



Terms and conditions for entering the M&M Global Awards

C Squared Networks is the sole and rightful owner and organiser of the M&M Global Awards 2016, to be celebrated at the M&M Awards Gala Dinner.

1. Eligibility

The M&M Awards is open to all those involved in advertising and communication – for example but not limited to: media agencies, their global and regional headquarters and their local operations; local and global media owner companies – from newspaper and magazine publishing groups to the pure-play digital brands, and from out-of-home businesses, cinema networks, mobile network operators and online retailers; specialist agencies such as out-of-home networks, specialist digital agencies; social network apps developers; mobile agencies; content creators and managers (e.g. production companies, right holders, music businesses and sports specialists); research business and consumer insight companies; industry associations and related organizations; full-service creative agencies; marketing and media directors at client companies; advertisers.

To be eligible for the entering categories, the majority of the campaign must have run between **1 June 2015 and 31 May 2016** and must be **multi-market** ie it must have run on pan-regional media and/or local media in two or more countries which can be differentiated by language, culture and/or consumer behaviour (with the exception of Best Local Execution of a Global Brand and our new talent categories: The Talent Award and International Sales Team of the Year).

All entries must have been made within the context of a normal paying contract with a client, except in case of charitable clients or organisations.

All entries must have been produced with the full knowledge of the trademark/copyright owner of the product or brand advertised.

All entries must be received by 27 May 2016. Entries cannot be cancelled after this date.

Entries that have infringed any of their country of origin's voluntary or regulatory codes of practice are not eligible. Entrants should withdraw their work should an infringement arise.

2. Entry Requirements

All entry forms must be completed online at <http://awardentry.mandmglobal.com/>

There is no limit to the number of categories a single campaign can enter. However, you must pay for each entry.

The competition is open to all countries.

All entries must relate either to one advertisement/campaign or media owner. Entries relating to more than one advertisement/campaign or media owner (even if promoting the same product or owned by the same parent company) must be entered individually and paid for as separate entries.

The entry submission will only be confirmed when all parts have been fully completed. The information on the entry can be changed up until the closing date.

All entrants will need to provide:

- dates of the activity
- the markets covered
- a list of all agencies who should be credited



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- 2 images of the campaign in activity. For example, a screen shot from a video or web activity, copy of a press/outdoor advertisement, image of an event in progress, image of an ambient advertisement, etc. (Not necessarily a board)
- a write up to explain the insight, strategy, execution and results

Shortlisted entrants will be asked to submit a video reel for final judging.

The M&M Awards reserves the right to request a full media schedule from each entrant company to verify accuracy.

Each entry should be submitted in English.

Information in the entry form will remain confidential until the end of the shortlist judging round. In addition, all winning entries must make available all entry information including evidence of results for publication in the M&M Awards Supplement/website and on C Squared Networks Ltd. properties. All entry materials, including written entry, images and video reels must therefore be approved for publication on C Squared Networks properties.

3. Judging

A shortlist jury will review all entries to arrive at a shortlist for each entering category. A final jury will choose the winner in each entering category and to select the winners of the Grand Prix awards.

There are 19 categories available to enter.

Within each entering category, campaigns will be weighted as follows:

Insight = 25%

Understanding of the international marketing challenge
 Understanding of the international brand challenge
 Understanding of international market
 Consumer insight
 Brand insight

Strategy = 25%

Innovative and creative media planning
 Innovative and creative channel selection
 Media cut through/stand out
 Innovative solution to media challenge

Execution = 25%

Creative standout/cut through
 Coordination of execution across channels
 Coordination of execution across borders
 Creative leadership

Results = 25%

By media coverage and frequency
 Resonance of message
 Against specific business objectives

The only exception to this scoring system will be for The Effectiveness Award, where the criteria will be scored as follows:

Insight: 20%
 Strategy: 20%
 Execution: 20%
 Results: 40%

The decision of the Jury in all matters relating to the awarding of prizes will be final and binding.

The winners will be announced on 8 September 2016 in London.

4. Awards Categories

There are 19 categories available to enter. To view a detailed description of each category, please visit <http://awards.mandmglobal.com/>



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5. Creative Material Requirements

You must upload the following to support your written entry:

Two images of the campaign in action:

- For example, a screen shot from a video or web activity, copy of a press/outdoor advertisement, image of an event in progress, image of an ambient advertisement, etc.
- Creative submissions must not include entering company names or logos or any contributing creative companies.
- All images must be sent in a digital format and uploaded onto the entry website.
- Image specifications: format: jpeg 300 dpi, RGB; each image must not exceed file size 10MB.
- Please ensure high quality images are submitted or entrants will be asked to re-submit material.

Shortlisted entries

Shortlisted campaigns will be asked to provide more information for the final jury, in the form of a video reel highlighting the campaign's success. Entries for which no reel is provided will not be disqualified, but may be at a disadvantage in the final judging.

Only if shortlisted, you are required to send two file versions of the video reel:

- a) **2 minute video reel.** It must arrive by 26 August 2016

Reel specification:

- HD (720p or 1080p)
- H264 or mp4
- File size no larger than 250MB
- Maximum length: 2 minutes

- b) **30 second video reel.** It must arrive by 26 August 2016

Please ensure high quality files are submitted or entrants will be asked to re-submit material.

Please note:

Information in the entry form will remain confidential until the end of the first judging round. C Squared Networks Ltd. reserves the right to reproduce submitted material and summaries of entries for its other events and publications.

6. Fees

Early entry price: £299 GBP (for entries submitted and paid before Friday 13 May 2016, 23:59 GMT).

Entry price: £339 GBP (for entries submitted and paid after Friday 13 May 2015, 23:59h GMT)

(For UK participants, VAT will be added)

For entries under £2,500, payment must be made online by Credit Card (Visa, Mastercard, JCB, Solo, Maestro and AMEX). Cheques are not accepted.

C Squared Networks Ltd reserves the right to charge an admin fee of £50 if manual invoices are requested or required on award entries totaling less than £2,500.

Entries over £2,500 can be invoiced. However, all entries must be paid for by the final deadline or they will be disqualified unless otherwise agreed in writing between the Award entrant and C Squared Networks.

All M&M Awards entries are non-refundable. Entry material cannot be cancelled or removed after the M&M Awards final deadline on 27 May 2016.

Winning entrants who did not collect their trophies during the winners' announcement will be charged £20 admin fee per delivery in addition to delivery charges.



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