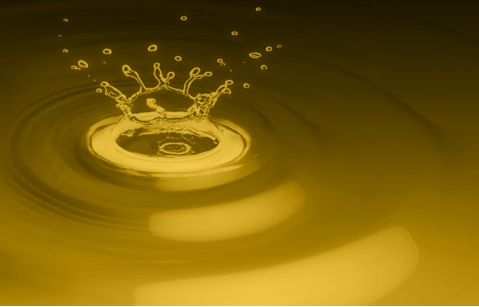


mfa
awards 2016

CELEBRATING WORK THAT WORKS



MFA AWARDS TOP TIPS FOR WRITING AWARD SUBMISSIONS

1. Be ruthless with yourself

Has the work transformed your client's brand and business? Is this one of the most innovative and effective pieces of media thinking you've seen all year? Are you so proud of what you've done, you've even tried to explain it to your mum? If that's the case, then go for it. This is your chance to show what your agency is capable of achieving, so be sure it's your very best.

2. Tell us why it's special

Put it in the title. Shout it out from the very first paragraph. The judges are poring through dozens of entries. Make it easy for them to understand why your entry is so special, and then keep hammering the point home, with a clear, single-minded message. It's exactly the same discipline and focus we demand from the brands we represent.

3. Tell a story

From the challenge, to the insight, strategy, ideas and results, everything must build a seamless, connected story. There needs to be a direct, obvious link from one point to the next, culminating in results that directly relate back to the challenge you defined upfront. If the judges have to join the dots for you, then your story isn't going to stick.

4. Make it about media

It needs to be said: these are media strategy awards. It's about recognizing the best media thinking in the market, so be sure your strategy clearly articulates what it was about the media solution that was unique, and how your original, innovative approach to channel planning and activation ultimately contributed to the campaign's success.

5. Get your partners involved

No campaign is ever done in isolation. Get your client, media owners and other agency partners involved early, take advantage of their unique insights and observations, and be sure to credit others for their contribution. Your work – and working relationships – will be all the better for it.

6. Make it entertaining

Programmatic might be taking over the world, but awards judging is still done by humans. Cynical, jaded humans, with a relatively short attention span, but a passion for great work. Your job is to excite and inspire them, making your ideas leap off the page with your own unique style. Make it fun, ditch the jargon and stick to the point.

7. Give it the attention it deserves

Nothing can undermine your credibility quicker than a typo. Proof read repeatedly, check your data is consistent, and tailor your entry to the category. You'll need a fresh set of eyes, so find a mentor early, ideally someone who's been an awards judge previously. Their advice will be invaluable.

8. Prove it worked

The ultimate purpose of these awards is to celebrate work that works. This is why it all starts – and ends – with your campaign objectives. If your results don't link to your objectives, don't include them. If you don't have results to prove you hit your objectives, don't write the entry. Media objectives are useful inputs, but it's the outcome on your client's brand and business that counts. Prove the causal link, discount other factors like pricing and distribution, and convince the judges that the results were truly exceptional.

9. Start. Now.

There's no time like the present. If you want to do your entry justice, and tick off tips one through eight, then you need to get cracking. Now. It doesn't need to be perfect, and it doesn't need to read like the next great American novel, it just needs to make sense. Get something – anything – on the page, and the rest will follow. Good luck!