

*Sculpting  
Great content*



**NOW OPEN FOR ENTRIES**

**Deadline: Friday 28 July 2017**  
**[thedrumcontentawards.com](http://thedrumcontentawards.com)**

Follow us for award updates and marketing news @TheDrumCon

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# who can enter?

The Drum Content Awards will be looking for and rewarding the future of content marketing and using the winners to build a foundation for the sector to build upon. These awards will help to define the standard of this burgeoning area of the marketing industry.

Entries are open to agencies, brands, publishers and platforms based anywhere in the world who are producing outstanding content. If you are at the forefront of content marketing, enter the 2017 Content Awards at [www.thedrumcontentawards.com](http://www.thedrumcontentawards.com)

## WHY SHOULD YOU ENTER?

- To prove you are producing outstanding and innovative content
- To prove your content creation skills to your own company, your clients and your peers
- To have your work judged by our esteemed judging panel
- To stand out from your competitors as producing award winning content
- 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

## WHAT IS ELIGIBLE?

Entries that were live to market at some point between **21st July 2016 and 28th July 2017**. Entries do not have to be created within this timescale.

## ENTRY FEES?

The cost to enter is £215 + VAT for your first entry with each additional entries per category at £110 + VAT.

Members of The Drum Network receive a 10% discount on entry fees. For more information go to: [www.thedrum.com/network](http://www.thedrum.com/network)

**Please note:** entries made after the deadline will be subject to a 10% late fee. Deadline for entering: **Friday 28th July 2017**.

## JUDGES

Judging your work will be a panel of experienced individuals who will help make sure the awards are a true mark of excellence. Have a look at our judges here: [www.thedrumcontentawards.com/judges](http://www.thedrumcontentawards.com/judges)

## NOMINATIONS

The finalists will be announced via our Twitter account, [@TheDrumCon](https://twitter.com/TheDrumCon) from 10am and on the website at 3pm on **Friday 29th September 2017**.

All entrants will be notified when the announcement has been made and nominees will receive a congratulatory email.

## AWARDS CEREMONY

The results will be announced and the trophies handed out at the awards ceremony on **Tuesday 7th November 2017** at the Marriott Grosvenor Square Hotel, London. Tickets can be booked at [www.thedrumcontentawards.com/tickets](http://www.thedrumcontentawards.com/tickets)



For more information please contact:  
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# how to enter?

1. Register or log in to the website: [www.thedrumcontentawards.com](http://www.thedrumcontentawards.com)
2. The website is now on our new multiplatform so if you have previously registered for these awards, you will need to do so again.
3. Decide which categories you are going to enter. You may enter as many categories as you like but each must be treated as a separate entry and payment made for each.
4. To add an entry, go to the dashboard in the menu at the top of the page and choose 'My companies' from the drop down. On the next page, chose or add the company you would like to enter on behalf of and then click 'Add an Entry' from the option.
5. Add a short description of no more than 60 words as an overview of the project. In the event your entry is nominated, this text will be used on the website to give insight into the project.
6. You are also able to acknowledge another agency if the work has been jointly created.
7. You will also need to use the entry report template to write your entry. Please upload as a PDF document only.
8. Upload hi-res images of your work (this is important as these images are shown online and during the show if nominated) and any supporting YouTube or Vimeo video URLs.
9. In the event of your entry being nominated, images, videos and the summary will be live on the website.  
**Please note:** At least one image must be uploaded (file limit 10MB. Accept jpg, gif or png files). The first image will be used in listings of entries and on the night of the ceremony in the presentation.
10. Once you have uploaded all of your entries, go to the dashboard in the menu at the top of the page, chose 'My Companies' again from the drop down, chose the company whose entries you wish to pay for. add all to your basket and proceed with payment from there.
11. Once payment is processed you will be sent a confirmation email and a receipt will be sent to your accounts department.
12. If you would like to make any changes to your entry, please do so before you submit as changes cannot be made after this stage.  
All entries must be made by the deadline on **Friday 28th July 2017**.
13. All late entries will be subject to a 10% late fee..
14. Entries and payment should be made online.

