


REWARDING PROGRAMMATIC PERFORMANCE



THE MUMI
DIGITAL
TRADING
AWARDS
APAC

IN ASSOCIATION WITH  theTradeDesk

CALL FOR ENTRIES

ENTRY DEADLINE: FRIDAY 28TH JULY 2017

SPONSORED BY:

IAS
Integral Ad Science

BID SWITCH
IMPROVED

iab.
singapore

UNRULY

In 2013 The Drum, Europe's largest media and marketing website, joined forces with the industry to address the fact that many advertisers were shying away from programmatic trading for an abundance of reasons including not fully understanding how it all works, lack of transparency and as a consequence not trusting the process.

We wanted to rid the mystic and confusion surrounding this buoyant sector so we focused on highlighting the companies that were majoring on clarity and transparency.

That was when our Digital Trading Awards programme was born. The Drum Digital Trading Awards are unique in covering digital trading across the entire ecosystem, recognising excellence in planning, creativity and execution. Since launching in 2014 they have become a benchmark for the digital advertising industry.

The program has been running for three successful years in the UK and two in the USA. In 2017 its APAC's turn.

WHO CAN ENTER?

Entries are open to anyone in the digital media/trading ecosystem who can show that they offer a high value service or technology. Including Advertisers, publishers, agencies, trading desks, technology companies etc. Agencies/companies must be based within APAC or have produced work for an APAC based client.

WHAT IS ELIGIBLE?

All entries must have been live to market at some point between January 2015 and 28 July 2017. (Entries do not have to be created within this timescale.)

REASONS TO ENTER THE DTAS APAC

There are many reasons why you should enter the Digital Trading Awards APAC, here are a few:

- To raise your profile as an award-winning agency/company in the programmatic industry
- To prove your credentials in the increasingly complex digital trading market
- To help attract new business
- To demonstrate your digital talent and skills to your company, clients and peers
- To have your work judged by the esteemed clients and creatives on our judging panel
- To reassure clients that you are the best company for the job
- To gain fantastic PR opportunities
- To boost morale throughout your company and to reward your hardworking individuals and teams

THE JUDGING PANEL

Judging your work will be a panel of individuals who all have extensive experience in digital trading.

You can see who is on the panel at www.digitaltradingawards.asia/judges

ENTRY FEES

Entries are priced at:

- 420 SGD + vat for your first entry
- 275 SGD + vat for each entry thereafter

You may enter as many categories as you wish, however each entry must be treated as a separate entry and payment made for each.

ENTRY DEADLINE

Entries will close at **5pm SGT on 28th July 2017.**



For more information please contact:
Pepe Terry
+44 (0)141 559 6078
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5pm SGT on 28th July 2017
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Follow us: **@DDTAwards**

CATEGORIES

OVERALL GRAND PRIX

Chosen from all the award-winning work and announced at the awards ceremony. This category cannot be directly entered however all entries will be considered.

CHAIRMAN'S AWARD

Chosen by the chairman of the judging panel as their personal favourite and announced at the awards ceremony. This category cannot be directly entered however all entries will be considered.

MOST EFFECTIVE MEDIA AGENCY

For agencies to show how effectively they work with clients. Entries should demonstrate:

- Client retention and new business wins
- Evidence of a culture of clarity and transparency

BEST PUBLISHER INNOVATION - sponsored by the IAB

This award recognises the publisher who can show innovation in working with advertisers, sponsors and agencies. Entries should demonstrate:

- How your product/platform has been innovative and different from others
- How this has had an impact on your company and its future and or the wider market.

BEST AD OPS TEAM

Judges will be looking for evidence from the people you work with both internally and externally.

Entries should demonstrate:

- Great relationships internally and externally, the ability to go the extra mile with flexibility and efficiency
- Testimonials - Highly recommended as part of the entry

BEST DIGITAL TRADING TEAM

Judges will be looking for evidence from the people you work with both internally and externally.

Entries should demonstrate:

- Best use of budget
- Imaginative execution
- Performance against internal and client objectives
- Testimonials - Highly recommended as part of the entry

BEST USE OF CREATIVITY - Sponsored by the IAB

Whilst programmatic trading is growing hugely it is vital that it does not become synonymous with automation alone, but rather that it is used to help boost online creativity. We want to reward the most creative use of technology.

Entries should demonstrate:

- Imaginative use of data
- Excellence in creative executions across platforms
- Innovative use of technology

BEST VIDEO CAMPAIGN

Rewarding the most innovative strategy/campaign that has engaged the target audience with well-placed video ads.

