



---

BEACON AWARDS

2023

---

# calling out

CALL FOR ENTRIES  
2023

---

Celebrating outstanding  
media thinking in Aotearoa



# welcome to the beacon awards in association with oOh!media

---

Call for entry:  
14 December 2022

---

Early Bird Deadline:  
5 April 2023

---

Awards Show:  
15 June 2023

---

## introduction

A view from the beacons steering committee	04
The beacons steering committee	05
Important dates for 2023	06

---

## how to enter

Conditions of entry	08
Declaration forms	09
Eligibility requirements	10
Supporting material	10
Campaign material (finalists only)	11
Deadlines and fees	12
The scrutineering process	13
Reasons for disqualification	14
Other points to note	14
Credits	14
Publication policy & permission	15
Final tips	16

---

## the entry categories

Categories	17
Executive awards	23

---

## judging

Judging process	25
-----------------	----

---

## checklist

Checklist	28
-----------	----

# a view from the beacons steering committee

After a few, let's say 'interesting' years I'm sure you all enjoyed life and work returning to some level of normalcy across 2022.

Having said that, for our industry, the concept of normal doesn't really exist. Whilst we have, hopefully, left the disruptions of lockdowns behind, we continue to see significant changes in the media market and ongoing changes in where and how New Zealanders can search, research, and buy products. In addition to these we also have legal, technological, and societal forces changing the which, what, where and how of data usage and storage.

However, I think these changes, whilst at times difficult to keep up with, make our industry more and more exciting to work in. It also makes our industry increasingly important to our clients. The sophistication of today's media agencies is light years ahead of where the industry was only a decade or so ago and our clients need our expertise more than ever.

Naturally, as the industry continues to evolve so do the industry awards. Each year the quality of the entries continues to increase and, whilst it is a bit of a cliché, it's somewhat inevitable that the Beacon Awards of 2023 will be the best one yet. The Beacons has always been about celebrating media excellence but the definition of 'media excellence' broadens every year.

As a result of these changes, each year the Beacons committee reviews the award categories. Firstly, to manage the length of the award show, and secondly to ensure the categories accurately reflect the work we are doing for our clients. This year a few categories are being removed including best use of social, best launch and media innovation. The committee is not saying these areas aren't important, it's simply that excellence in these areas will inevitably require excellence in other categories so they are no longer needed as stand-alone categories.

We have removed advertiser of the year for similar reasons, as that category overlaps with best in show. The most significant change this year is the judging process. With a vision of having more consistency and to ensure the best work is being appropriately awarded we have merged preliminary judging and category judging together.

To win at the Beacons means being behind work that is leading the industry, they are not easy to win and even being a finalist is a fantastic achievement. In terms of writing your entries, our advice is, as always, to start writing as early as you can (they always take longer than expected), once you have drafted your entries ask your colleagues to review them and spend as much time as you have crafting your story. If it's your first time entering, take advantage of the industry resources, such as the entry writing workshops and ask for help from those that have entered and won before. Lastly, make sure your results data is clear and links directly back to the campaign's objectives.

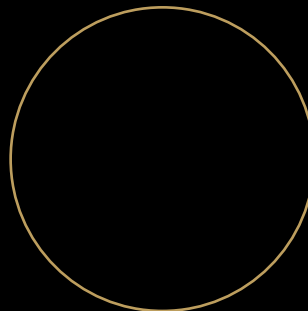
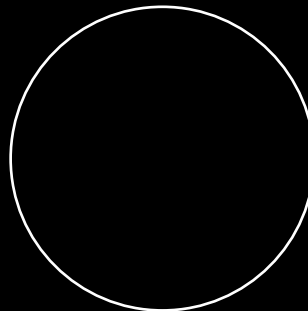
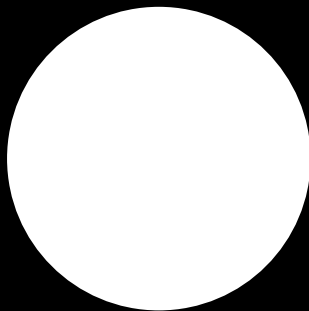
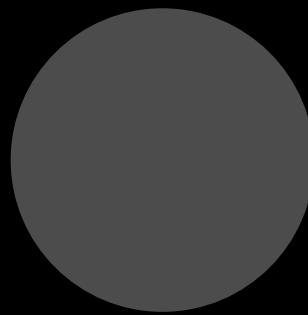
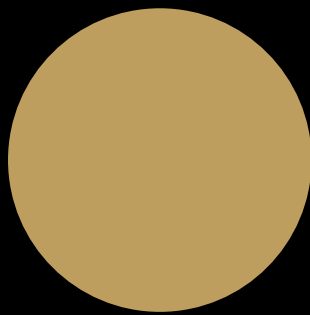
The awards night is a chance for us to get together and be inspired by the best work in the country and celebrate what a wonderful industry we work in.

