



# 2023 DMAasia **ECHO** Awards

Entries Deadline - 15 / Nov / 2023 11:59 PM (GMT +5:30)

## Submission Details

### STAGE 1- CONTACT INFORMATION

Contact Information- Entrant, Client, Agency(s), and Other Contributor(s) Information.

- Entry submitted by:\*  Agency  Client  Media Company  
 Data Provider/Intermediary  Other

### Entrant (Brand / Client) Key Contact Information

The Entrant Contact is the individual managing communication between the Awards program and submission team(s) from the Brand / Client. This cannot be from the agency. This person is responsible for submission, all elements being submitted, communication, and collections. Please note this individual must be authorized to review and approve terms and conditions.

Entrant Company Name:\*

Entrant Contact First Name :\*

Entrant Contact Last Name :\*

Entrant Contact Title :\*

Entrant Contact Email :\*

Entrant Mobile Number:\*

Entrant Company Street Address:\*

How did you hear about the DMA CREATEFFECT ECHO Awards? (Optional):

- Entered Previously  Won Previously  DMAasia Website

How did you hear about the DMA CREATEFFECT ECHO Awards? (Optional):

- Email     Social Media     Phone     Mail  
 Word of Mouth     Won at a local/regional chapter level     Other

Is there a Lead Agency for this submission?:\*

- Yes, a lead agency was involved.  
 No, this campaign was in-house.

Select yes if you want to provide credits to the agency, Select no for inhouse work.

## Lead Agency Contact Information

Primary Team responsible for the work represented in the entry and will be credited as the "primary team" on all finalists/winners' listings and on trophy engraving. There is an option to include External Contributors and Partners within this entry form. If there is no agency involved and work is inhouse do not fill this section.

Lead Agency Company  
Name:\*

Lead Agency Contact  
First Name:\*

Lead Agency Contact  
Last Name:\*

Lead Agency Contact  
Designation :\*

Lead Agency Contact  
Email :\*

Lead Agency Contact  
Mobile :\*

Lead Agency Company  
Street Address:\*

Lead Agency Company Logo: \*

Logos must be uploaded in Adobe Illustrator or EPS formats only. If you do not have this format for your logo and upload a different version, please be aware your logo may be omitted. Please save file name as: (Entry Title- As listed on this entry form)\_LogoTeamBasic Example: Entry Title is "Play Hard" PlayHard\_LogoTeamBasic.eps

Lead Agency Public Relations/Press Contacts:

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*Winning Primary Team's PR/Press contacts that are provided will receive the DMA CREATEFFECT ECHO Awards Press Release regarding winners upon the conclusion of the 2023 Program, as well as be contacted regarding media opportunities for interviews, presenting opportunities, etc. Template : <https://bit.ly/presscontact2021>*

Lead Agency Member Credits (Optional):

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*You may list up to 10 individuals from the Agency who deserve credit for contributing to the submitted entry. The order listed on the entry form will be the order displayed in the DMA CREATEFFECT ECHO Awards Winners Gallery. Please upload excel file. (Note: emails will remain confidential) Template : <https://bit.ly/teamcredit2021>*

External Contributors and Partners (Optional):

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*Optional – Please add those external companies who were involved in the program (up to 10). Please provide company name only, separated by commas. If a winner, credits*

Should one of these external contributors be credited as a “co-lead agency” on the work featured in this entry?:



Yes



No

*Note: Only one external contributor company may be listed as a “co-lead agency”, as if they contributed equally to the execution of the program with the primary team, and if the submission is selected as a winner, both teams would receive equal recognition.*

Which one contributing company is to receive co-lead credit? :\*

External Contributor Logo :\*

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*Standard .ai or .eps ONLY*

## STAGE 2 - ENTRY DETAILS

Please complete all required fields to ensure entry eligibility. To be eligible the strategy that were brought to life and in practice anytime over the past two years - 2020-2021. All entries must be submitted in English, but creative containing all fluencies are welcome. Please be sure to include English translations for creative materials written or spoken in other languages.

Title of Entry:\*

*The length must not exceed 36 Character.*

## Entry Activation and Eligibility Dates

Strategies that were brought to life and in practice anytime over the past two years - Oct 2021 - Oct 2023.

