



# An award

culminating in a live judging debate and audience event on 8th March at IOEX, ExCeL London

This award, featuring a live judging final, is for the most engaging brand experience ideas and their success in the live environment, in partnership with International Outdoor Event Expo

Has your agency delivered the most compelling live experience or event for a brand in the last 3 years? Can that story be conveyed in words with pictures/video? Would you like to be involved with an award that will have its final four decided online followed by a chance for 4 finalists to present their work to a live panel of four judges in conjunction with an audience at the IOEX exhibition?

Our website, [Fieldmarketing.com](http://Fieldmarketing.com), will host an interactive feature that assesses the best live experiential activities from those entered. The four finalists will receive in depth coverage in our magazine supplement Brand X.

The winner will be announced at the live final.

## Entering

It is really easy to enter. The text required is really short; you'll probably have it done in an hour. This is an award for an idea that grabs you within the first paragraph, and where the pictures/video clip tell the story.

So here is what we are looking for, in four easy steps:

1. Pictures/ Video from the event. For video, preferably a youtube upload. If only still shots are available, we strongly recommend a slideshow/video.
2. A paragraph of approx 100 words titled: The Brand Challenge
3. A paragraph of approx 100 words entitled: The Creative Big Idea
4. A paragraph of approx 100 words entitled: Why it worked

These requirements above should be clear enough. You need to set out the brand challenge very briefly, follow it with the creative idea, event date(s) and how it solved the brand challenge, the results data and/or brief client testimonial (Data may include number of participants in the experience, viewing figures, PR Reach, Opportunity To See, brand advocacy, social media etc etc).

## Dates of Qualifying Campaigns

As this is the first edition of this award any campaign from 2009, 2010 or 2011 may be entered. Specifically no campaign started before 1st January 2009 or concluded after 31st December 2011 may enter.

All campaigns will include a live element and may be live exclusively or integrated with other media channels.

## Entry Schedule

You have until 23rd January to enter. A shortlist of the best entries will go live online in February (via a pool based system) in order to decide the four finalists. The 4 finalists will be announced online on Monday 20th February. The final is live at IOEX, 8th March. **Entrants must be able to have a representative(s) of the campaign at the live final to present their campaign. If you are unable to present your entry on 8th March you will be disqualified and replaced in the final by the next placed finalist who can attend.**

## Any Questions

Please email [frank@frankpublishing.com](mailto:frank@frankpublishing.com) or [Catherine@frankpublishing.com](mailto:Catherine@frankpublishing.com), or call +44 (0)1233 622001

**Entry Deadline: 5pm (GMT) Monday 23rd January**

## Entry Costs:

**Agency/Brand teams that were entered in the 2011 FM&BE awards, main categories A-Z have FREE entry to this award.**

Entrants who were not entered in FM&BE 2011 will need to mail an entry fee cheque for £145+VAT per entry (£174 inclusive of VAT).

## About us:

If you don't already know these awards and magazine you can get a quick snapshot of what we do at our website, [www.fieldmarketing.com](http://www.fieldmarketing.com). You can also download some of the previous award publications there and witness the high calibre of brand/agency teams that participate.

## Entry Checklist

If you are intending to enter please email [Catherine@frankpublishing.com](mailto:Catherine@frankpublishing.com) ASAP to let us know of this intention.

You will then need:

- To email the link to view or download the video clip – preferably posted on youtube or Vimeo, but you can send it direct to us, or send a download link. Entrants who hold no video footage are strongly recommended to create photo slideshows in a format from which an embed code can be easily attained. Pictures (stills) may be emailed.
- To email your overview of the activity following the outline guide above. Please remember to provide the key date or dates for the live activity as part of your written submission.
- Entry Fee: No fee applies to Agency/Brand that were entered in the 2011 FM&BE awards. OTHERWISE AN ENTRY FEE MUST BE RECEIVED. ENTRY IS £145+VAT (£174 TOTAL PER ENTRY). Cheques should be made out to Frank Publishing Ltd. or transferred by BACS/ Faster Payments.

PLEASE USE 'CREATIVE AWARD' IN THE TITLE/HEADER OF ANY EMAIL TO HELP US LOCATE IT QUICKLY.

Cheques (if entry fee applies) made out to Frank Publishing Ltd, 86 Sandyhurst Lane, Ashford, Kent TN25 4NT

Bank Details can be provided on request – 01233 622001, [Catherine@frankpublishing.com](mailto:Catherine@frankpublishing.com)