We wish you all the best with your entries. We are looking forward to being inspired by the quality of your work and, of course, celebrating your successes on June the 15th.

---

Simon Bird  
Chief Strategy and  
Product Officer  
PHD

# the beacons steering committee...



Simon Bird - Head of Strategy & Measurement, PHD  
Anne Lipsham - Head of Strategy, FCB NZ  
Penelope Brown - Managing Director, MBM  
Nigel Douglas - CEO, OMD  
Richard Hale - Managing Director, dentsu  
Zac Stephenson - Managing Director, MediaCom NZ



---

## important dates for 2023

---

**call for entry:** Wednesday 14 December 2022

---

**early bird deadline:** Wednesday 5 April

**final deadline:** Wednesday 19 April

---

**category judging online:** Wednesday 10 May – Friday 19 May

**category judging day:** Tuesday 23 May

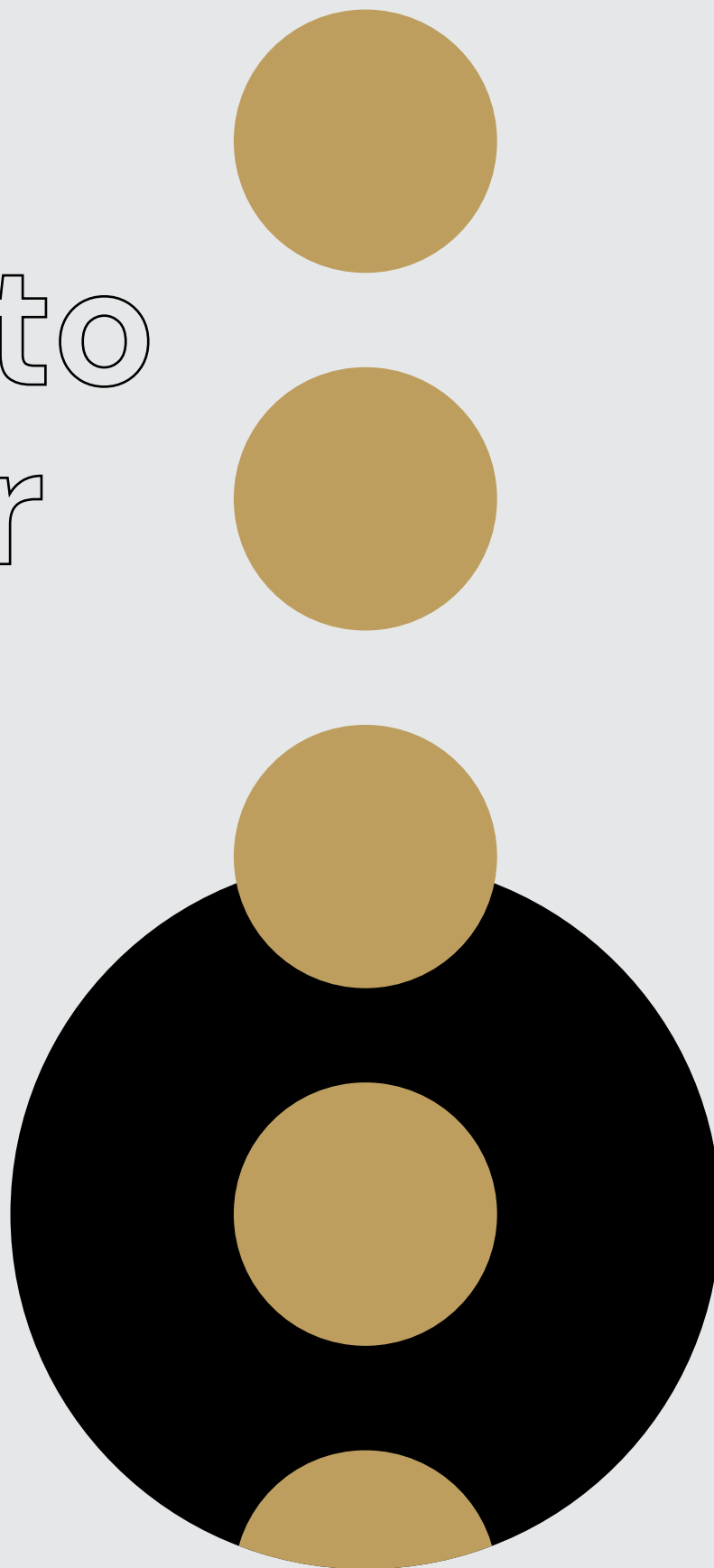
**executive online judging:** Tuesday 30 May – Tuesday 6 June

**executive judging day:** Thursday 8 June

---

**awards show (aotea centre):** Thursday 15 June

# how to enter



Entry forms and associated documentation are available from [www.commscouncil.nz](http://www.commscouncil.nz) (under Awards then Beacon Awards).

