minutes presentation with 5 minutes for Q&A to the jury.
- e) Any and only these presentation materials to the stated technical specifications, are allowed to assist in your presentations:
 - (i) PowerPoint file - The board size should be 1024 x 768 pixels/150dpi **OR** maximum file size of 1 MB. File should be converted into .pdf format.
 - (ii) Video - The file should be in HD video with 1080 lines uses 1920 pixels per line (1920 x 1080) **OR** 720 lines uses 1280 pixels per line (1280 x 720). Both of these formats must have an aspect ratio of 16:9. Digital movie file in: mp4.
 - (iii) Video may be embedded in your PowerPoint file.
 - (iv) If the presenter chooses not to opt for any PowerPoint or video presentation, an oral presentation is permitted.

NOTE: Your 10-minute presentation includes usage of any of the above.

- f) No physical presentation materials are allowed. Attire worn (including accessories) cannot carry any related branding, references to the advertiser &/or the agency.
- g) In the absence of any presentation materials, your on-line submission will be projected on screen for the judges' reference.
- h) Please ensure all agency/company logo, name, trademarks, or any uniquely identifying collaterals are not included, mentioned or presented in any way or form in the presentation materials including references/information from network sources. Non-compliance will result in IMMEDIATE disqualification.
- i) Entrants are responsible for ensuring that they have the rights to use any of the materials used (e.g., images, music). These could include use in, but is not restricted to delegate screenings, post-event promotions, festival websites, partner company websites, official DVD and other public domains.

7. FEES & SUBMISSION OF ENTRIES + DEADLINES

		Fee per entry			
		Online Submission	Hardcopy Submission	MSA member	Non member
*Cut-off time for all deadlines is MALAYSIAN Time 1200 hours	Early bird deadline	5 March 2021	9 March 2021	RM400.00	RM500.00
	Final deadline	12 March 2021	16 March 2021	RM600.00	RM700.00
	Extended deadline	19 March 2021	23 March 2021	RM800.00	RM900.00

a) Payment methods:

By Bank Transfer

Beneficiary Name : MEDIA SPECIALISTS ASSOCIATION
 Bank Name : MAYBANK
 Account Number : 5141 9633 0998

By Cheque

Cheques should be made payable to “Media Specialists Association”.

Proof of remittance must be emailed to amy.tan@macomm.com.my together with the entry master list and hardcopy submissions complete with client endorsement/s.

b) A tax invoice will be issued after entry fees is paid.

8. IMPORTANT INFORMATION

- a) The decisions of the MSA Awards Organizing Committee together with MSA President in all matters relating to the Malaysian Media Specialist Awards shall be final and binding.
- b) The entrant grants MSA permission to show the entries at such times as deemed appropriate.
- c) Incomplete or incorrect entries risk disqualification. Please observe the entry rules strictly.
- d) The information you give in the credits section may be published and/or appear on recognition certificates.
- e) In the event of a complaint against any entry, the MSA Awards Organizing Committee together with MSA President will conduct a full investigation into each case and will request detailed documentation from all parties concerned including the complainant, the entrants and the client.
- f) The MSA Awards Organizing Committee together with MSA President will have no hesitation in disqualifying an award in cases where the complaint is upheld. Any awards and/or certificate issued must be returned within three (3) working days to the MSA.
- g) No refunds will be made for withdrawals once entries have been submitted.
- h) The Organizer reserves the right to disqualify any entries which do not meet the entry requirements. No refunds will be made for any disqualification.
- i) All decisions made by the Organizer in all matters relating to the competition shall be final and binding.
- j) By entering the MSA Awards, entrants allow MSA to use any or part of submitted materials in any form or purpose whatsoever without any payment in return.

9. ENTRANT'S CHECKLIST

- a. Ensure your entry is built around a media strategy rather than relying on the creative content.
- b. Campaign execution must be done in Malaysia only – for multi-country campaigns including Malaysia as a market; please focus on the Malaysian execution details.
- c. All campaign implementation must have been executed for the first time between 1 January 2019 and 31 December 2020 in Malaysia. It should not be a repeat campaign. If an entry is an updated version from the previous year campaign – the entrant must explain the updated execution details.
- d. For categories under Outcome, there is no restriction to number of entries. However, a Media Solution may be submitted into multiple categories, up to a maximum of three (3) categories, under Execution.
- e. Please carefully check the credits you have submitted. If you are short-listed or are a winner, these credits will be reflected on the certificate as you have submitted them. Any amendments may incur administrative costs borne by you.
- f. Ensure agency/company logo, name, trademarks, or any uniquely identifying collaterals are not included, mentioned or presented in any way or form in the presentation materials including references/information from network sources.
- g. Entry must originate from your agency or it can also be declared as a joint entry with a creative agency in the given option box when submitting online.
- h. Each completed individual entry form must be acknowledged and approved by the client with a sign off on the submission form.