



PANAta Awards 2017

The PANA Marketing Effectiveness Awards

CALL FOR ENTRIES

Register and submit your entry ONLINE.

Deadline for submission is on March 31, 2017.



Entrant:

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



Entry Eligibility Requirements:

Only **original materials** are qualified for entry. Syndicated, borrowed, stock or re-run materials are automatically disqualified.

- Entry must have aired or was printed/displayed in any form of media from **January 2016 – December 2016**
- It must include all required elements in submitting an entry.
- 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.



Important Reminders:

- ❖ Do not use special characters (&, #, @, etc.) in your filenames.
- ❖ **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: Beginning 2017, all PANAta entries must have an English translation/subtitles as we plan to invite foreign judges.

Categories:



- I. **Brand** - pertains to communications directed to consumers promoting brand, products or services for sales or profit purposes
 - A. **Integrated Program** (must use 3 or more communication channels)
 1. Brand-building - Thematic
 2. Tactical - Promotions
 - B. **Single Medium**
 1. TV (spots, sponsorships, segment buys, branded content, interstitial, plugs, and other TV executions)
 2. Radio (spots, promo events, AOB, and other radio executions)
 3. Print (newspaper, magazine, custom publication, etc.)
 4. PR
 5. Activation (special events, in-store activation, etc.)
 6. Out-of-Home (collaterals, billboard, transit, LED, large formats, etc.)
 7. In-store Merchandising
 8. Digital and Mobile – websites, micro sites, social media, viral videos, eDM, mobile apps, podcasts, etc.

IMPORTANT: Multi-media campaigns entered in the Integrated Programs Category **CANNOT** be separated and submitted as single entries.

Categories:



II. Business to Business (B2B) - pertains to communications directed to companies promoting products or services for sales or profit purposes.

A. Single Medium

1. Print (newspaper, magazine, custom publication, etc.)
2. PR
3. Activation (special events, in-store activation, etc.)
4. Out-of-Home (posters, flyers, brochures, etc.)
5. Digital and Mobile – websites, micro sites, social media, viral videos, eDM, mobile apps, podcasts, etc.



Categories:

- III. **Advocacy Marketing** - pertains to communications promoting a cause, an advocacy or works/projects for the good of a community.
 - A. **Integrated Program** (must use 3 or more communication channels)
 - B. **Single Medium**
 1. TV (spots, sponsorships, segment buys, branded content, interstitial, plugs, and other TV executions)
 2. Radio (spots, promo events, AOB, and other radio executions)
 3. Print (newspaper, magazine, custom publication, etc.)
 4. PR
 5. Activation (special events, in-store activation, etc.)
 6. Out-of-Home (collaterals, billboard, transit, LED, large formats, etc.)
 7. In-store Merchandising
 8. Digital and Mobile – websites, micro sites, social media, viral videos, eDM, mobile apps, podcasts, etc.



Categories:

- IV. **Internal Communications** - pertains to communications to employees or business/ trade partners
 - A. **Programs** (must use 3 or more communication channels)
 - B. **Tools** (Newsletter, Digital, Special Events, Flyers, etc.)

- V. **Academe** - pertains to activities done by the school or school organizations targeted either to external audience (outside of school community) or internal audience (within the school community.)

Entry Submission Checklist:



Note: All submissions must be in digital format. No printed copy required.

- ❖ Entry write-up (maximum of 3 pages, font – Arial, size 11, double space) - *maximum file size: 20MB (PDF)*
 - I. Challenge
 - II. Strategy
 - III. Execution
 - IV. Results

- ❖ Case summary video* (condensed write-up). *maximum file size: 20MB (MP4)*
**Can be a simple PowerPoint presentation saved as .pps and converted to mp4.*

- ❖ Supporting documents/creative executions in specified formats. **Please ensure that your materials are complete corresponding to your chosen category.** *maximum file size: photos/documents - 20MB (PDF); video – 50MB (MP4), audio – 30MB (MP3)*

- ❖ Client endorsement (school endorsement for school organizations) - *maximum file size: 10MB*

Entry Write-up:

Note: Maximum of 3 pages. Font - Arial, size – 11, double space



Company or School:

Campaign/Project Title:

1. Challenge

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.

2. 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:

Note: Maximum of 3 pages. Font - Arial, size – 11, double space



3. Execution

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

4. Results

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

Note: Rest assured that any information you share with us will be treated with the utmost confidentiality and will not be intentionally disclosed to any entity aside from the panel of judges, and outside of PANA.

Entry Format:



Note: Please follow the specified format for each material.

1. **Entry write-up – .pdf file**
2. **Case Summary Video – .mp4 file**
3. **TV Commercial – .mp4 file.**

Please do not forget to include the Certificate of Airing provided by the network station(s) - **.pdf file**
4. **Radio Commercial – .mp3 file.**

Please do not forget to include the Certificate of Broadcast provided by the radio station(s) - **.pdf file**
5. **Print – .pdf file**

*Photo of the actual print ad (as it appeared on the newspaper, magazine, etc.), **not the FA.**
5. **PR – .pdf file** of press pick-ups
6. **Activation – .pdf file** of photos, press releases, collaterals/support materials, etc. as proof of holding the event/activity/sales promotion.



Entry Format:

7. Ambient/OOH – .jpeg file

*FA and photo of actual material printed and/or installed (flyers, posters, billboard, transit ads, etc.)

8. In-store Merchandising – .pdf file

*Layout of the material(s) and photos of actual in-store mounting

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

10. Newsletter/Internal Communications – .pdf file

11. Client or School Endorsement – .pdf file

IMPORTANT:

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 into pdf file.

Please label photos properly.



Entry Fees:

Corporate

- ❖ Early bird rate – P15,000 per entry
(January 2017 – March 24, 2017)
- ❖ Regular rate – P18,000 per entry
(March 25 – April 7, 2017)

Academe

- ❖ P3,000 per entry

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.

The jurors: PANA ,4As, UPMG, KBP, Media Personalities, Consumerists, PR Practitioners, Market Researchers, Corporate Communications People, Academe

4. Judges will deliberate on the Grand PANAta Winner*.

**Only Gold winners in each category are qualified to win the Grand PANAta Award.*

Criteria for Judging:



Challenge = 20 points

Strategy = 30 points

Execution = 30 points

Results = 20 points

TOTAL = 100 points



Winners:

- All entries which garner a score of at least 85 points will be included in the shortlist in their respective categories.
- The top entries in each category will be declared winners:
 - 1st place/Gold (*must have a score of at least 90 points*)
 - 2nd place/Silver
 - 3rd place/BronzeHowever, if top entry's score is lower than 90, only Silver and Bronze awards will be given in that category.
- Grand PANAta Award – an award given to the effective marketing campaign or material with outstanding results and which possesses something “special or innovative” about it – e.g., a product re-positioned, a new way of engaging the consumers, an insight that created a difference or opened new possibilities, etc. – all of which can help in delivering outstanding results.

Prizes:



- ❖ A special PANAta trophy will be given to the Grand PANAta and Gold winners.
- ❖ Silver and Bronze winners will be given smaller PANAta trophies.
- ❖ Non-winning finalists will receive a glass plaque as PANAta Awardee.
- ❖ All entrants to the PANAta Awards who will not make it to the shortlist will be given a Certificate of Appreciation.

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