

WHO CAN ENTER?

Entries are open to all global organisations or projects using marketing to make meaningful change for social good.

If you aim to make a difference enter the 2017 Marketing Can Change the World Awards at www.marketingcanchangetheworld.com

WHAT IS ELIGIBLE?

Entries are eligible if they were developed and implemented between 1 November 2016 and 13 September 2017.

ENTRY FEES

First Entry: £125 + VAT
Additional entries: £99 + VAT.

Charities and members of The Drum Network receive a 10% discount off the entry fee.

ENTRY DEADLINE

Entries will close at 6pm on 13 September 2017.

JUDGES

An Esteemed panel of judges have been carefully selected to ensure these awards are a true mark of excellence. The panel will be revealed here:
www.marketingcanchangetheworld.com/judges

AWARDS CEREMONY

The Awards ceremony will take place at the Imagination offices in London as part of The Drum's Do It Day on November 10th 2017.

Tickets are free with limited availability, reserve your place and join us in celebrating world changing ideas.

Tickets can be reserved at
www.marketingcanchangetheworld.com/tickets



For more information, please contact
Annabel Conn on **+44 (0) 203 002 5821**
or annabel.conn@thedrum.com

Deadline for entries: **6pm Wednesday 13 September 2017**
Follow us on Twitter: **@TheChangeAwards**
Enter at www.marketingcanchangetheworld.com

HOW TO ENTER

1. Register as a member at www.marketingcanchangetheworld.com to set up your account.
2. Browse the categories (in this form or online) to decide what categories suit you best. Remember you can enter as many as you like but they will be treated as separate entries and charged accordingly.
3. Once you have signed in to your account, you may add your entry and complete the submission details as indicated.
4. Entries into the Marketing Can Change The World Awards are report based and entrants are asked to write a report detailing their strategy/campaign. Please see the 'Writing Your Report' section for what to include.
5. Upload your report in the box provided (PDF -max size 10MB). Please use the entry template provided on the entry section and 'About' page on the website
6. Submit your 100-word summary, in the box provided, which will show live on the site in the event of a nomination or award. This will be used to give an insight into what your entry was about and why it was successful.
7. Attach a leading image in the box provided to support your report (.jpeg - max size 5MB). Please note this image will go live in the event of your work being nominated and be used on the big screen at the ceremony.
8. Upload up to two additional images in the boxes provided to support your entry (.jpeg - max size 5MB). If you wish to include a video as part of your entry, this must be submitted as an embed code from YouTube/Vimeo. The awards site cannot host video files.
9. Move the entries to your basket and follow the on screen instructions to make your payment. PLEASE NOTE: You will only receive the 2nd entry rate discount if you enter all your submissions at once. Otherwise you will be charged the full amount each time. Leave your entries in your basket until you are sure they are all complete.
10. Once your entries are received and payment is authorised, a confirmation will be sent to you via email.
11. A receipt will be sent by post for your records.



For more information, please contact
Annabel Conn on **+44 (0) 203 002 5821**
or annabel.conn@thedrum.com

Deadline for entries: **6pm Wednesday 13 September 2017**
Follow us on Twitter: **@TheChangeAwards**
Enter at www.marketingcanchangetheworld.com

CATEGORIES

We seek to celebrate creative ideas across a variety of issues such as Education, Diversity & Equality, Health & Wellbeing, Environmental and many more.

Entries should demonstrate innovation, creativity and world changing ideas creating a real impact.

We encourage the entry of a project into more than one category but please ensure to tailor the written answers for each individual entry.



1 - Do It Day Achievement Award

Chosen by the judges from all the award winning work and announced at the award ceremony.

Cannot be entered. All entries are automatically considered.

2 - Chairman's Award

Chosen by the chair of the judges as their personal favourite and announced at the award ceremony.

Cannot be entered. All entries are automatically considered.

3 - Good Cause of the Year

- Discuss the cause and objectives
- Demonstrate and discuss what was carried out
- What was achieved - show clear evidence of results and impact

4 - Innovation of the Year

- This award is designed to recognize innovative social good programs, practices, partnerships, policies, and activities.
- Demonstrate innovation and creativity
- Discuss objectives
- What was achieved - demonstrate results and impact

5 -Team of the Year

(please use relevant [entry template](#))

- Discuss the structure of the team
- Describe the team's marketing activities over the past year in relation to social good
- Demonstrate results produced by these activities and how they impacted on the overall company

6 - Individual of The Year

(please use relevant [entry template](#))

You may enter for yourself or on behalf of a colleague or individual who you feel deserves this award

- Describe your role and how you have been involved in social good over the past 12 months
- Describe your personal development
- Describe the results produced

7 - Best Use of Technology

- Describe the technology and how it's used to enhance social good
- Provide clear evidence of results

8 - CSR Strategy of the Year (for profit business)

- Describe the strategy in relation to the business (for profit)
- Discuss the objectives
- Detail any challenges that were faced and how they were overcome
- What was achieved - ROI, impact on the business, consumer attitudes etc

9 - CSR Strategy of the Year (not for profit entity)

- Describe the strategy in relation to the business (not for profit)
- Discuss the objectives
- Detail any challenges that were faced and how they were overcome
- What was achieved - impact on the business, consumer attitudes etc



For more information, please contact
Annabel Conn on **+44 (0) 203 002 5821**
or annabel.conn@thedrum.com

