



Entry Template

This document provides a template for drafting all entry information and also your written entry.

We appreciate how many people will want to read your entry and just how many versions it will go through before you submit it online. This template is designed to ensure you have all the relevant information at your fingertips to just copy and paste online when that time finally comes.

ENTRY DEADLINE IS 13 JUNE 2011

SECTION A: Basic Entry Information

Entering category	
Brand	
Brand owner	
Entering company	
Campaign title	

To be eligible for entry, the majority of a campaign must have run on pan-regional media and/or local media in three or more countries across between **1 June 2010 and 31 May 2011**. There is no limit to the number of categories one campaign can be entered into, but please ensure that your campaign entry write-up is specifically re-written and tailored to the criteria of each category.

Date range of activity (mo/yr to mo/yr)	
Countries in which the entered campaign ran	

List all other parties (e.g. agencies, media owners or technology partners) who should be credited	
Team members working on the campaign (names and job titles)	

SECTION B: DRAFT WRITTEN ENTRY

Please share the details of your campaign activity as indicated below. Please be aware of the maximum word counts indicated. ***Please note: no agency names should be included in the written entry copy.***

Insight (max 300 words)	
Strategy (max 300 words)	
Execution (max 250 words)	
Results (max 150 words)	

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 three or more countries between **1 June 2010 and 31 May 2011**.

You will be asked to enter a written entry of a maximum 1000 words plus 2 images **AND** a supporting “video” reel (maximum length three minutes). **It is also compulsory to send a .wmv file of your video reel on a CD/DVD to: Nisha Ashra, Awards Manager, C Squared, 115 Southwark Bridge Road, London SE1 0AX.**

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.

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 IMAGES

The images must be unbranded and should not include entering company names or any contributing creative companies.

Images jpeg specifications:

1. Uploaded image must be in **RGB format**.
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.

YOUR VIDEO REEL

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. **The images must be unbranded and should not include entering company names or any contributing creative companies.**

PLEASE ALSO SUPPLY YOUR VIDEO REEL AS A .WMV FILE VERSION ON CD/DVD. PLEASE SEND TO NISHA ASHRA, AWARDS MANAGER, C SQUARED, 115 SOUTHWARK BRIDGE ROAD, LONDON SE1 0AX.

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

It is also compulsory to send your video reel on a CD/DVD as a .wmv file.

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 **13 June 2011** or they will be disqualified.

ALL SUBMISSIONS CAN BE ALTERED AT ANY TIME UP UNTIL THE DEADLINE OF 13 JUNE 2011.

ANY QUESTIONS?

For enquiries on the entry, judging process and Awards Gala Dinner:

nisha@csquared.cc

+44 (0)20 7367 6986

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

daniela@csquared.cc

+44 (0)20 7367 6981

General telephone:

+44 (0) 207 367 6993