Please ensure you use the correct entry form for the category being entered.

## conditions of entry

The entrant agrees that the Comms Council will not accept responsibility for errors or omissions reproduced in award publicity material, or for work lost or damaged. The entrant grants the Comms Council permission to show the entries at the Beacon Awards show and at other times deemed appropriate after the Beacon Awards show. It is a condition of entry that the Comms Council reserve the right and shall be permitted at all times to use at their discretion any material submitted for the Beacon Awards on the Comms Council website, in promotional and educational books, videos, articles and such other means as they deem appropriate for case study purposes. The entrant has to have been responsible for the development of the media strategy.

## to register

- Click on the link to the online registration
- Click Enter Here
- Create your user name and password (please note that you will need to create a new log-in each year)
- You will be asked to submit the following details:  
Agency name, agency network and holding company and Comms Council Membership status.

## add your entries

- You will be asked to enter your campaign (entry) title, the category entered, date of first media appearance, date of final media appearance (if applicable), client name, network and location (state and country), the category entered (drop down box), the brand and the countries in which the campaign ran.
- You can then add any additional lead agency and contributing agency details (name, city, state and country).

## confirmation

- When you have completed your entry submission you will receive an email confirming your entry details.
- For each entry an entry number is automatically generated.
- You must include this entry number in the header of each page of your entry.  
Each individual entry must have a unique entry number.
- The same entry may be submitted in more than one category but please note that each individual entry must have its own entry form, entry number and copy of supporting materials.
- Your username and password allow you to update or change the details captured on the online registration form if need be.



## download

- Download your entry form template from the Comms Council website.
- Save the entry form to your hard drive (it is not an online entry form).
- The entire entry must be completed on the Comms Council official entry form. Please ensure you use it – entry forms are specific to the category you are entering.
- PowerPoint, additional information, binding of entry etc will not be accepted.
- Graphs may be inserted into the main body of the entry.

## remember

**The maximum word limit is 1200 words,** except for Category U (Sustained Success) and Category Q (Best Communication Strategy) which each have a maximum word limit of 1800. Any words in graphs or schedules will not be counted.

ANY ENTRY WHICH HAS EXCEEDED THE WORD LIMIT BY MORE THAN 25 WORDS WILL BE RETURNED TO YOU UNDER THE SCRUTINEERING RULES TO CORRECT (see Page 13). FAILURE TO DO SO WILL MEAN THE ENTRY COULD BE DISQUALIFIED.

## upload your campaign examples

- Complete your entry form, including adding the media schedule and up to 2 pages of campaign images at the end of the Word doc
- Save this as an identical PDF and upload this online as well as the Word version
- Collate your campaign material and upload these files when prompted. If uploading an entry to more than one category, check that your campaign material has uploaded across each entry.

### PLEASE NOTE

Before uploading your entries you must highlight any confidential information in RED (i.e. information which you do not want to be published). You must ensure that your entries contain, the media schedule and a maximum of 2 x A4 pages of campaign images (these should be the final pages of your entry, inserted into the template after the scoring sections).

## declaration forms

You are required to complete and upload a declaration form for each entry via the online entry portal. The form can be downloaded from the entry site

The declaration form must accompany all entries. (One signed copy per entry.) The declaration must be signed by the media agency principal (or equivalent) acknowledging that the entry is a true and accurate representation of the media campaign and giving permission for the Comms Council to use at their discretion any material submitted for the Comms Council Beacon Awards for the purpose of case study material in hard copy and online formats.

---

## eligibility requirements

The Beacon Awards is an agency-blind competition. Therefore, agency names should not be cited in the entry form, support or campaign material or on any other materials that will be seen by the judges.

Please note, campaigns that do not adhere to the eligibility requirements may be disqualified and fees will not be refunded.

- Media campaigns launched in the 14 months from 1 Jan 2022 – end February 2023 are eligible for entry. Campaigns may have been introduced earlier but must have run during this period and have data relevant to the qualifying time period. The results provided must also have occurred during this qualifying time.
- In the event of a crossover from the previous year, where a 2023 campaign is still eligible for 2023, the case history must be rewritten, clearly demonstrating new elements of the campaign or new results.
- The awards are primarily for New Zealand originated campaigns, however, should an entry be based on a media strategy and media idea originating outside of New Zealand, this must be clearly stated so that this can be considered in the judging process.
- Sustained Success (Category U): Advertising campaigns that have been consistently in market in NZ for a minimum of three years from at least 1 January 2020 are eligible for entry.