Entries should demonstrate:

- Examples of viewing figures, innovative placement and overall effectiveness
- Other metrics that show objectives have been fulfilled

BEST MOBILE CAMPAIGN

Rewarding the most innovative strategy/campaign that has engaged the target audience. This could include display advertising, contextual data like time and activity, etc.

Entries should demonstrate:

- Examples of click through, conversions and direct responses
- Other metrics that show objectives have been fulfilled

BEST PAID SOCIAL CAMPAIGN

Rewarding the most innovative strategy/campaign that has engaged the target audience. This could include display advertising, contextual data like time and activity, etc.

Entries should demonstrate:

- Examples of click through, conversions and direct responses
- Other metrics that show objectives have been fulfilled

BEST USE OF PERFORMANCE

Rewarding the most innovative strategy/ campaign that has engaged the target audience. This could include display advertising, contextual data like time and activity, etc.

Entries should demonstrate:

- Examples of click through, conversions and direct responses
- Other metrics that show objectives have been fulfilled

BEST PAID SEARCH CAMPAIGN

Rewarding the most innovative strategy/campaign that has engaged the target audience.

Entries should demonstrate:

- Examples of click through, conversions and direct responses
- Other metrics that show objectives have been fulfilled
- Return on investment for a client budget

BEST NON-PAID SEARCH CAMPAIGN

Rewarding the most innovative strategy/campaign that has engaged the target audience. This could include display advertising, contextual data like time and activity, etc.

Entries should demonstrate:

- Metrics that show objectives have been fulfilled



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BEST ATTRIBUTION SOLUTION

Rewarding the technology solution which proves most effective for both advertisers and publishers.

We are looking for the best attribution solution in the industry with clear evidence of why the solution is better than others available. Entries should demonstrate:

- Examples of the solution in action and how it has created greater client satisfaction

BEST CROSS PLATFORM CAMPAIGN

For agencies to demonstrate how they have bought and implemented a multi-channel campaign.

Entries should demonstrate:

- Examples of innovation, value to the client, effectiveness of buy
- Evidence of a culture of clarity and transparency

BEST BRANDING CAMPAIGN

Programmatic trading has become synonymous with direct response advertising but now is increasingly being used for branding campaigns. We want to reward the best of these.

Entries should demonstrate:

- Imaginative use of data
- Creative placements
- Integration across platforms

MOST EFFECTIVE USE OF DATA - Sponsored by the IAB

For agencies and/or advertisers to show how they have utilised data to drive the success of a campaign.

Entries should demonstrate:

- Planning, unification and integration of data (e.g. First party CRM, third party data etc.)
- How the data has driven campaign success (e.g. New customer acquisition, retention or cross-sell)

MOST EFFECTIVE PROGRAMMATIC MEDIA PARTNERSHIP

For agencies, advertisers and ad tech vendors to show how they have worked together to create an effective programmatic media proposition.

Entries should demonstrate:

- Evidence of a successful partnership that facilitates value creation for the client, advertiser or brand
- How the partnership has evolved to maximise the skillset or platform for each party (e.g. Agency data planning, client first party data and vendor DMP/DSP)
- How the partnership has driven success (measurable results and/or competitive advantage for the client)

BEST BUY SIDE DEAL

Entries should demonstrate:

- A great return on investment, ability to work in collaboration with media owners and best use of a client budget.

BEST SELL SIDE DEAL

For Media Owners to show how they have created an innovative and creative sales package for the market.

Entries should demonstrate:

- A great awareness of client needs, creative use of media, formats and great results.

MOST EFFECTIVE DIGITAL MEDIA BUY

For an innovative strategy/campaign that has engaged the target audience with display advertising.

Entries should demonstrate:

- Examples of effectiveness in placement, automated buying and direct buying
- Other metrics that show objectives have been fulfilled
- Evidence of working directly with publisher

BEST OVERALL TECHNOLOGY FOR PROGRAMMATIC TRADING

There is a huge array of technology vendors in the market. We are looking to reward the best technology solution out there. Entries should demonstrate:

- How your technology is demonstrably better than the others in the space, that it offers something new and different, greater efficiencies for users, greater insights, better ROI, better results. Testimonials highly recommended

BEST HIGH IMPACT CAMPAIGN

High impact adverts celebrate bold and engaging creative, allowing brands to showcase a broad range of rich media content and interactive features.

CREATIVE AGENCIES: We are looking to celebrate the design and execution of campaigns from creative agency teams and brand designers. Highlighting builds that focus on audience interactive features such as games, short form film and device specific features, and highlight an understanding for cross device execution.

