

## **2024 MAAT Awards**

### **The Aim of MAAT Media Awards**

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MAAT voices through the great collaboration of agencies.

MAAT Media Awards aim beyond recognizing our great works and minds in our industry. It is a showcase that will navigate the elevation of quality of work for our clients/ business partners and the skills of our people. The awards cases are living knowledge that can be shared across agencies, industries, and future generations.

MAAT Media Awards focus on creativity in Media, combining both brilliant ideas and result regarding business and brand objectives. Successful entries will demonstrate a thorough understanding of the target audiences and their relationships with the brand, innovative strategy implementation across the selected channel(s), and how the media solution maximized business results for a successful outcome.

### **2024 MAAT Media Awards “Divergence”**

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Post-COVID, the consumer purchasing funnel has continued to divert into the new behavioral economy seamlessly and accelerated. Brands have restlessly transformed the business and retailing model to being one step ahead of the game. The usual business is the unusual.

Media, as a driving force to navigate consumers along the purchasing funnel, has also become more crucial in intercepting the consumers along the funnel to accelerate the consumers' journey within the funnel.

Through such a paradigm shift, MAAT would like to recognize the diverged brands and agencies that pioneer the solutions through such a disruptive funnel.

MAAT Award 2024, we salute the divergences.

### **Entry Rules**

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This year, the MAAT award retro-recognizes the outstanding work since 2022. Each eligibility will be judged according to their entry year, from 2022 to the end of 2023.

#### **A: Eligibility**

1. Prior to entry, the agency must secure an approval form from the client/right holder. Agency shall submit an approval form along with an entry form.
2. Awards organizers reserve the right to turn down entries that offend certain races, religions, and political matters.
3. The campaign submitted must have been implemented during the eligibility period of each year;
  - 3.1. 2022: January 2022 to December 2022
  - 3.2. 2023: January 2023 to December 2023Please indicate your reasons for submitting a campaign extended outside of the specified timeline.
4. Media Schedule may be asked from an agency as a support document to ensure legitimacy.
5. Only one party can submit the same entry i.e. media agency or creative agency. Submission can be credited to multiple parties, but only one submission will be accepted. If both are to enter, the party to submit first will be granted.
6. The client must pay (media spending and related cost) for all works used for entry unless it is self-promotion or a non-profit organization.

7. In the case of a complaint on submitted work, organizers have the right to pull out the entry and conduct a full investigation.
8. Grand Prix will be awarded. Entries in Charities and not for Profit services are not eligible to win the Grand Prix.
9. The agency with the most awards will be entitled to the agency of the year awards.
10. Shortlisted entries will receive a certificate.

### **B: Judging**

- The award-winning entries will be selected by renowned Jury from related categories.
- The shortlist is decided by the first round of voting. A computerized voting system selects the highest marks given in each category. Further vote establishes the ranking in each category, which is the basis for the Juries' discussions and awarding of Gold, Silver, and Bronze.
- The Grand Prix is selected from all the entries that have won Gold.
- Entries in the charities and public services categories are excluded from winning the Grand Prix. A judge's vote will not be counted for any entry submitted by their own company (ies). The Juries' decision in all matters relating to the awarding of prizes will be final and binding.
- Agency of the year will be decided from the amount of awards a certain company/network has won.
- Consumer choice will be chosen based on the number of votes from the overall public
- The jury will reward excellence in tactical media planning and placement.
- The jury's voting will be based on the 3 criteria listed below. Each entry will receive 3 marks which will make up the total vote, and these marks will be weighted as follows:
  - Insight, Strategy and the Idea (35%)
  - Media Execution and Implementation (30%)
  - Results and Effectiveness (35%)
- The judging panel for each category consists of;
  - 3 Media owners
  - 2 Brand owners
  - 2 Academic professors

### **C: Awards**

Awards given are as follows:

- A Grand Prix must be awarded in the Media category. Entries in charities and not-for-profit services are not eligible to win the Grand Prix.
- Agency of the year is given to the agency that obtains the highest score for entries. All entries from an agency are eligible, regardless of the entrant company, irrespective of whether these have been entered by the agency or another party.
- The Jury will award Gold, Silver, and Bronze in each category to entries judged to deserve this honor.
- Awards credit and the associated trophies and certificates will be given to the entrant company. Duplicate trophies can be purchased by other participating parties after the awards presentation night.
- Shortlisted entries will receive a certificate.

