



General Entering Guidelines

There is no limit to the number of categories a single campaign can enter. To be eligible for entry, the majority part of a campaign must have run on pan-regional media and / or local media in two or more countries between **1 June 2009 and 31 May 2010**.

You will be asked to enter a written entry of a maximum 1000 words plus **EITHER** a picture board **OR** a supporting “video” reel (maximum length three minutes).

YOUR WRITTEN ENTRY

The 1000 words will include – 300 for insight, 300 for strategy, 250 for execution and 150 for results. Please note: no agency names should be included in the written entry copy. You can download an Entry Template Aid which you may find useful for drafting your written entry and circulating to any colleagues who may need to approve etc.

UPLOADING YOUR SUPPORTING MATERIALS:

Please note: only use alphanumeric characters (A-Z, 0-9) when naming your files, as other characters (\ /: *? “< > | &) may cause problems.

YOUR PICTURE BOARD

If you choose to provide the picture board option to support your written entry, this should be uploaded in digital format as a jpeg. The picture board must be unbranded and should not include entering company names or any contributing creative companies.

Picture board jpeg specifications:

1. Uploaded image must be in **RGB format**. CMYK (print version) format is not acceptable.
2. To make the upload process easier on slower connections or if you are having problems uploading, it is advised that a “Save for Web” process is applied using Photoshop or similar. This will minimize the image file size whilst retaining optimal quality.
3. If it takes an unusually long time to upload your images, please check the file size. All images should be under 10MB in size.

The picture board will act as a summary of your entry and will be shown to the judges alongside your written entry. It should contain visuals that illustrate your communications strategy as well as a short, clear summary in English. There must be no more than 100 words in total on the presentation board. Please name the uploaded file by the entering campaign title.

YOUR VIDEO REEL

If you choose to provide a “video” reel to support your written entry, please note the following technical requirements:

Online reel specifications:

Reel length:	3 minutes max	Reel specifications:	540 (W) x 290 (H) pixels
File type:	.flv	Max file size:	10MB

The video reel will act as a summary of your entry and gives you the opportunity to include clips of any media executions to illustrate the campaign strategy and execution.

ADDITIONAL ENTRY REQUIREMENTS

For each entry, you will be asked to provide the following information:

- The names of any other agencies who should be credited
- The names and job titles of your team members who worked on the campaign

ENTRY FEES

The cost per entry is £250. (VAT will be charged on entries entered by UK based companies).

PAYMENT PROCESS

For single entries or multiple entries totalling less than £2,500:

Payment type: Online credit card payment. Please have this information ready when you submit your entry. Submissions will not be considered until full payment is made.

For multiple entries totalling more than £2,500:

Payments can be made by credit card or invoice (please have a PO number ready if required). Submissions will not be considered until the invoice initiation process has been started on the submission site. All entries must be paid for by **23 June 2010** or they will be disqualified.

ALL SUBMISSIONS CAN BE ALTERED AT ANY TIME UP UNTIL THE EXTENDED DEADLINE OF 23 JUNE

ANY QUESTIONS?

For enquiries on the entry and judging process:

clare@csquared.cc

For enquiries on the administration of entries and booking tables:

emily@csquared.cc

For sponsorship enquiries at the M&M Awards, advertising opportunities in M&M magazine or on mandmglobal.com:

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