



**PANATA
AWARDS**

P A N D A Y O N

CALL FOR ENTRIES

NOW THRU SEPTEMBER 11, 2020

[ONLINE REGISTRATION](#)

- **WHAT IS PANATA AWARDS?**

Where BRANDS are awarded because their campaigns reflect excellent marketing and brand-strengthening practices, reviewed and judged by industry peers, experts, and brand owners.

A body that puts BRAND EFFECTIVENESS as the core of every campaign

A strong and respected body that owns the title
BRAND BUILDING EXPERT

An organization that recognizes the talented people behind successful brands.

- **WHO CAN JOIN?**

Open to any legal entity/company or organization in the Philippines

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

• WHAT ARE THE QUALIFICATIONS?

- Entry must have been aired or used in any form of media from **January 2019 – December 2019**.
- Entries for **Gawad Pandayon** categories must have been aired or used in any form of media from **March 2020 to September 2020**.
- Should be submitted as it was originally released and not modified for the competition. 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; unless specified in the single medium categories
- 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 six (6) slides, including title slide, PDF file
- ❖ Case summary (can be **video or infographics** that will highlight the major points of the case)
 - Video: maximum 2 minutes; MP4 file*
 - Infographics: single page; PDF file*
 - *Execution of video summary or infographics will not carry weight in the evaluation and judging.*
- ❖ Support materials (e.g documents, images, TVCs, etc.) should **follow specified formats.**
- ❖ Agencies submitting entries on behalf of their clients should provide **client approval letter** (school organizations should secure school endorsement) *PDF file*

- **IS THERE AN 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.

- **IS THERE AN ENTRY WRITE-UP GUIDE?**

- Execution**

Describe how the strategy was executed and implemented. Indicate role of media used and reasons why such platform(s) was/were used for the campaign.

- Results**

Describe the impact of the campaign in terms of revenue increase, sales generation, brand perception, event participation, audience satisfaction, or whichever metric is relevant to the campaign objectives. You may use graphs and infographics 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.*

- **WHAT ARE THE FILE FORMATS ACCEPTED?**

PDF – write-up, print ad, press release, support images and other support documents (e.g. client’s approval letter, ASC clearance, etc.)

Maximum file size: 20MB

MP4 – All video materials

Maximum file size: 50MB

MP3 – All audio materials

Maximum file size: 30MB

Important: For all TVCs and radio ads, please do not forget to include the **Certificate of Airing and/or ASC Clearance** as support material. For digital and mobile, please provide **URL of website** if available.

- **REMINDERS:**

- ❖ All submissions should be done online at <https://pana.com.ph/panata-v2/index.php>
- ❖ 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 approval 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.

- **WHAT ARE THE FEES?**

- Corporate
P10,000 per entry

- 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, ridden on current trends, or out of the box executions to achieve respective objectives.

II. EXCELLENCE IN BRAND CSR

CITATIONS: GOLD, SILVER, BRONZE

Executions/ campaigns whose objective is to give back to the community/country while keeping true to its own brand proposition

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.

Entries must come with English translations/subtitles.

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. BRAND ROOKIE OF THE YEAR

(ONE WINNER)

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

New brands may be defined as totally new brand in the Philippine market that has never been launched or had any integrated marketing campaign OR existing brands outside of the Philippines but is newly launch in the country.

BRAND BUILDER AWARDS CATEGORIES

VI. ENDORSER OF THE YEAR

CITATIONS: GOLD, SILVER, BRONZE

Most effective use of celebrity or influencer endorsers that have made direct impact to brand building (brand lift) and business growth (app download and usage, sales, other business objectives). There should be direct correlation of the impact of the personality to the brand and business objectives. The campaign where the endorser appeared must use at least two media platforms.

**Recognition and award will be given to the endorser and to the brand.*

***Entry to the category needs to have only one endorser (ex: Mimiyyuuh), a collective group of endorsers (Team Kramer, Legaspi Family) or as a love team (LizQuen). The winner of this category will be the individual endorser or the collective group/love team; not the individual member of the team or duo.*

BRAND BUILDER AWARDS CATEGORIES

VII. BEST LOCALIZED ADS

CITATIONS: GOLD, SILVER, BRONZE

Entries will be judged based on their effectiveness to their target region or ethnic group. They may be specially produced materials for the locality or adaptation of the national campaign. Best localized ads will be measured based on their effectivity on brands (brand lift) and businesses (sales, market share) particular to the target region.

Entries must come with English translations/subtitles.

BRAND BUILDER AWARDS CATEGORIES

VIII. BRAND BRAVERY

CITATIONS: 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.