---

## supporting material

The written entry should be considered the key part of your submission; however, you must upload (as part of your entry) the following support material. Please ensure there are no agency/company names or logos on this support material:

### 1. MEDIA SCHEDULE (COMPULSORY)

Please provide a media schedule at the end of your entry form. Make sure to include ALL media utilised in the campaign with % value of each.

### 2. CAMPAIGN MATERIAL (ALL ENTRANTS)

---

## campaign material requirements

Campaign material will be requested from every entrant in 2023. The purpose of campaign material is to illustrate the campaign and not to be a sales tool that 'promotes' the award entry. This is to help judges fully appreciate how consumers experienced the campaign. Campaign material can be anything from static examples of advertising through to original video or audio content created.

Campaign material is meant to support, not supplant or sell the written entry. As a result, the following will not be accepted as campaign material:

- Material that provides a campaign commentary repackages or repeats insight, strategy or results from the written entry (for example, hype or award reels).
- Raw creative assets that don't represent what consumers actually experienced (for example, a radio script is not acceptable, but a recording of that script as broadcast on radio is).

---

## campaign material formats

Campaign material must be provided in digital format ONLY and must be limited to:

- A maximum of 10 examples of campaign execution. This could include PDFs of print ads, TV ads, video content created, websites etc.

Please follow these guidelines for submitting campaign material:

- The following formats are acceptable: PDF, JPG, MP3 (radio entries), MP4 or MOV. Please ensure that all files are high resolution and PC-compatible.
  - All photos must be submitted in JPG format, minimum 300dpi.
-

# deadlines and fees

## deadlines

- Entries and campaign material must be uploaded by 4.00 pm on Wednesday 19th April 2023.
- Member rates apply to fully paid-up Comms Council Members at competition entry or gala dinner dates.

## entry fees/late penalty fees

### ALL CATEGORIES:

Members & Sponsors

Non-Members

### EARLY-BIRD DEADLINE ENTRIES:

\$450+GST

\$1800+GST

### FINAL DEADLINE ENTRIES:

\$900+GST

\$2800+GST

### SCRUTINEERING FEES:

\$200 + GST per entry that is re-submitted

Payments can be made by:

- Visa or Mastercard through the online form. Note there is a 3% commission fee when paying by credit card.

- Bank Transfer to the Commercial Communications Council

Bank: BNZ

Branch: Ponsonby

Account: 02 0248 0238645 00

Reference: Beacon Awards 2023 +  
YourAgency/Company Name

Entries will not be processed until all monies are received. Entry Fees are non-refundable.

---

## the scrutineering process

The scrutineering process was introduced to help eliminate disqualifications through basic errors. The scrutineering process is conducted by The Conference Company and carried out after all entry deadlines have passed. The Conference Company will review all entries to check ONLY the following:

### CORRECT ENTRY FORM USED

Entries not entered on the official Comms Council entry form, or if they are handwritten or incomplete in any way. Please note every category has a separate (different) entry form.

### WORD LIMIT

The word limit will be STRICTLY ENFORCED. Any entry that exceeds 1200 words will be returned. The only exception is to Categories Q (Communications Strategy) & U (Sustained Success) where entries that exceed 1800 will be returned. Agencies are required to insert the word count on the entry form. Please note you should only count those words in the white answer boxes 1-4 of the entry form. DO NOT count the total words on the entry form. Table/graph captions should not be included in the word count provided they are less than 10 words, e.g. "Figure 1. Market share for Shampoo category."

### AGENCY BLIND

Any entry that cites agency names or logos in any entry form (or support/campaign material) will be returned. Please note this includes agency logos on media schedules.

### CREATIVE MATERIAL

No creative material/pictorial elements can be submitted in the body of the written entry. No more than two (2) A4 pages of campaign images can be provided as part of each entry's support material. PowerPoint will not be accepted. Graphs/charts are acceptable in the body of the entry (see Other points to note below).

### RESULTS

Any results identified in Question X must have a source included.

Should The Conference Company find any entries that do not meet the entry requirements above, that entry will be returned marked as not complying with the entry requirements. The entrant has the option to tweak their entry (as per the recommendations made by The Conference Company) and re-submit their entry upon payment of an additional fixed scrutineering payment of \$200 + GST per entry that is re-submitted. A deadline will be given to each entrant by The Conference Company, by which time all outstanding issues must be resolved. There is no limit on the times the entry can be re-submitted, but the final version must be submitted within the deadline with all issues resolved otherwise it will risk being disqualified at judging.