How did you hear about the DMA CREATEFFECT ECHO Awards? (Optional):

- Less than 1 month       1-3 months       4-6 months  
 7-9 months       12-18 months       Over 18 months

ECHO Awards Category:\*

*Please select the best suitable category*

Entry Industry Sector :\*

*The primary industry for this entry.*

Entry submitted by:\*

- Primarily B2C       Primarily B2B  
 Both B2C & B2B       Other

*Which market did you target?*

Type of Project:\*

- A marketing campaign  
 A company initiative

*Was this effort for:*

Title of Entry:\*

*Please share the type this effort was primarily focused on via the drop down options: ZERO-PARTY DATA Coined by Forrester Research, Zero-party data is that which a customer intentionally and proactively shares with a brand. It can include preference center data, purchase intentions, personal context, and how the individual wants the brand to recognize [them]. FIRST-PARTY DATA In the context of personalization, we're often talking about first-party behavioral data, which encompasses an individual's site-wide, app-wide, and on-page behaviors. This also includes the person's clicks and in-depth behavior (such as hovering, scrolling, and active time spent), session context, and how that person engages with personalized experiences. With first-party data, you glean valuable indicators into an individual's interests and intent. Transactional data, such as purchases and downloads, is considered first-party data, too. SECOND- PARTY DATA Second-Party data is created*

when two or more parties decide to share their first party data on a “private” basis for mutual benefit, meaning that no one else can access or view it. It requires mutual customer records and shares only the segment of customers you have in common with your data partners. It can be used to leverage more from customer data to achieve new levels of marketing insight. It allows marketers to understand how their brands interact with other brands and then to create segment-tailored offers that are more timely and compelling. **THIRD-PARTY DATA** Obtained or purchased from sites and sources that aren’t your own, third-party data used in personalization typically includes demographic information, firmographic data, buying signals (e.g., in the market for a new home or new software), and additional information from CRM, POS, and call center systems. Often referred to as syndicated data.

Type Of Data (Part2) :\*

- Attitudinal                       Behavioral                       Contextual  
 Demographic                       Other

Please share the market profile of your company:

Country In-Market :\*

Choose one ...

Primary country and where this entry was in-market.

## STAGE 2 - ENTRY DETAILS

Languages other than English: Provide English translations for all work created in another language. Entries that are missing translations may not be judged. Please note by submitting work into the DMA CREATEFFECT ECHO Awards, you give DMA the right to share content, data, and media in the DMA CREATEFFECT ECHO Awards case studies after the awards have been presented.

Situation Analysis (200 maximum words allowed):\*

Provide the understanding of the role this data plays in your marketing – from internal departments to external customers – set the stage to understand the environment, the need, and the role this data strategy plays in driving business growth in your organization.

Objectives and Business Challenge(s) (200 maximum words allowed):\*

Provide the understanding of the role this data plays in your marketing – from internal departments to external customers - set the stage to understand the environment, the need, and the role this data strategy plays in driving business growth in your organization.

The Approach (300 maximum words allowed):\*

Outline the vision, key decisions made and the rationale for those choices from technology to tactics to processes. What were some “ah-ha” moments your team experienced along the way? Any unexpected challenges or opportunities identified during the project? How did you handle privacy/addressability issues? Methodology

*Describe the methodology(ies) used. Timeline: How long did it take from concept to execution? Share details regarding length of processes and turnaround times from collection to application of learnings from the data. Partners: Share insight into the working team dynamic and collaboration with outside providers.*

Results / Impact (200 maximum words allowed):\*

*Share the measurable goals or key performance indicators (KPIs) you set out to achieve along with existing benchmarks. Show evidence how the effort met or exceeded the measurable goals and KPIs. What was the % change vs benchmarks, if available? Please provide information to support your answer – sales, share, conversions, adoption rates, process improvements, turn-around times, etc. Did it your effort contribute to brand building and/or business growth objectives? If you do not have the ability to share actual numbers, dollar or unit sales increznst another metric.*

Upload Data Results (Optional):

*You may upload a chart/graph to illustrate your results (a single image JPG or single page PDF). Required format: Pdf or JPG*

Data Sources (Optional):

Choose one ...

*All sources for the entry results, from third-party (e.g., Google Analytics) to client reported. Names listed of each data source separated by a comma.*

Additional Information, Insights, Comments (200 maximum words allowed):\*

*Share any information that provides additional context for the judges – for example: How will your data strategy be embedding into your business? Share insight on the ease, obstacles, and requirements to sustain the implementation of this data strategy long term. Has this effort inspired extension into other business contexts?*

Brief summary statement or expression 75 words, including headline:\*

*Tip from the Judges: This is the FUN part. A headline and summary that DMA can use when showcasing your effort as a case study. This is the “Wow!” factor. This summary will be featured in the Winner Gallery should you be a finalist or winner.*

## STAGE 4- UPLOAD FILES and SAMPLES

Judges: please note the below area is used to showcase supporting materials for each entry. Some slots may be empty. Media, Files, and Samples: Languages other than English: Provide English translations for all work created in another language. Dub/subtitle videos in English or include a written translation. Entries that are missing translations may not be judged. Image files must be readable and in the

requested format to be judged. Please note by submitting work into the DMA CREATEFFECT ECHO Awards, you give DMA the right to share content, data, and media in the DMA CREATEFFECT ECHO Awards case studies after the awards have been presented. See the full Terms and Conditions.

