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# SMARTIES

## AWARDS PROGRAMS

### Official Submission Kit 2020

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**SMARTIES**

The Global Celebration of Mobile Talent

To enter, visit [mmaglobal.com/SMARTIES](http://mmaglobal.com/SMARTIES). Deadline is June 30, 2020

## MODERN MARKETING

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Modern Marketing is a holistic, adaptive methodology that connects brands with real customers and drives business results by blending strategy, creative, technology, and analysis.

Modern marketing is about customer experience at every touchpoint, building relationships with customers, adapting continuously the new digital landscapes, and marketing across multiple channels to reach different consumers. Modern marketing is personal.

## SMARTIES X

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SMARTIES X is the first and only annual competition honoring outstanding innovation and creativity resulting in significant business impact. An annual 'Innovation' Showcase recognizing significant achievement in the modern communications world where mobile is at the heart of consumer engagement and action.

SMARTIES X is an All Star Game for marketers. It's the World Championship of innovation. It's an underground tournament of known and unknown professionals, wrapped in the sparkle and allure of an award's ceremony.

If your campaign has the X Factor, and you want to be distinguished amongst the most innovative and forward thinking leaders in the marketing industry today, then Enter your campaign in the SMARTIES X program

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**SMARTIES**

The Global Celebration of Mobile Talent

To enter, visit [mmaglobal.com/SMARTIES](http://mmaglobal.com/SMARTIES). Deadline is June 30, 2020

## Get recognized for Innovation in Modern Marketing

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The SMARTIES gets more submissions, has more categories represented and throws more parties across the globe than any other modern marketing awards program. This is the most fiercely competed Awards for modern marketing, Share your story with us by entering. The award program is open to all of those involved in modern marketing including agencies, marketers, tech providers, media, public relations, brands, advertisers, etc.

SMARTIES recognizes country winners, regional winners and global--SMARTIES X winners in addition to Industry Awards. You can select from a combination of options. Enter a single campaign in multiple categories and Increase your chances of winning by entering into multiple regions. Receive discounts when entering in SMARTIES X & North America.

### MISCELLANEOUS

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- The SMARTIES Awards is a competition owned by the Mobil Marketing Association, a global organization headquartered in New York City.
- Each entrant accepts full responsibility for the quality of entries and discharges the MMA from any responsibility in respect of third parties.
- All entrants will strictly observe the entry rules. Completion and signature/sending of the entries payment form will imply full acceptance by each entrant of the entry rules.
- Non-compliance with any of the entry rules will result in automatic disqualification of the entry.
- The decisions of the MMA in all matters relating to the SMARTIES Awards shall be final and binding.

### CELEBRATION OF TALENT DATES AND LOCATIONS

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The SMARTIES X and North America Awards Celebration of Talent takes place October 6, 2020 at our Inaugural Smarties Unplugged Event in New York City. Please visit the region and country sites for information on additional ceremony dates.

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# UPDATES

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## SMARTIES X PROGRAM ELIGIBILITY PERIOD

Now campaigns that are active in the marketplace between January 2019 through June 2020, are eligible for the SMARTIES X. An extra 6 months opens your opportunities.

## ALL OTHER PROGRAMS

Eligibility for the region and country programs are a one-year period – June 2019 through June 2020.

We have 4 regional programs in addition to the SMARTIES X program (North America, APAC, EMEA, and LATAM); and 8 country programs (India, Indonesia, MENA, Spain, South Africa, Turkey, United Kingdom, and Vietnam). Enter your campaigns in SMARTIES X, in multiple countries, regions, and categories for an additional chance to win a SMARTIES.

## CATEGORIES

There are 26 categories which celebrate the channels used by mobile marketers, the sectors they operate in and some special awards for the most innovative brands in the industry. To increase your chances of winning, consider entering your work in multiple categories and across regions.

### **NEW Channel Categories**

Digital Out-of-Home (DOOH), Data/Insights, Machine Learning and Bots, Banners & Rich Media Advertising

## SMARTIES BUSINESS IMPACT INDEX

An Index providing an insightful glimpse into who is delivering campaigns that create significant impact across the globe. Entering into the SMARTIES X program and multiple regions all increases your chances of winning a SMARTIES and makes you eligible to be ranked on the Business Index.

## JUDGING CRITERIA

Judges will evaluate specific criteria in scoring the entry's business impact and provide four separate scores for specific attributes of the work. Scoring will be weighted as follows:

1. Strategy – 20%
2. Creativity – 20%
3. Execution – 20%
4. Results (Business Impact) – 40%

# ENTRY DEADLINES

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## **X AND NORTH AMERICA PROGRAM**

Early Bird – May 28, 2020

On-Time – June 30, 2020

Extended – July 6, 2020

## **APAC & COUNTRY PROGRAM**

Deadline Dates and Entry Fees available in late March

## **EMEA & COUNTRY PROGRAM**

<u>EMEA</u>	<u>MENA</u>	<u>South Africa</u>
Early Bird – May 22, 2020	Early Bird - July 1, 2020	Early Bird - May 22, 2020
OnTime – July 27, 2020	OnTime – Sept. 25, 2020	OnTime – July 31, 2020
Extended – Aug. 14, 2020	Extended – Oct. 23, 2020	Extended – Aug. 21, 2020