Note that the scrutineering process looks only at the "hygiene factors" above. Complying with scrutineering requirements is not a guarantee that an entry will not be disqualified on other grounds. An entry that does not pass scrutineering and is not successfully resubmitted will forfeit the original entry fee.

---

## reasons for disqualification

- Campaigns entered into more than one of Categories A – E and/or Category F.
- Campaign appearance dates do not fit within the eligibility period
- Entries not accompanied by full payment.

---

## other points to note

### GRAPHS AND CHARTS:

Graphs and charts CAN be presented in colour, but captions longer than 10 words or explanatory notes must be included in the total word count.

### REFERENCING:

Data sources should be referenced, but not using any agency logos or names (e.g. 'Agency research' would be acceptable but don't name the agency. Research company names are acceptable).

### FONTS:

All text must be in a standard black font. All entries must be submitted in 10pt minimum font.

### BINDING:

Please do not use binding or other presentation enhancements on your entry.

---

## credits

Credits will be requested from all entrants at the time of entry submission. The credits template will be available on the entry portal for your completion.

Credits must include ALL partner agencies involved in the entry.

Please carefully check and re-check the credits you provide. It is important that you correctly spell partner agencies and people's names and use their correct title. Please ensure company names are consistent throughout the credits document.

Credits are used in all publications exactly as provided and are shown on screen at the Beacon Awards Show and on the Comms Council website.

They are also used in the calculation of league tables. Credits cannot be adjusted after Saturday 6 May 2023. If in doubt, check!

---

## publication policy & permission

Finalists and winners of the 2023 Beacon Awards will be showcased in various ways. Publication is at the sole discretion of the Comms Council. Work submitted must be original and you must have secured rights to submit it.

---

## campaign materials

By entering work in the competition, the Comms Council is automatically granted the right to make copies, reproduce and display the campaign material and case studies for education and publicity purposes such as but not limited to the Comms Council website, press releases, newsletters, programming/conferences, and the Beacon Awards Show.

---

## publication of case studies

All sensitive information in your entry must be highlighted in RED. Information highlighted in RED will be excluded in the publication of case studies.

---

## final tips

REMEMBER THE OLD SAYING:

**“I’m writing you a long letter, because I haven’t time to write you a short one”.**

**Entries that get quickly and simply to the “argument” will always do better than long wordy ones.**

Remember that both the administration and judging of Beacon Awards is a large and complex process. Entries that make this task more difficult significantly reduce their chances of success.

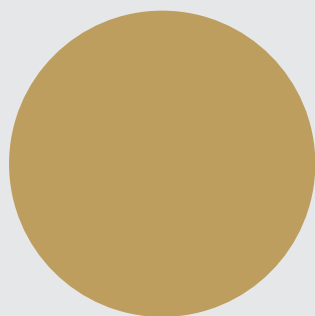
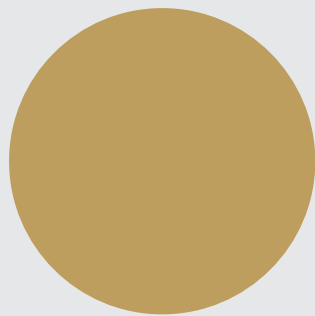
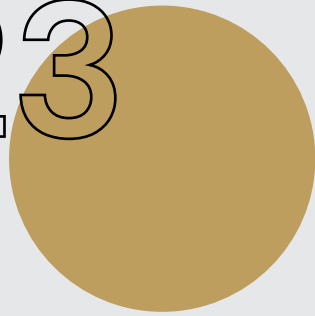
Many entries fail to make it past the first cut simply because they ignored some of the entry form instructions – missing descriptions, inadequate explanation of timing, missing sections; these are all too common.

No two people write in the same way; but there are some basics that facilitate understanding – and the easier it is for judges to understand your entry, the better your chances of success. For instance:

- Use short, clear, logical sentences and paragraphs, even bullet points.
- Vast slabs of unbroken text are hard to read and understand.
- Use your spell-check and proofread carefully.
- Less is more.
- Make it readable – minimum 10-point type font, with reasonably open spacing. Remember the judges have A LOT of words to read.



the  
categories  
2023



Media campaigns launched in the 14 months from 1 Jan 2022 – end of February 2023 are eligible for entry.

## eligibility

Campaigns may have been introduced earlier but must have run during this period and have data relevant to the qualifying time period. The results provided must also have occurred during this qualifying time.

In the event of a crossover from the previous year, where a 2022 campaign is still eligible for 2023, the case history must be rewritten, clearly demonstrating new elements of the campaign or new results.

The following Beacon Award categories are intended as a guide for your campaign submissions. The Beacon Awards Committee reserves the right to re-categorise campaigns and split/redefine categories if entries received in a particular category warrant such action. The Beacon Awards Committee encourages writers to enter multiple categories (within the entry rules).

