



2023 DMAasia **SPARKIES** 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.

Entrant 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 Contact Mobile:*

Entry submitted by (Optional):

- Agency
- Client
- Media Company
- Other

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

- | | |
|--|--|
| <input type="radio"/> Entered Previously at DMA Awards | <input type="radio"/> Won Previously at DMA Awards |
| <input type="radio"/> Email | <input type="radio"/> Social Media |
| <input type="radio"/> Mail | <input type="radio"/> Word of Mouth |
| <input type="radio"/> Phone | <input type="radio"/> Other |

Lead Agency Information

Primary agency responsible for the work represented in the entry and will be credited as the "lead agency" on all finalists/winners' listings and on trophy engraving. There is an option to include co-lead agency and contributors within this entry form.

Was there a "lead agency" for the work represented in this entry?: *

- Yes No

Lead Agency Name:*

Lead Agency Holding Company (Optional):

Lead Agency Contact First Name:*

Agency contact for this entry is the individual from the agency who led the work on this entry and the point of contact for agency questions or interviews. This can be the same as the Entrant Contact or the most senior agency lead for this work.

Lead Agency Contact Last Name:*

Lead Agency Contact Title :*

Lead Agency Mobile:*

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)_LogoAgencyBasic Example: Entry Title is "Play Hard" PlayHard_LogoAgencyBasic.eps

Lead Agency Information

Primary credited client company and will be credited as the "client " on all finalists/winners' listings and on trophy engraving.

Entry Activation Date or Campaign Start Date: *

Entry Activation Conclusions or Campaign End: *

Still in market conclusion date (space for date will be provided)

Entry Activation/Campaign Duration (Optional):

Less than 1 month 1-3 months 4-6 months
 7-9 months 10-12 months More than 12 months

Category: *

IMPORTANT: While entries in this category can be part of a broader campaign, the judges strongly encourage you to provide results that can be attributed to the specific channel. Please see the categories description here : https://docs.google.com/document/d/1a7MkwCmYO2MGuwEC3WCS_UsM8FvC4C9Z84nr23vySU/edit?usp=sharing

Entry Industry Sector : *

The primary industry for this entry.

Entry Market Profile: *

Consumer Only Business-to-Business
 Both Consumer & B2B Other

Entry Budget (U.S. Dollars) (Optional):

Which market did you target?

Stage 2 - SHOWCASE YOUR AWARD ENTRY

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 Sparkies Awards, you give DMA & Brandmasters.in the right to share content, data, and media in the case studies after the

Detail the campaign objectives (150 words):*

Words : 0/150

Tip from the Judges: This is the WHAT – the measurable goals or key performance indicators (KPIs) you set out to achieve. The more quantifiable, the better. We will look to see how you delivered against these objectives in the results section.

Expound your strategy (300 words):*

Words : 0/300

Tip from the Judges: This is the HOW – the start of your story. Outline the key decisions you made, including your targeting, channels and engagement tactics. Touch on the rationale and inspiration for your choices. Leave the specific data insights for the next question.

Details of the data (300 words):*

Words : 0/300

Tip from the Judges: This is the DMA CREATEFFECT difference – how DATA inspired your marketing and storytelling. Explain how you used data to uncover key insights that powered your unique strategy and big creative idea.

Illustrate your creative / innovative solution (300 words):*

Words : 0/300

Tip from the Judges: This is the MAGIC – the melding of science with art. Let us into your creative thought-process. Enlighten us how you employed content, imagery, and innovative techniques to bring your strategy to life and touch the hearts and minds of your audience.

Share results and sources (300 words):*

Words : 0/300

Tip from the Judges: This is the PROOF – the mark of a successful campaign. Give us the data that proves you delivered against your objectives. Highlight how you moved the needle, changed behavior, or made a difference. If necessary, for confidentiality, indexed results are acceptable but not preferred.

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

Words : 0/75

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

Stage 2 - SHOWCASE YOUR AWARD ENTRY

Media, Files, and Samples Do NOT include the agency name (or indicate/mention the name of the agency) except where specifically indicated on the entry form. Any mention of the submitting agency in the entry media files is grounds for disqualification. 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.

Hero Image

Upload main entry image that DMA may use on a large screen, in print and online to represent the campaign. A hero image is a large banner image, prominently placed, generally in the front and center of the webpage. In retail and wholesale business the term hero image is used to describe an image of a product that showcases it outside of a lifestyle scenario. 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: 5 MB or less

Campaign Website (Optional):

If campaign is live, provide url. Video-sharing sites (YouTube, Vimeo, etc.) are not eligible.

Google Drive Link URL for Case Study Video (Optional):

Please save this file on a google drive and share the link as view by anyone with link. Upload entry video for judging and the DMA may use for promotional and educational purposes, including, but not limited to, press/media purposes, social channels, awards galas, Marketing Knowledge Center, DMA meeting/conference presentations, and on DMA partner platforms. Tip from the Judges: We highly recommend you upload a video if possible. This helps with the judging process and a request from our jury every year. Please save file name as: (Entry Title- As listed on this entry form)_CaseStudyVideo Example: Entry Title is "Play Hard" PlayHard_CaseStudyVideo.mov 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 Run Time: 180 seconds or less

Stage 2 - SHOWCASE YOUR AWARD ENTRY

Please use the following to add supportive material for your campaign. Files should be viewable on an iPad, and in PDF or JPG format.

File 1 Description/Title:

Entry submitted by:*

Digital Media (including banners, mobile, animated, and/or takeovers)

Email

Microsite

File 1 Upload:

Endorser First Name: *

Endorser Last Name: *

Endorser Designation: *

Endorsement email: *

Endorser must be from the client side marketer

Endorser Mobile: *

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 / +91 9990300020 or Supriya Thakral at 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 Awards entries, protection of the DMA, and the highest standards for this industry-wide award, please be aware that by entering into the DMA Sparkies Awards you are agreeing to the program's terms and conditions. Please Review Terms & Conditions

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>

Submit

Submit & Add New

Save as Draft

Cancel