



PANATA AWARDS

2019



CALL FOR ENTRIES

NOW THRU **APRIL 26, 2019**



[ONLINE REGISTRATION](#)

- **WHAT IS PANATA AWARDS?**

Where BRANDS are awarded because their campaigns reflect excellent marketing and brand-strengthening practices

A strong and respected body that owns the title
“BRAND BUILDING CHAMPION”

An organization that recognizes the talented people behind successful brands.



• WHO CAN JOIN?

Open to any legal entity/company or organization.

- Advertiser
- Advertising agency
- Media agency
- Media entity
- Advertising supplier
- School / School Organization
- Government agency
- Non-government organization



• QUALIFICATIONS:

- Entry must have been implemented, aired or was printed/displayed in any form of media from **January 2018 – December 2018**.
- Only **original materials** are qualified. Syndicated, borrowed, stock or re-run materials are automatically disqualified.
- Only **INTEGRATED campaigns** (at least 2 platforms/media used) will be accepted.
- Entries must have **clearly-defined objectives** and must show **proof of measurable results/outcomes** versus stated goals or objectives.
- Entries may have been used for the purpose of **advertising, promotions, direct marketing, digital publicity, activation/events, employee/student communications or PR.**



• WHAT NEEDS TO BE SUBMITTED?

- ❖ Entry write-up: maximum of two (2) pages, Arial size 11, single space
file size: maximum 20MB (PDF)
 - I. Challenge
 - II. Strategy
 - III. Execution
 - IV. Results

- ❖ Case summary video *
duration: maximum 2 minutes; file size: maximum 20MB (MP4)
**Only PowerPoint presentation converted to mp4 will be accepted.*

- ❖ Support documents and/or creative executions. **Please follow specified formats and ensure that your materials are complete.**
maximum file size: photos/documents - 20MB (PDF); video – 50MB (MP4), audio – 30MB (MP3)

- ❖ Agencies submitting entries on behalf of their clients should provide client endorsement/certification (school organizations should secure school endorsement) - *maximum file size: 10MB (PDF)*



- **ENTRY WRITE-UP GUIDE**

Company (School):

Campaign (Project Title):

- **Challenge**

Describe what the current brand situation is, what the landscape of the brand space is like, and what difficulty or objective the brand needs to address. Describe the importance of the challenge that the project or campaign seeks to address, define your target market, and include all relevant information related to the campaign.

- **Strategy**

State a clear rationale behind the campaign, outline the insights on which the strategy was based, and define the 1) campaign objectives, 2) big idea, 3) creative and media thinking, 4) channels used.



- **ENTRY WRITE-UP GUIDE (CONTINUATION)**

- ❑ **Execution**

Describe how the strategy was executed and implemented. Indicate role of media used.

- ❑ **Results**

Describe the impact of the campaign in terms of revenue increase, sales generation, brand perception, event participants, audience satisfaction, higher employee satisfaction rating, or whichever metric is relevant to the campaign objectives. You may use graphs to illustrate your results.

NOTE: Any information you share with us will be treated with the utmost confidentiality and will not be intentionally disclosed to any entity outside of PANA aside from the panel of judges.



• FILE FORMATS ACCEPTED:

- Entry write-up – .pdf file
- Case Summary Video – .mp4 file
- TV Commercial – .mp4 file.

Important: Please do not forget to include the Certificate of Airing and/or ASC Clearance - .pdf file

- Radio Commercial – .mp3 file.

Important: Please do not forget to include the Certificate of Airing and/or ASC Clearance - .pdf file

- Print – .pdf file

Important: Photos of actual print ad/s (as it appeared on the newspaper, magazine, etc.), not the FA.

- PR – .pdf file of press pick-ups (**compile in one file**).

- Activation – .pdf file of photos, press releases, collaterals/support materials, etc. as proof of holding the event/activity/sales promotion (compile in one file).



- **FILE FORMATS ACCEPTED:**

- ❑ Ambient/OOH – .jpeg file

Important: Photos of actual material printed and/or installed (flyers, posters, billboard, transit ads, etc.) compiled in one file.

- ❑ In-store Merchandising – .pdf file

Important: Photos of actual in-store mounting (compiled in one file).

- ❑ Digital and Mobile - .pdf file (screenshots of actual webpage, social media page, or mobile apps), .mp4 file of videos, .mp3 file of audio podcasts

Important: Submit all support materials mentioned in the write-up. Compile in one file if submitting numerous materials of the same file type.

- ❑ Newsletter/Internal Communications – .pdf file

- ❑ Endorsement – .pdf file



• REMINDERS:

- ❖ Do not use special characters (&, #, @, etc.) in your filenames.
- ❖ Please label photos properly. To combine multiple photos into a single pdf file (i.e. if you have several files such as print ads, press releases, digital screenshots, event photos, etc.), insert photos in a Microsoft Word document and save as pdf file.
- ❖ Advertising/supplier/media agencies must secure the client's endorsement/authorization letter before submitting the entry.
- ❖ School organizations must secure an endorsement letter from their school signed by the college dean and/or school president.
- ❖ Advocacy ads featuring politicians as endorsers are not allowed if these clearly promote the politician's career.



NOTE: All PANATA entries must have English translation/ subtitles, and must be in digital format. NO printed copy required.