**PLEASE NOTE:** You will only receive the second 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.



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# categories

- 1. Grand Prix**  
The best in show. This category cannot be entered into but all entries will automatically be considered.
- 2. Chairman's Award**  
Picked by the Chair of the Judges' panel as their personal favourite. This category cannot be entered directly into but all entries will automatically be considered.
- 3. Content Marketer of the Year**  
The shortlist for this award will be created by The Drum's editorial and research teams. The final winner will be determined by a public vote on [thedrum.com](http://thedrum.com). Questions about this category can be addressed to [olivia.denman@thedrum.com](mailto:olivia.denman@thedrum.com).
- 4. Content Marketing Agency of the Year**  
Enter a portfolio of work you have been producing over the past year. This should include an overview of you/your team, description, brief, objectives and how you met these objectives for each project. Only companies entering other categories in the awards may enter this category. Download the entry template for this category from our website.
- 5. Best Branded Content Campaign**  
Entrants should show how branded content has been effectively used in their campaign.
- 6. Best Use of a Content Marketing Platform**  
Entrants should show how they have effectively used a marketing tech platform in their campaign or strategy.
- 7. Best Use of Content on Social Platform**  
Entrants should show how they have effectively used social platforms in their campaign or strategy (e.g. Facebook, Twitter, YouTube, Instagram)
- 8. Best Creative Content Idea using Video**  
Entrants should show how they have effectively used creative video content in their campaign or strategy (e.g. online, TV, Radio, cinema)
- 9. Most Innovative Use of New Social Platforms**  
Entrants should show how they have effectively used new social platforms in their campaign or strategy (e.g. not Facebook, Twitter, YouTube, Instagram)
- 10. Best Use of Mobile Content**  
Entrants should show how effectively they have used content across mobile platforms.
- 11. Best Digital Out Of Home Content**  
Entrants should show how effectively they have used content on digital out of home platforms.
- 12. Best New Product or Publication Launch**  
Entrants should show how effectively they have used content to promote a new product or publication launch.
- 13. Most Innovative or Creative Use of Content**  
Entrants should show how they have used innovation or been creative in their use of content in their campaign or strategy.
- 14. Most Native Ad Format**  
Entrants should show how they have utilised the most native ad format (including native advertising/sponsored content) in their campaign or strategy.
- 15. Best Integrated Cross-Channel Cross Media**  
Entrants should show how content has been used in on and offline channels media.
- 16. Best Use of Print in a Content Marketing Campaign**  
Entrants should show how they have effectively used print in their campaign or strategy.
- 17. Best Content Marketing ROI/Measurement Program**  
Entrants should show how they have used or created the best content marketing ROI/measurement programme to monitor their campaign or strategy, including figures.
- 18. Best Internal Content Marketing Strategy/Campaign**  
Entrants should show how they have effectively used content in their internal campaign or strategy.



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# categories

19. **Best Automotive Content Marketing Strategy/Campaign**  
This is a sector-based category and entries should show how effectively content marketing has been used in the automotive sector.
20. **Best B2B Content Marketing Strategy/Campaign**  
This is a sector-based category and entries should show how effectively content marketing has been used in the B2B sector.
21. **Best Public Sector/Government Content Marketing Strategy**  
This is a sector-based category and entries should show how effectively content marketing has been used in the Public/Government sectors.
22. **Best FMCG/Consumer Products or Services Content Marketing Strategy/Campaign**  
This is a sector-based category and entries should show how effectively content marketing has been used in the FMCG/Consumer Products or Services sectors.
23. **Best Not-for-Profit/Charity Content Marketing Strategy/Campaign**  
This is a sector-based category and entries should show how effectively content marketing has been used in the Not-for-Profit/Charity sectors.
24. **Best Professional Services Content Marketing Strategy/Campaign**  
This is a sector-based category and entries should show how effectively content marketing has been used in the Professional Services sector.
25. **Best Financial Services Content Marketing Strategy/Campaign**  
This is a sector-based category and entries should show how effectively content marketing has been used in the Financial Services sector.
26. **Best News/Media/Publishing Content Marketing Strategy/Campaign**  
This is a sector-based category and entries should show how effectively content marketing has been used in the News/Media/Publishing sectors.
27. **Best Travel/Leisure/Sports Content Marketing Strategy/Campaign**  
This is a sector-based category and entries should show how effectively content marketing has been used in the Travel/Leisure/Sports sectors.
28. **Best Interactive Entertainment Content Marketing Strategy/Campaign**  
This is a sector-based category and entries should show how effectively content marketing has been used in the Interactive Entertainment sector.
29. **Best Retail Content Marketing Strategy/Campaign**  
This is a sector-based category and entries should show how effectively content marketing has been used in the Retail sector.



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# writing your report

Please use the entry template for all categories, apart from Content Marketing Agency of the Year (which has its own template), both available to download from the homepage of the website: [www.thedrumcontentawards.com](http://www.thedrumcontentawards.com)

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 point 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.

### BUDGET

Provide details of the budget.

### OBJECTIVES

Describe the brief and objectives set

### STRATEGY

Strategy for achieving the above objectives

### RESULTS

Results including evidence of effectiveness prior and post campaign e.g. increase in sales/revenue/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.

## ENTRY TIPS

- Give each entry a unique title to grab the judges' interest try to avoid generic names.
- When writing your report don't assume the judges have seen the work or campaign, give clear concise answers on the brief, the objectives and results and gures should include the starting point and any increases.
- Judges will be looking for evidence of clear strategic thinking, innovation and effectiveness. Key factors that will be looked at are the tangible results and proof of effectiveness.
- Ensure the links to the entry are all live and work. If not commercially necessary, please do not add additional password protection. Please include usernames and passwords, if required, for the judging.

## GENERAL RULES

1. Entries must be live to market at some point between **21st July 2016 and 28th July 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 midnight **Friday 28th July 2017**.
7. Entries received after the deadline date will be subject to a 10% late fee.
8. Entries are open to agencies, brands, publishers and platforms based anywhere in the world who are producing outstanding content.
9. The judges reserve the right to re-allocate entries that in their view are entered in an incorrect category.
10. 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](http://thedrum.com) or in The Drum magazine.
11. The organisers reserve the right to verify that all entries have been commercially produced for a commercial client where relevant.
12. The judges' decision is final.
13. All entries submitted must be legal. Any entries containing offensive material will be disqualified.



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