### **D: Award Timeline**

All submitted campaigns had to be implemented between January 2022-December 2023

- Submission:
  - Award submission: January 1<sup>st</sup> – February 29<sup>th</sup>, 2024 (4,000 Baht per submission)
  - Late submission: March 1<sup>st</sup> – 10<sup>th</sup>, 2024 (6,000 Baht per submission)
- Judging and Announcement:

- Judge shortlist round: March 13<sup>th</sup> – 27<sup>th</sup>, 2024
- Judge final round: April 18<sup>th</sup>, 2024
- Announce Finalist: April 1<sup>st</sup>, 2024
- Award announcement and celebration event: April 25<sup>th</sup>, 2024
- Go to the link to submit entries: <https://www.mediaagencythai.com/award/sign-in>

Entrants should submit their entries according to our deadline to allow sufficient time for the entries to be thoroughly reviewed and processed. This will also enable the Organizers to provide relevant feedback when necessary.

## **E: Entry Requirement**

1. All entries must be submitted with a submission form designed to ensure all the necessary information about your campaigns.
2. If you are entering more than one category, please ensure you submit a form for each.
3. Please make sure that to conduct spellchecking and make sure all the information is correct before submission.
4. All forms can be written in both Thai & English. (In case of having a non-Thai speaking judge, all Thai written submission will be requested for complete English translation for the interest of your benefit)
5. Please carefully check all the credits you have entered. If you are shortlisted or a winner, these credits will be published on our website exactly as you have typed them here.
- 6. Please ensure you do not refer to the name of your agency or any contributing creative companies or people within this written submission.**

Within the online entry form, you will require to answer the following questions;

- Campaign Challenge & Objective: (150 words):
- Insight & Strategy: (150 words):
- Implementation: (150 words):
- Impact: (150 words):  
(Submission can be in either Thai or English with the same limitation of word count)

## **F: Material Requirement:**

Please submit your entry through:

- Cover Page/Executive Summary for all category
- Cover Page shall be submitted by email to [manager@mediaagencythai@gmail.com](mailto:manager@mediaagencythai@gmail.com)
- Compulsory material composed of:
  - Campaign Challenge/Objective
  - Insight & Strategy
  - Implementation
  - Impact
- Supporting material composed of:
  - All VDO & Audio shall be submitted Link to MAAT
  - VDO: For most categories (VDO, Mobile, Search, Social, Online, Branded Content, IMC, Effectiveness shall be 3 Minutes Maximum)
  - Radio/Audio Format Category
  - Print/OOH/Ambient shall be made into VDO format and published on the MAAT Youtube channel.

- Actual page Magazine or Newspaper Published shall be provided as support material
- Access to MarTech, AdTec, or any applications.

## **G: Entry Fees**

The entry fee is applicable on EACH award entry.

The entry fee for each awards entry is 4,000 Baht (including 7% VAT)

Late entry fee (1-10 Mar.2024): 6,000 Baht (including 7% VAT)

The preferred method of payment is by Bank Transfer. Bank details are as follows:

### **BANK TRANSFER to:**

Account name: Media Agency Association of Thailand/สมาคมมีเดียเอเจนซีและธุรกิจสื่อแห่งประเทศไทย

Account number: 096-039364-3

Bank Name: Bangkok Bank

Bank Branch: Emporium Branch

Cheques are NOT accepted.

Please ensure to add your scanned receipt of payment along with the entry form and your work.

All payments will be in Thai Baht only.

It is imperative that you cover ALL Bank charges; otherwise, your entries may be refused.

Failure to pay may result in your entries being withdrawn.