Across all categories, entries will need to demonstrate the development of a media solution to resolve a marketing problem by way of:

- The background and challenge
- Insight and strategy
- The execution
- The results

Please note that the entry summary, although has no marks allocated, is important and will be used within category group decision making.

Each category also has its own specific requirements based on that category's focus. Judges are instructed to evaluate entries against these requirements and specifically the contribution that media practice has made to the outcomes. Please ensure that your entry is tailored to address the specific requirements of the category it's entered in and that the correct entry form is used.

## note

A campaign can only be entered into one category A to E once, i.e. a campaign cannot, for example, be entered in Category C and Category D. Entries in Category F – Charity can only be entered into Category F. (Multiple category entries outside of categories A – E and K are welcome.)

---

# general categories

---

## A. social marketing/ public service

This category recognises uses of media that have succeeded in meeting the objectives of government or publicly funded bodies. Typically, these include campaigns from government departments, local bodies, tertiary education institutions or for a community service. The judges will be looking for proof that the media strategy and execution has had an identifiable and direct contribution in achieving set campaign objectives.

---

## B. retail/etail

This category recognises uses of media in the area of retail/etail. This includes fashion, clothing, accessories, and fast food and also incorporates online retail. The judges are looking for proof that the media strategy and execution has had an identifiable and direct contribution in achieving set retail objectives and that success is not the result of other factors including pricing or sale activity.

---

## C. fast moving consumer goods (FMCG)

This category recognises media campaigns across the entire spectrum of FMCG. This can include food, grocery, household products, cosmetics, pharmaceuticals, toiletries, alcoholic and non-alcoholic beverages, and pet. The judges will be looking for proof that the media strategy and execution has had a direct contribution in achieving set campaign objectives.

---

## D. consumer durables

This category recognises media campaigns that achieve success for products that are not purchased regularly or those that have high involvement decision making. This could include motor vehicles, white goods, brown goods, household furniture and electronic goods. The judges will be looking for proof that the media strategy and execution has had a direct contribution in achieving set campaign objectives.

---

## E. consumer services

This category recognises media campaigns that achieve success for companies whose main focus is providing a service to a consumer. This could include airlines, tourism, energy suppliers, financial services, telecommunications, and entertainment (TV, music, movies, or gaming). The judges will be looking for proof that the media strategy and execution has had a direct contribution in helping achieve set campaign objectives.

---

## F. charity

### ENTRIES IN THIS CATEGORY CANNOT BE ENTERED IN OTHER CATEGORIES

This category is seeking to identify campaigns that make the greatest contribution to support charities, appeals, fundraising or various not-for-profit community programmes. The award may recognise innovation in media thinking but this is not mandatory. The judges will be looking for proof that the media strategy and execution has had a direct contribution in helping achieve set campaign objectives. This category is strictly for not-for-profit organisations only including registered and unregistered charities. Charity entries cannot be entered in other categories.

---

**G. best small budget  
(up to \$100k pa)**

This category is open to any campaign with a total combined campaign cost to client of less than \$100,000. All entries must prove they are a stand-alone campaign as opposed to a single execution within a larger campaign. The judges will be looking for entries that put the perceived budget constraints behind them to develop brilliant strategic thinking and outstanding activation to deliver results that punched way above the campaign's weight.

---

**H. best use of event/  
experiential**

This category recognises outstanding physical, virtual or hybrid experiential campaigns or events. You will need to explain why an event/experiential campaign was the right strategic solution to the challenge, including evidence it was the central component. Judges will be looking to understand how the brand's narrative was brought to life via the event/experience and how the event/experience was leveraged to best achieve campaign objectives. Examples can include but are not limited to: pop-ups, stunts, guerrilla marketing, projections, ambient media, digital simulations, virtual events, physical events, activations, and sponsorships.

---

**I. best use of  
content**

This category rewards campaigns that demonstrate a sound understanding of the role of content in delivering outstanding business outcomes for clients. Entries must clearly articulate why strategic use of content was the key to the campaign's success, and how it was delivered in clever, creative, or surprising ways to be most effective in addressing the client's marketing challenge/s. Entrants should demonstrate a thorough understanding of the channels used, whether social media networks, blogs, television, editorial, radio, podcasts, apps or other digital platforms. Judges will be looking for activity that connected a community or audience to a brand through content, and that delivered outstanding business results beyond views and engagement.

---

**J. best use of  
technology**

This category celebrates the role of technology in driving media innovation. Specifically, where technology has enhanced the development, implementation or outcome of a media campaign or activity. The technology could be applied across all elements of the campaign, or to a particular component but there will need to be evidence of it being either: a proprietary or first to NZ market technology OR using existing technology/platforms in an innovative or distinctive way. Judges will be looking to understand: what was innovative about the technology and how it was applied to the media challenge, why it was a good fit for the brand or business problem, how it impacted or connected with the target audience to deliver outstanding campaign results.

