

M&M AWARDS

GENERAL ENTERING GUIDELINES

There are no limits to the number of categories a single campaign can enter. To be eligible for entry in the Campaign Categories, a campaign must have run on pan-regional media and / or local media in two or more countries between 1st May 2008 and 31st May 2009

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 two 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:

YOUR PICTURE BOARD

If you choose to provide the picture board option to support your written entry, this should be uploaded in digital format. The picture board must be unbranded and should not include entering company names or any contributing creative companies. The picture board must be uploaded as a jpeg, 300 dpi and the maximum file size is 10MB. 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: the reel should be uploaded to the entry site in .flv format and should have a maximum playing length of two minutes and a maximum file size of 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 also 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

To celebrate M&M's 20th birthday, the cost per entry has been reduced by 20% to £200 per entry. (VAT will be charged for entering companies based in the UK.)

PAYMENT PROCESS

For single entries or multiple entries totalling less than £2,000:

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 £2,000:

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 SUBMISSIONS CAN BE ALTERED AT ANY TIME UP UNTIL THE DEADLINE OF 26 JUNE

ANY QUESTIONS?

General awards queries: clare@csquared.cc

Awards submission website queries: orlando@csquared.cc

Awards Gala Dinner queries: orlando@csquared.cc

General Telephone: **+44 (0) 207 367 6990**