There will be no refund after the official last submission date: March 10<sup>th</sup>, 2024

## **Categories & Criteria**

There are a total of 22 categories for submission;

1. Best use of Video	14. Best Full-Funnel Strategy
2. Best use of Print	15. Effectiveness Awards
3. Best use of OOH and Transit	16. Best use of Data
4. Ambient and Special Events	17. Media Innovation Awards
5. Best use of Audio	18. Best use of technology
6. Best use of Mobile	19. Best use of Small Budget
7. Best use of Search	20. Best Commerce
8. Best use of Social	21. Best use of Media for Good
9. Best use of Online Display	22. Best Use of Media for Market Disruption. (NEW)
10. Best use of Branded Content	
11. IMC/ Multiple Platforms awards	A1: MAAT Judges' Choice / Grand Prix
12. Media Vendor Awards	A2: MAAT Agency of the year
13. Best Media Strategy	

### **1: Best use of video format**

Sub-categories are:

#### **1.1: Screen (Non-Cinema)**

Include: Television, In-Flight, Showroom, Exhibition, and Outdoor Screens

Judging parameters:

Innovative strategy: this category recognizes innovative ways to engage selected target/consumers with video content through new strategies and technologies. Judges will be looking for innovative approaches and creative solutions to maximize video content usage and impact.

### **1.2: Cinema**

Include: Cinema screen, and innovative technology in theater

Judging parameters:

4D Engagement: this category recognizes innovative approaches and engagement beyond the pure screen to generate interactive content and entertaining value and earn media. Judges will be looking for an innovative approach and content maximization strategy in generating attention and participation.

### **1.3: Digital**

Include: Both short-form and long-form

Judging parameters:

Provocative action: this category celebrates the innovative use of data and technology to drive video content on a digital platform to promote a brand, product or service that has achieved and surpassed the campaign goal.

## **2: Best use of Print**

Include: All forms of media used with hardcopy Newspaper and Magazine

Judging parameters:

Print Activation: This category recognizes creative use of content in terms of innovative position strategy and technology to bring ideas on paper to life. Judges will be looking for interactive intent that provokes readers to participate and engage with physical media and magazine content.

## **3: Best use of OOH and Transit** *(there are 2 sub-categories for submission)*

Sub-categories are:

### **3.1: Best use of Movable**

### **3.2: Best use of Non-movable**

Include: Traditional billboard or poster sites, bus shelters, transit, bus wrap, BTS wrap, Digital LED, Muppi, Serie Pole, building advertising using advertising space

Judging parameters:

Active Engagement: This category recognizes creative use of content in terms of innovative location strategy and/ or innovative usage of movable space and technology to maximize consumer engagement. Judges will be looking at interactive engagement strategy as well as its result in terms of

Maximizing eyes ball as well as participation level.

## **4: Ambient and Special Events** *(There are 3 sub-categories for submission)*

Sub-categories are:

### **4.1: Best use of ambient media**

Include: bars & restaurants, glasses, beer mats & ashtrays, petrol pumps, flyers, stickers, signage, supersize sites, 3D and non-standard shaped sites, ticket barriers, floor media, and other adaptations of exterior locations, signage, buildings, or street furniture

Judging parameters:

Engaging Elements: this award will recognize the outstanding effort to take the core creative idea of the ambient campaign and exploit the unique properties of the OOH medium to deliver the notion with creativity through the appropriate use of OOH media.

#### **4.2: Best use of special events and stunt/ live advertising awards**

Include: Troop, Flash-Mob, roadshow, guerrilla marketing, live events & shows, concerts & festivals, experiential events, large and small scale stunts etc...

Judging parameters:

Live experiential story: this category recognizes brands that deliver an experiential campaign for consumers. The experiential campaign will be physical at its core but can have virtual angles around it. Judges will be looking for creative use of space/ location and activity in generating participation and/ or viral earn media.

#### **4.3: Best Use Ambient and Special Event – In-store Activation**

Include: Promotional packaging, displays, point of purchase materials, and activation

Judging parameters:

Creative retail: this category recognizes brands that deliver creative and effective in-store activation and closing the loop between promotions and purchase. Judges will be looking for innovative use of retail space and engagement activation that resulted in closing a sale.

### **5: Best use of Audio**

Include: Radio, Podcast, and other Audio Technology

Judging parameters:

Creative voice: This category recognized creative way to maximize message from core audio content. Judges will be looking for creative use of audio content via various forms and its extension and creative use of technology to get the message across.