Deadline for entries: **6pm Wednesday 13 September 2017**
Follow us on Twitter: **@TheChangeAwards**
Enter at www.marketingcanchangetheworld.com

10 - Campaign of the Year (for profit)

- Describe the social good campaign (for profit)
- Discuss the objectives
- What was achieved - provide clear evidence of results

11 - Campaign of the Year (not for profit)

- Describe the social good campaign (not for profit)
- Discuss the objectives
- What was achieved - provide clear evidence of results

12 - Best Initiative by an Individual or Informal Group

- Describe key objectives and targets of the initiative
- What was achieved - provide clear evidence showing the results of the initiative

13 - Best PR Strategy or Campaign

- Describe the strategy or campaign
- Discuss the objectives
- Discuss what media was used
- What was achieved - clear results showing qualitative and quantitative results that were achieved. Use as much evidence as you can provide

14 - Best Digital Strategy or Campaign

- Describe the strategy or campaign
- Discuss the objectives
- What was achieved - provide clear evidence of results
E.g. website traffic, click through rates, page views per visit and average time spent, changes in customer attitudes etc

15 - Best Social Media Strategy or Campaign

- Describe the strategy or campaign
- Discuss the objectives
- What was achieved - provide clear evidence of results

16 - Best Advertising Strategy or Campaign

- Describe the strategy or campaign
- Discuss the objectives
- What was achieved - provide clear evidence of results

17 - Best Stunt or Live Event

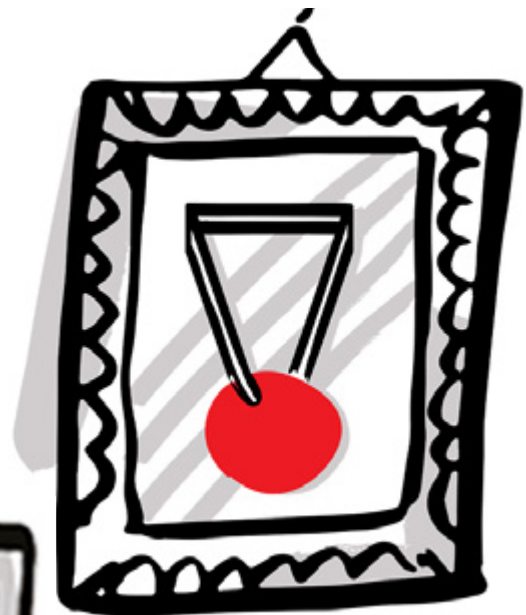
- Describe the stunt/ event
- Discuss the objectives
- What was achieved - provide clear evidence of results

18 - Best Brand Content Strategy or Campaign

- Describe the Content strategy or campaign
- Discuss the objectives
- What was achieved - provide clear evidence of results

19 - Best Video

- Describe the project in terms of creativity and innovation
- Discuss the objectives and strategy
- What was achieved - provide clear evidence of results



For more information, please contact
Annabel Conn on +44 (0) 203 002 5821
or annabel.conn@thedrum.com

Deadline for entries: **6pm Wednesday 13 September 2017**
Follow us on Twitter: **@TheChangeAwards**
Enter at **www.marketingcanchangetheworld.com**

WRITING YOUR REPORT

Please use the entry template available to [download](#)

Your full report should be no more than 1500 words.

250 words must be used for an executive summary. The purpose of the executive summary is to excite the judges and ensure the judges 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 the categories page for what you should cover for the category you are entering.

Key points for your report

EXECUTIVE SUMMARY

Executive Summary to summarise the key points in your report.

BACKGROUND TO PROJECT/CAMPAIGN/STRATEGY

Brief description of project/campaign.

OBJECTIVES

Describe the brief and objectives set

STRATEGY

Strategy for achieving the above objectives

RESULTS

Provide evidence of effectiveness and impact prior and post campaign e.g. increase in traffic/awareness etc.

Please provide comparable before and after figures. Use exact figures rather than %.

TESTIMONIALS

Testimonials are not essential but can help to improve your report.



For more information, please contact
Annabel Conn on +44 (0) 203 002 5821
or annabel.conn@thedrum.com

Deadline for entries: **6pm Wednesday 13 September 2017**
Follow us on Twitter: **@TheChangeAwards**
Enter at www.marketingcanchangetheworld.com

GENERAL RULES

1. Entries must be live to market at some point between 1 November 2016 and 13 September 2017. Entries do not have to be created within this timescale.
2. All submissions must be made online.
3. Work entered into more than one category must be treated as a completely separate entry.
4. Multiple entries can be made but separate payment must be made for each.
5. All entries must be supplied and conform to category rules/ submission formats.
6. Entries must be received by no later than 5pm 13 September 2017
7. Entries are open to agencies, brands, publishers and platforms based anywhere in the world who are producing campaigns to make meaningful change.
8. The judges reserve the right to re-allocate entries that in their view are entered in an incorrect category.
9. 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 thedrum.com or in The Drum magazine.
10. The organisers reserve the right to verify that all entries have been commercially produced for a commercial client where relevant.
11. The judges' decision is final.
12. All entries submitted must be legal. Any entries containing offensive material will be disqualified.



For more information, please contact
Annabel Conn on **+44 (0) 203 002 5821**
or annabel.conn@thedrum.com

Deadline for entries: **6pm Wednesday 13 September 2017**
Follow us on Twitter: **@TheChangeAwards**
Enter at www.marketingcanchangetheworld.com