---

**K. best use of data**

This category recognises media approaches that have been led by a sharp data strategy. Judges will be looking to understand how this leading data strategy drove the media approach, directly impacting on behavioural or business outcomes. Results are worth 35% as this data strategy should be able to attribute its success with proof points such as targeted response, increased engagement, incremental leads, reduction in CPA and/or improved ROI. Judges will also be looking to understand how the use of data was an agency led initiative. This category is not reliant on a specific marketing campaign (it could be a subset or always on) but will still need to contextualise for judges why this approach is award worthy. If your data source is proprietary research leading to an insight you may want to consider entering the Best Use of Insight category instead

---

**L. best use of search engine marketing**

This category recognises exceptional practice in the use of Search Engine Marketing to drive positive business or behavioural outcomes. This category is open to entries for paid search and search engine optimisation initiatives. Judges will be looking for a clear set of objectives, a strong strategic approach, excellent execution, and demonstrable outcomes. This category is open to both short term campaigns or ongoing programmes. Judges will consider creative and innovative approaches, as well as campaigns with excellent application of fundamentals and best practice. You'll need to contextualise for judges why your approach is award worthy. The search engine marketing initiative may be part of a wider campaign, however demonstration of the specific role and effectiveness of the search channel will be required.

---

**M. creative media idea**

This category recognises invention or innovation within a channel or property that was driven by consumer, data or brand insight and creative thinking. Judges are looking for ideas that drive tangible benefit to the consumer or to the client's communications objectives.

---

**N. best use of insight**

This category recognises how the use of insight, analytics or market intelligence has resulted in media campaign and business success. Judges will look for entries that demonstrate how an agency has uncovered an insight, how this insight has shaped the media strategy development and execution and the business success that this has delivered. Sources of insight could vary from proprietary research to social listening through to quantitative or qualitative studies. The insight section of the entry will account for 40% of the judge's score.

---

**O. best communications strategy**

(NOTE: WORD LIMIT 1,800)

This category celebrates strategic excellence. Judges are looking for a cohesive communications strategy with a central idea at its heart. It should show a carefully researched and well thought-out action plan designed to meet a clearly defined challenge. This should include novel ways in which media channels have been used, each with a clear link to the strategic idea. The winning entry will also have clearly articulated the insights used to inspire the communications strategy. The strategy section of the entry will account for 40% of the judges' score.

---

**P. most effective**

This category recognises meeting a challenge and succeeding. Judges are looking for evidence that the communication drove a positive outcome or exceeded objectives. This could include generating positive business results (e.g., market share, sales value, profit), shifting brand health measures (e.g. consideration, preference, perceptions), or changing people’s behaviour (e.g. buying patterns or social habits). It will focus on effectiveness of a campaign above all other considerations – the results section of the entry will account for 40% of the judge’s score. All entries must include figures showing the campaign’s direct impact on stated objectives (indexes will suffice).

---

**Q. best collaboration**

This category is open to media owner/partner, clients, and agencies, and is designed to celebrate work that is only made possible by the close collaboration of two or more partner(s). This category can be entered by either the media owner/partner, client, or agency. The judges will be looking to understand multiple layers as to why this collaboration was not just good, but great. How was strong collaboration, or indeed a new way of collaborating, critical in delivering a better overall result? How did the parties involved break through the norm? How did each party play a distinct individual role that made the whole greater than the sum of its parts? How complex was this collaboration? What hurdles did you face along the way? Ultimately the judges need to understand how this collaboration delivered results for the client beyond what could have been achieved with a single partner. Entries can be proactive sales proposals or responses to briefs, as long as the partners have worked together to execute and enhance.

---

**R. media business of the year**

This category recognises the years outstanding Media Business. The judges (Comms Council Media Committee) will be looking for the business that has set a clear vision and strategy and then implemented that strategy with success. In this case success will be assessed from a range of perspectives including financial, industry engagement and reputation, audience growth and/or engagement. The Comms Council Media Committee reserves the right to not award in this category if no entry meets the judging standard.

---

**S. sales team of the year**

This category recognises excellence within the crucial media owners’ sales function. Open to both individual or team entries. The Judges (Comms Council Media Committee) will be looking for evidence of a clear strategic roadmap that allowed for the delivery of outstanding business performance against well-defined KPIs. Examples of innovative campaign case studies and a solution-based approach to selling are more likely to resonate with the judges.