### **6: Best use of Mobile**

Include: Mobile App for popular mobile platforms such as IOS, Android, Blackberry, Windows as Mobile, all of which are pre-loaded or downloadable from Application store as well as Mobile technology including smartphones, tablet computers, Bluetooth, SMS, MMS, & WAP and other technology for mobile mean.

Judging parameters:

Personalized Engagement: this category recognizes that the innovative use of the mobile channel to reach and engage consumers is the key. Any form of mobile media will be considered, including mobile apps, mobile sites, mobile content, or any form of mobile advertising. The judges will be looking for a creative and engaging way to obtain excellent results on clear objectives via the mobile channel.

### **7: Best use of Search**

Include: SEM in both SEO and PPC from either pure search or from programmatic lead.

Judging parameters:

ROS (Return on Search): this category rewards a demonstration of how a project can attract appropriate and valued traffic from search and has improved the ability of a business or other organization with an online presence to achieve its objectives. The judges will look for a search strategy that maximizes traffic and ROI's comparison with a tangible result.

### **8: Best use of Social**

Include: Viral advertising, blogs, social networking sites, and applications, consumer-generated content

Judging parameters:

Earn Content: this category rewards innovation in social media. The winning campaign should be able to demonstrate outstanding results. Entries will be judged on the creative use of social platforms and a sound understanding of online consumer behavior. Judges will be looking for examples of fantastic consumer-driven campaigns, community building, targeting, engagement, and conversational marketing strategies.

### **9: Best use of Online Display**

Include: Static, Animated, Interactive, Page Take Over, Floating, Video, rich media ads, innovations that deploy expanding techniques, floating, skyscrapers, home page takeovers, new ad formats, and innovations using display advertising. Strategic use of Programmatic and dynamic content optimization (DCO) are also included in this category.

Judging parameters:

Action Provocateur: This will evaluate the most creative and innovative use of display advertising. Judges will be looking for creativity and interactivity to provoke behaviors, the context within the objective, result, and engagement metrics.

All entries must show the ad in the context of a webpage as it was initially displayed.

### **10: Best use of Branded Content** *(There are 2 sub-categories for submission)*

10.1: Original Content; A content locally created from original idea, content, and execution.

10.2: Use of available Content; A content that has regional or global direction, utilization of available content, and execution.

Include: TV program, mini-series, web series, cinema, DVD releases and online/digital, music in original branded content, brand integration into music distribution or promotion, the creation of a music-based program or platform

Judging parameters:

Content creation: this category is searching for any campaign that has used content creation as part of its strategy. This includes everything from ad-funded TV deals to branded music projects. Judges will also be looking for innovative creation of intellectual property (IP) and examples of how this IP is leveraged. Awards are to be judged on the ROI of the campaign

### **11: IMC/ Multiple platforms awards** *(There are 2 sub-categories for submission)*

11.1: Using 3 or more medium

11.2: Using 3 or more online platforms

Include: Entries in this category MUST show that multiple media types were used in the campaign (e.g. TV, Radio, Outdoor, FB, LINE, Youtube).

Judging parameters:

Unique synergy: this category is seeking entries that have understood and integrated themselves across the media landscape. It covers all digital and non-digital media to affiliates marketing and is looking for great examples of interrelation using each medium's unique properties.

### **12: Media Vendor Awards**

Judging parameters:

**Innovative Partnership:** this category recognizes the efforts of media owners in their work with advertisers & clients to connect with their audiences. Judges are looking for creative applications of ideas and innovative strategies. Entries will be judged on the level of creative thinking, consumer insight, and success for the client. The winning campaign could be a multi-platform strategy or a single marketing execution. Judging criteria on providing the new and innovative format of media to the market and the actual implementation

Submitted only by Vendors

### **13: Best Media Strategy**

Judging parameters:

**Complete impact:** this category celebrates brands that demonstrate clear consumer and media insight and engage the target audience by developing a brilliant strategy and precise execution.