MEDIA AGENCIES: Demonstrate the planning and collaboration involved via the media agency, from the strategy behind the build through to collaboration with a high impact vendors and designers, through to subsequent post-performance results.

BEST AUDIENCE MEASUREMENT PLATFORM

In a world of big data, we want to celebrate the advancements that audience measurement platforms have made in shaping current advertising practices. Understanding the consumer is at the heart of every successful campaign, so we want to acknowledge the technology that is now placing these targeting abilities at the fingertips of brands and agencies.

Entries will showcase their ease of use for media planners and buyers via a platform, the breadth of data points used for collating information, and how this data has been effective within a campaign. The strength of analytics, forecasting and reporting will be of interest alongside any other bespoke features particular to the technology.



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WRITING YOUR REPORT ENTRY

Please use the entry template available to download on the 'about' page - 'writing your report' section at www.digitaltradingawards.asia

Please note: use the correct template for the category you are entering.

- Your full report should be no more than 1500 words.
- 250 words should be used for an executive summary.
- The purpose of the executive summary is to excite the judges before they go on and read your full report.
- Your report must cover all the points below. If you exclude these points, you reduce your chance of being nominated.
- Please see categories page for more information on what to include in your report for each category.

EXECUTIVE SUMMARY

Your Executive Summary should summarise the key points of your report. This should be a maximum of 250 words.

BACKGROUND TO PROJECT/ CAMPAIGN/STRATEGY

Provide a brief description of project/campaign/strategy.

BUDGET

Provide details of the campaign/strategy's budget.

OBJECTIVES

Include your client's brief and objectives, including any targets set.

STRATEGY/CAMPAIGN

Describe the strategy for achieving the above objectives.

RESULTS/EVIDENCE OF EFFECTIVENESS

Provide quantitative results including evidence of effectiveness prior and post campaign/strategy. Please provide comparable before and after figures. Use exact figures rather than %. You may include graphs and images in your report as long as it doesn't exceed the file upload limit.

TESTIMONIALS

Include testimonials where possible to back up your results.

GENERAL RULES

- All submissions must be made online.
- Work entered into more than one category must be treated as a completely separate entry.
- Multiple entries can be made but separate payment must be made for each.
- All entries must be supplied and conform to category rules/ submission formats.
- Entries must be received by no later than the entry deadline.
- The judges reserve the right to re-allocate entries that in their view are entered in an incorrect category
- Due to the number of entries received we can't give feedback about specific entries.
- The organisers reserve the right to publish/exhibit screen grabs and/or submitted report in relation to the awards. Please note nominated/ winning reports may be published on www.thedrum.com or in The Drum magazine unless otherwise stated.
- The organisers reserve the right to verify that all entries have been commercially produced for a commercial client where relevant.
- The judges' decision is final.
- All entries submitted must be legal. Any entries containing offensive material will be disqualified.
- All entries must have been live to market at some point between **January 2015 and 28 July 2017**.
(Entries do not have to be created within this timescale.)



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HOW TO ENTER

- Register as a member at www.digitaltradingawards.com to set up your account. If you already have an account, sign in with your details.
- Browse the categories to decide which ones suit you best. Remember you can enter as many as you like but they will be treated as separate entries and charged at the reduced second-rate entry fee.
Please note: you will only receive the 2nd entry rate if you enter all your submissions at the same time. Leave your entries in your basket until you are sure they are complete
- Entries into the awards are report based and this is what you will be judged on.
- Once you have registered and logged in, go to your dashboard, select your company and then create your entry.
- Upload your report (PDF only max size 10mb) in the box provided.
- Submit your 60-100-word summary, in the box provided, this will show live on the site if you are nominated/win. It will be used to give visitors to the site an insight into what your entry was about and why it was successful.
- Enter URL if applicable to your entry, in the box provided.
- Attach a leading image in the box provided to support your report (Jpeg max size 10mb).
Please note: this image will go live in the event of your work being nominated so please take this into account when choosing this image. If you wish this to remain private and for the judge's eyes only, upload in the private media field.
- Option to upload additional images in the boxes provided to support your entry (Jpeg max size 10mb)
- If you are entering a video, this must be hosted on a site such as YouTube or Vimeo, please follow the instructions provided. If the video is password protected please ensure you provide the password for judging.
Please note: this video will go live in the event of your work being nominated so please take this into account when choosing this video. If you wish this to remain private and for the judge's eyes only, upload in the private media field.
- Check your entry meets the rules criteria.
- Follow the onscreen instructions to submit your entry and make payment.
- A confirmation email will be sent to you and a receipt will be issued to you within a few days.
- Once this process is completed your entry will go forward for judging.



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