# executive awards

---

## sustained success

(NOTE: WORD LIMIT 1,800)

This category recognises both the success and the difficulty in maintaining a consistent approach to media communications across three years or more. Judges will be looking for evidence of clear strategic thinking that has significantly contributed to the success of campaigns that have been consistently in market across the years that the campaign has run. Judges will be looking for a clear demonstration of how the campaign has remained consistent, but the entry can also include additional thinking and execution that has kept the approach relevant and up-to-date from year to year. The effectiveness and results achieved should accurately reflect the objectives and media strategy. The judges want to see clarity of thinking, identification and application of insights and innovation. It's important to remember that a campaign founded on a sound, solid and evolving strategy can be as effective as one containing significant innovation.

---

## media agency of the year

The award will be given to the Comms Council Agency whose business has made the greatest overall improvements to their business over the past year. It is open to Comms Council member media agencies of any size.

---

## best in show

All Gold Beacon Award winners will be eligible for the Best in Show. It is a category designed to identify the single best example of media brilliance across the entry period and will not necessarily be the entry that has won the most gold awards on the night. This award is selected by the panel of international judges.

# judging





---

## the judging process

All decisions of the Beacon Awards Committee in all matters relating to the competition shall be final and binding and no correspondence will be entered into. Entries are judged in various phases.

---

## category judging

In the Category round judging, all entries are put into their entered category and are judged against other finalists in their category on both the written entry and campaign material. This will be completed by judging all entries in their panel online followed by a rigorous discussion with their panel in person.

The category judging panel consists of 8-10 groups of up to 10 judges per group. Categories are assigned to each group. We try to achieve a fair spread of skills, disciplines, and backgrounds of the judges in each group.

This year the team leaders of each group (known as an Executive Judge) will be a mix of senior clients, senior media agency and senior media owner personnel. It is the Executive Judge's role to moderate their group's judging session.

The category judging panel is made up of judges specifically selected by the Beacon Awards Steering Committee from the list of nominations received. Each finalist entry is read by each judge and scores awarded. Any conflicts are declared and those with conflicts leave the room and exclude themselves from consideration of those entries.

The category judging panel make award recommendations which are then ratified (and sometimes modified) during executive judging.

---

## executive judging

The second round of the judging process is the Executive Judging. The judges are the team leaders from the previous round. This is important, as they take the recommendations of their category team for Golds and Silvers, plus additional comments about why they should get those awards, why they were better (or worse) than others and any other relevant comments which should be taken into consideration. To ensure that this transfer of views is as representative as possible, it is important that all category teams, and their leaders, fully transcribe those thoughts at the end of the category judging!

The role of the Executive Judging is to minimise the inconsistencies across all the categories – they compare across categories to ensure that the top entries get a fair hearing. Prior to the session, all Executive Judges get to read all the Gold and top Silver entries. The process is very conversational, with all category team leaders having to be prepared to discuss and debate their judging from the category level, explaining their team's views and rationale for awarding Gold and Silver.

This does mean that if the full Executive Judging Team feel that a particular entry was under- or over-awarded, then they do have the opportunity to override the Category Team's recommendation. In reality, this does not happen often, but we do normally see a handful of changes.

One other variable which the Executive Judging takes into account is the overall number of Golds awarded across all the categories. Firstly, we take account of whether the total number awarded is a fair representation of the standard and quality of work. Secondly, we also don't want to suffer from the harsh scoring mentality, which sometimes occurs and so if we feel that the total number of Golds should be higher (for example) this may be something which gets adjusted at Executive Judging Level. It is fair to say that, over recent years, this has not been applicable.

Overall, we come out of Executive judging with, what we believe to be the fairest and most accurate judging awards for the work in front of us – the culmination of three levels of judging scrutiny.

---

**best in show &  
media agency  
of the year  
judging panel**

The Best is Show and Media Agency of the Year Awards are judged by a panel of 'International' judges who judge remotely. For the Best in Show Award the panel each review all Gold winners (as chosen by the Executive judging panel) and after discussion, the Best in Show will be chosen. For the Media Agency of the Year Award the Judges score each entry and an independent auditor reviews the financial part of the entry. These scores are combined to determine the Media Agency of the Year.

---

**comms  
council media  
committee**

The Comms Council Media Committee will choose the winner of Media Business of the Year and Sales Person or Team of the year.

# checklist

a final checklist to use before submitting your entry:

have you:

- Checked you are using the correct entry form for the category you are entering?
- Added up the words in answer boxes 1-4 in order to adhere to the category word count?
- Highlighted confidential information in RED?
- Removed all agency branding and references?
- Included your media schedule?
- Uploaded all creative campaign material?
- Uploaded the signed declaration form?
- Uploaded the credits form?  
(Payment not required at time of submission so this point can be removed)