****Courage may mean to take a stand against social, cultural or environmental issues; talking about “taboo” topics or issues etc.***

SINGLE MEDIUM CATEGORIES

MOST EFFECTIVE USE OF A MEDIUM

CITATIONS: GOLD, SILVER, BRONZE

Campaigns that demonstrate creative and effective use of a particular ATL medium to achieve its objectives. Entries must show that it is because of the strategic use of the SPECIFIC MEDIUM that the brand and business objectives are achieved.

Entries must be able to show results on the effectiveness of the medium and network/publication to uplift their brands and possibly sales.

Each medium will have Gold, Silver, and Bronze for the following:

- ***TV Category***
- ***Radio Category***
- ***Print Category***

** Both the brand and the network/publication will be recognized and given a trophy*

GAWAD PANDAYON CATEGORIES

The toll of COVID-19 has immensely affected brands. The lockdown has intensified business uncertainty – can brands survive and thrive during this crisis? What will happen next?

Out of this volatile, uncertain, complex, and ambiguous condition, brave brands stood out. They owned the market with their voice and powerful intent through authentic and creative campaign execution. They became beacon of hope for consumers and anchor for other brands to emulate.

PANAta honors these courageous brands in a special Pandemic Response Recognition segment.

GAWAD PANDAYON CATEGORIES

I. GAWAD PANDAYON - COURAGE

(ONE WINNER)

Brands whose messaging stood out in rallying the people to a cause or advocacy related to the COVID-19 response

II. GAWAD PANDAYON - CREATIVE EFFECTIVENESS

(ONE WINNER)

Brands who were able to manage to balance creativity in messaging and execution to achieve strategic business goals. These campaigns resulted to significant impact on business numbers.

III. GAWAD PANDAYON - AUTHENTICITY

(ONE WINNER)

Brands who were able to demonstrate actual benefits to its target market constituents beyond mere messages of sympathy. These campaigns need to show the results of the aid that they were able to provide to their identified constituents. These are the brands who rolled their sleeves during the crisis.

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 the entry is of their company/brand or direct competitor.*

CRITERIA FOR JUDGING

Challenge	= 20 points
Strategy	= 25 points
Execution	= 25 points
<u>Results</u>	<u>= 30 points</u>
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

PEOPLE'S CHOICE AWARDS

- 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
 4. Gawad Pandayon - Courage

- Online voting will be done via **PANAta Chatbot** thru the PANA Facebook page. Guideline will be announced separately.

- Entries with the most number of votes per category, will be awarded.

PEOPLE'S CHOICE AWARDS (ONE WINNER PER CATEGORY)

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 participates in

EXCELLENCE IN CUSTOMER EMPOWERMENT

Criteria:

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

GAWAD PANDAYON - COURAGE

Criteria:

- Stood out during the lockdown
- Earned the highest share of voice amidst the clutter and has endeared the public with their campaigns related to the crisis

BRAND BUILDER OF THE YEAR

This award recognizes the year's top personality who has made an impact in brand building through business creativity and innovation, echoing the values of PANATA Awards: excellence in marketing and championing brand building.

WHO CAN BE NOMINATED?

- Nominees must be at least 2 years in his/her current company working as head of marketing/brand or CMO.
- Nominees should be able to demonstrate his/her direct role and leadership in the development, enhancement, turn-around, or brand growth as reflected by brand impact and business results (sales, market share, and other business objectives) through innovative strategies and executions.
- Nominee must be involved in the promotion of brand building outside of his/her organization through speaking engagements, publication, outreach or other marketing/brand related community (schools, organizations) efforts.
- Self-nomination is not allowed but companies/organizations where the nominee is affiliated with may submit nomination of their marketing/brand head or CMO.

BRAND BUILDER OF THE YEAR

CRITERIA FOR JUDGING

Leadership to achieve own brand's objectives	= 30 pts
Innovation	= 25 pts
Extension work and outreach to promote brand building	= 15 pts
<u>Results</u>	<u>= 30 pts</u>
TOTAL	= 100 pts

*All nominees who earn a score of at least 85 points during pre-judging will be included in the shortlist to be submitted to the Special Jury. Judging of the Special Jury will be independent from the score given by the pre-judging committee.

WFA BEST BRAND POSITIONING AWARD

- From the Brand Positioning Category, campaigns that garnered 90 points in the tabulated score will be qualified for another round of **judging by the WFA-appointed set of judges.**
- Only one winner will be selected among all the qualified entries in the Brand Positioning Category.

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. The same criteria will be used for judging.



**PANATA
AWARDS**

P A N D A Y O N

"may bagong liwanag na matatanaw"

STRATEGY

EXECUTION

RESULTS