- **ENTRY FEES**

- **Corporate**

- Early bird rate – P15,000 per entry
(March 15 – March 31, 2019)

- Regular rate – P18,000 per entry
(April 1 – April 26, 2019)

- **Academe**

- P3,000 per entry



BRAND BUILDER AWARDS CATEGORIES



BRAND BUILDER AWARDS CATEGORIES

I. EXCELLENCE IN MARKETING INNOVATION

CITATIONS: GOLD, SILVER, BRONZE

Brand executions (launches/re-launches, marketing campaigns, marketing executions) that have incorporated new marketing styles or ridden on current trends to achieve respective objectives.

II. EXCELLENCE IN BRAND CSR

CITATIONS: GOLD, SILVER, BRONZE

Brand executions/ campaigns whose objective is to give back to the community/country



BRAND BUILDER AWARDS CATEGORIES

III. EXCELLENCE IN BRAND POSITIONING

CITATIONS: GOLD, SILVER, BRONZE

Brand executions/ campaigns that clearly showcase the brand strength, and solidify brand personality within the competing market.

IV. EXCELLENCE IN CUSTOMER EMPOWERMENT

CITATIONS: GOLD, SILVER, BRONZE

Brand executions/ campaigns that aim to inspire consumers, empower the minorities and bind the brand promise to social issues



BRAND BUILDER AWARDS CATEGORIES

V. EXCELLENCE IN INTERNAL COMMUNICATIONS

CITATIONS: GOLD, SILVER, BRONZE

Communications to employees or business/ trade partners.

VI. BRAND ROOKIE OF THE YEAR

(ONE WINNER)

New brands that have entered the market in the past year and shown success in its launch based on criteria given



3 STAGES OF THE JUDGING PROCESS

1. Pre-screening – the organizers will check all the entries for compliance.
2. Pre-judging – members of the PANA and PANAF Board of Directors and Trustees will conduct preliminary judging of all entries
3. Final Judging – all entries which passed the pre-judging stage will undergo final judging to determine the Gold, Silver and Bronze winners in each category.
*Jurors will be expert marketers (PANA, 4As, UPMG, KBP, Media Personalities, Consumerists, PR Practitioners, Market Researchers, Corporate Communications People, Academe).



Note: All members of the PANA and PANAF Board of Directors, and the jury, are advised to abstain from rating the entries if its their company/brand or direct competitor.

CRITERIA FOR JUDGING

Challenge	= 20 points
Strategy	= 25 points
Execution	= 25 points
Results	= 30 points
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TOTAL	= 100 points

All entries which garner a score of at least **75 points** will be included in the **shortlist**, but only the top entries in their respective categories will be declared winners:

- Gold (must have a score of at least 90 points)
- Silver
- Bronze

Note: *Trophies and plaques will be named after, and awarded to the entrant company, unless otherwise specified.*



SPECIAL AWARDS CATEGORIES



PEOPLE'S CHOICE AWARDS (GOLD, SILVER, BRONZE)

- Shortlisted entries from the following Brand Builder Awards Categories are automatic nominees for the People's Choice Awards.
 1. Excellence in Brand Positioning
 2. Excellence in Brand CSR
 3. Excellence in Customer Empowerment
- Online voting will be done via **PANAta Chatbot** thru the PANA Facebook page. Guidelines will be announced separately.
- Entries with the most number of votes per category, will be awarded.



PEOPLE'S CHOICE AWARDS (GOLD, SILVER, BRONZE)

EXCELLENCE IN BRAND CSR

Criteria:

- Anchored on the good and welfare of many
- Socially impactful
- Genuine content
- Apolitical

EXCELLENCE IN BRAND POSITIONING

Criteria:

- Very strong brand recall
- Uniquely defined brand character and personality
- Established valuable position in the market it participated in

EXCELLENCE IN CUSTOMER EMPOWERMENT

Criteria:

- Socially relevant
- Empowering
- Eye-opener/ignites positive action



PANATA AWARD FOR BRAND BRAVERY (GOLD, SILVER, BRONZE)

- Brand executions/campaigns that took *courage** and succeeded despite formidable competition and a challenging business climate; a turnaround brand.
- It is given to a brand that demonstrated bravery in executing its campaign in achieving its goal.
- Winning entries (Gold, Silver, Bronze), across all categories are qualified to win this award



*** *Courage may mean to take a stand against social, cultural or environmental issues; talking about “taboo” topics or issues etc., but still *adhere to the ASC Code of Ethics.****

PANATA AWARD FOR BRAND BRAVERY (GOLD, SILVER, BRONZE)

❖ 50% Courage:

- Developed an extraordinary growth for a brand and/or gave birth or dramatic turn-around to a brand.
- Conceive/guided/led an innovative campaign/direction.
- Employed creative strategies and strong tactics.

❖ 50% Results:

- Measurable metrics as supported by a third party reference source based on the criteria given above with minimum total rating of 80% above to qualify



GRAND PANATA AWARD

- This award is given by the PANAta Jury to the brand with the campaign they believe has executed the most game-changing, innovative, and effective strategies in promoting their brands to achieve outstanding results within the year of competition.
- Only those campaigns that have won GOLD in the Brand Builder Awards Categories are eligible to win the Grand PANAta. Same criteria will be used for judging.



TIMELINE

MARCH 15, 2019



REGISTRATION

APRIL 26, 2019



DEADLINE

MAY 22 - JUNE 14, 2019



JUDGING

JUNE 17, 2019



ANNOUNCEMENT OF SHORTLIST

JUNE 20 - 30, 2019



PEOPLE'S CHOICE ONLINE VOTING

JULY 19, 2019



AWARDS NIGHT