Hero Image for Judges:

*DO NOT Include the Agency Logo. Only Brand logo and Key Campaign Visual. Size 1920 X 1080.*

Website (Optional):

*If applicable, provide url. Video-sharing sites (YouTube, Vimeo, etc.) are not eligible.*

## Additional Supporting Files

Upload a minimum of 1 visual and/or video below to illustrate the effort. It is optional to upload an additional 2 or 3 visuals/videos. Formats: PDF or JPG format. Video Requirements: Format: Apple QuickTime (WMA/WMV files not accepted) Codec: ProRes 422, H.264, MP4. M4V, or uncompressed MOV Resolution: 1920x1080 or 1280x720 for 16:9; 1440x1080 or 960x720 for 4:3; At least 100MB per 60 seconds of video

File 1 Description/Title :\*

*One visual/video required.*

Google Drive Link URL for file 1 of video to illustrate the effort:\*

*Please make sure the link should be accessible to juries. DO NOT INCLUDE THE AGENCY NAME IN THE VIDEO. KEEP THE VIDEO TO UNDER 3 MINUTES. The Video should narrate the submission - objective, approach, results.*

File 2 Description/Title (Optional):

Google Drive Link URL for file 2 of video to illustrate the effort:

File 3 Description/Title (Optional):

Google Drive Link URL:

*Please make sure the link should be accessible to juries*

Team Photo (Optional):

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We invite you to submit an image that represents the creative team behind the work. This element may be used on public channels and presentations (social channels, awards gala, websites, DMA meetings/conferences, etc.) Gallery, etc., if identified as a winner. Please save file name as: (Entry Title- As listed on this entry form) teamimages "Play Hard" PlayHard\_teamimage.jpg Image Requirements: Format: JPG, 1920x1080 pixels, landscape File Size: 10 MB or less

Hero Image for Winners Announcement.: \*

Browse

Upload main entry image that DMA may use on a large screen, in print and online to represent the campaign. Please save file name as: (Entry Title- As listed on this entry form)\_HeroImage Example: Entry Title is "Play Hard" PlayHard\_HeroImage.jpg Image Requirements: Format: JPG, 1920x1080 pixels, landscape File Size: 10 MB or less. Include clearly Agency Logo , Brand logo and Key Campaign Visual. Refer Sample : <https://docs.google.com/presentation/d/1IDRJuz1sgSRxdloztucEMxC16JeJm03OBleZo9lyYs/edit?usp=sharing>

## Endorser Details

Endorser must be a CMO / Head of Marketing from Client / Brand Side

Endorser First Name:\*

*Endorser must be a CMO/ Head of Marketing from Client/ Brand side*

Endorser Last Name:\*

Endorser Designation:\*

Endorser Company Name:\*

Endorsement email:\*

*Endorser's Email: The email address provided here will receive an endorsement request, containing comprehensive campaign details. The endorser is required to approve the campaign by clicking the 'Endorse' button within the email.*

Enter your payment confirmation number: \*

Please provide your payment confirmation number to validate your entry. If you don't have one or encounter issues, contact Jitendra Mishra at [jitendra@dma.asia](mailto:jitendra@dma.asia) / +91 9990300020 or Supriya Thakral at [supriya@brandmasters.in](mailto:supriya@brandmasters.in) / +91 9650717681. Incorrect or missing numbers may lead to disqualification.



## Disclosure/Terms and Conditions

*Finalize Submission Should you be a finalist or a winner, your work will be positioned as a best-in-class example of marketing and the assets you have submitted will be showcased for publicity and educational purposes, including but not limited to press/media purposes, DMA social channels, Awards galas and events, presentations, DMA partner platforms, etc. To assure the integrity of the DMA CREATEFFECT ECHO Awards entries, protection of the DMA, and the highest standards for this industry-wide award, please be aware that by entering into the DMA CREATEFFECT ECHO Awards you are agreeing to the program's terms and conditions. Please Review Terms & Conditions <https://www.dma.asia/privacy-policy.php>*

I agree to the terms and conditions.

Confirm your agreement by checking the box above. Please read the terms and conditions here : <https://www.dma.asia/privacy-policy.php>

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