### **14: Best Full-Funnel Strategy**

Judging parameters:

**Navigating journey:** recognizing the campaign that can demonstrate the most strategic solutions to navigate consumers along the journey. This category can include a campaign on any media channel that can best escort the audience - tailoring the connection to the particular stage of purchase consumers. The judges will place a greater emphasis on audience-related results for entries in this category and look for proof of each focused stage along the full-funnel journey.

### **15: Effectiveness Awards**

Judging parameters:

**Return on Idea:** this category will reward the campaign that achieved the most against its stated sales targets. It will focus on the effectiveness of a campaign above all other considerations – All entries must include figures showing the campaign’s direct impact on sales. Other ROI metrics will only be considered if sales figures are also supplied. Judging criteria shall be

30% of the score, equally-weighted for each section:

- Strategic Communications Challenge & Objectives
- Idea
- Bringing the Idea to Life (includes media strategies and the work itself)

70% of the score:

- Results

### **16: Best use of data**

Include: any media platform

Judging parameter:

**Insightful connectivity:** this category recognized the best use of data through any digital, traditional, and retail media platform that generates the most insightful data-driven solutions to the brand. Entry demonstrates notably effective use of media through data-learning, econometric, analytic, insight, and other forms of data analysis, marketing modeling, or predictive marketing. The data-centric entry can range from an awareness campaign to e-Commerce with accomplished results in metrics that demonstrate increasing effectiveness, reducing cost, or surpassing ROI.

### **17: Media Innovation Awards**



Judging parameters:

Invent: Awarded to the campaign that is seen to exploit innovation to its full potential in the marketing world. The winning campaign will be able to demonstrate a good brand/technology/ innovation fit. This category is open to any existing media channel and any new one created by using the technology. Judges will be focusing on the innovative nature of the media and how it has been applied to a marketing challenge.

### **18: Best use of Technology**

Include: programmatic, bot, machine learning, and AI

Judging parameter:

Precision Solution: this category recognized the best use of technology automation in delivering precision space and content to precise targets at the most relevant moment with measurable results. Use technology to enable or transform the campaign and improve targeting, audience measurement, first-party data, and transparency in the frame of given measurable objective and KPI.

### **19: Best use of Small Budget**

Include: Any campaign with a total budget of THB 3 million or less.

Judging Parameters:

Creative use of budget: Originality, innovation, and ideas that break the traditional budget spending or content creation, whether a novel uses of technology, ingenious use of data, or fresh content. – the judges will emphasize creativity and impact/results for entries in this category within a limited given budget.

### **20: Best commerce**

Include: eCommerce and Social Commerce

Judging parameter:

Sustainable sale: this category celebrates outstanding eCommerce creativity, ingenuity, and innovation. This campaign drives, influences, or leads sales for the brand via data, technology, media automation, social network, platform, community, or creator.

### **21: Best use of media for good**

Include: any media platform

Judging parameter:

Purposeful Media: this category recognizes the use of media that benefits society and/ or the environment to better the public's needs. Digital, traditional, activation, and out of the home can be part of specific media usage with purposeful marketing activities or part of longer-term corporate social responsibility value and/ or social innovation, media usage to motivate people to engage in doing good for others.

### **23: Best Use of Media for Market Disruption. (NEW)**

Include: any media platform

Judging Parameter:

Disruptive in culture: this category recognized the use of media that have creatively adapted their strategy in response to marketing and/or social issues, embracing new ways of delivering their brand to effectively disrupt the new consumers' behavior or interest.

**A1. MAAT judges choice / Grand Prix**

The Grand Prix is selected from all the entries that have won Gold(s).

**A2. MAAT Agency of the year**

Given to the agency that obtains the highest score from all entries combined. All entries from an agency are eligible, regardless of the entrant company, irrespective of whether these have been entered by the agency or another party.

Scoring system:

All Categories (Except Effectiveness Awards)

- Bronze 3 Points
- Silver 5 Points
- Gold 7 Points
- Grand Prix 12 Points

(Note: Gold that has been selected as Grand Prix, will only count points once as Grand Prix)

Effectiveness Awards

- Bronze 5 Points
- Silver 8 Points
- Gold 12 Points

**Date and Location of Awards Presentation Night**

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Award Night : Wednesday 25<sup>th</sup> of April, 2024 @ XXXXX