  

<u>Spain</u>	<u>Turkey</u>	<u>United Kingdom</u>
Early Bird – May 29, 2020	Early Bird – June 1, 2020	Early Bird – May 22, 2020
OnTime – July 31, 2020	OnTime – August 4, 2020	OnTime – July 27, 2020
Extended – Aug. 14, 2020	Extended – Aug. 21, 2020	Extended – Aug. 14, 2020

## **LATAM PROGRAM**

Deadline – August 7, 2020

- All materials, documentation and payment must be completed and submitted no later than the dates listed above. Entry fee will be based on date submitted. Refer to pages 8-11 for entry fees & payment methods.
- Entrants should submit their entry(ies) according to our deadline to allow sufficient amount of time for entries to be thoroughly reviewed and processed. This will also allow the SMARTIES staff to provide relevant feedback when necessary.

## ENTRY FEES

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Entry Fees for SMARTIES X, North America, APAC, EMEA and LATAM are listed on the following pages.

## ENTRY FEES, PAYMENT METHODS &amp; REFUNDS

Entry fees and charges are US Dollars only.

## SMARTIES X AND NORTH AMERICA PROGRAM DEADLINE &amp; FEES

Early Bird – May 28 <sup>th</sup>	X Program	North America	X and North America
<i>First Submission</i>	\$325	\$300	\$500
<b>Additional Categories</b>			
<i>First Additional</i>	\$250	\$225	\$475
<i>Each Additional After</i>	\$175	\$150	\$325

On Time – June 30 <sup>th</sup>	X Program	North America	X and North America
<i>First Submission</i>	\$400	\$375	\$650
<b>Additional Categories</b>			
<i>First Additional</i>	\$325	\$300	\$625
<i>Each Additional After</i>	\$225	\$200	\$425

Extended – July 6 <sup>th</sup>	X Program	North America	X and North America
<i>First Submission</i>	\$475	\$450	\$800
<b>Additional Categories</b>			
<i>First Additional</i>	\$400	\$375	\$775
<i>Each Additional After</i>	\$300	\$275	\$575



Fees Continued

**EMEA AND COUNTRY PROGRAM FEES**  
**CALL FOR ENTRIES FOR THIS PROGRAM OPENS IN LATE MARCH**

**MEMBER FEES**

<b>EMEA</b>	<b>Early Bird</b>	<b>On-Time</b>	<b>Extended</b>
<i>First Submission</i>	\$275	\$350	\$425
<b>Additional Categories</b>			
<i>First Additional</i>	\$200	\$275	\$350
<i>Each Additional After</i>	\$175	\$250	\$325

<b>Country (MENA, South Africa, Spain, Tukey, UK)</b>	<b>Early Bird</b>	<b>On-Time</b>	<b>Extended</b>
<i>First Submission</i>	\$175	\$250	\$325
<b>Additional Categories</b>			
<i>First Additional</i>	\$100	\$175	\$250
<i>Each Additional After</i>	\$75	\$150	\$225

**NON-MEMBER FEES**

<b>EMEA</b>	<b>Early Bird</b>	<b>On-Time</b>	<b>Extended</b>
<i>First Submission</i>	\$300	\$375	\$450
<b>Additional Categories</b>			
<i>First Additional</i>	\$225	\$300	\$375
<i>Each Additional After</i>	\$200	\$275	\$350

<b>Country (MENA, South Africa, Spain, Tukey, UK)</b>	<b>Early Bird</b>	<b>On-Time</b>	<b>Extended</b>
<i>First Submission</i>	\$200	\$275	\$350
<b>Additional Categories</b>			
<i>First Additional</i>	\$125	\$200	\$275
<i>Each Additional After</i>	\$100	\$175	\$250

**SMARTIES**

The Global Celebration of Mobile Talent

To enter, visit [mmaglobal.com/SMARTIES](http://mmaglobal.com/SMARTIES). Deadline is June 30, 2020

Fees Continued

**LATAM PROGRAM DEADLINE & FEES**

	<b>Members</b>	<b>Non-Members</b>
Deadline Dates: August 7		
One Submission in 2 Categories	\$550	\$715
Each Additional Category	\$210	\$275

**APAC AND COUNTRY PROGRAM DEADLINE & FEES**

Deadlines and Fees will be available late March

\*Prices per submission

## Payment Guidelines

**To qualify for the specific rates, entries must be complete and ready to process by the appropriate deadline date(s) listed above.** All material (no place holder jpgs or videos). Entry forms should be completed in full (any entries that are considered incomplete will not be charged the early bird rate).

Payment is to be made by credit card only, except by special arrangements with the SMARTIES Staff ([awards@mmaglobal.com](mailto:awards@mmaglobal.com)). **Checks are not accepted.**

### Credit Card

You can pay for your entries online using VISA, Master Card, Discover or American Express credit cards. The Online Entry System will process the payment at the checkout. Upon completion of your order, you will receive a confirmation email with an attached PDF document containing your entry forms as well as an Invoice/Receipt for your records.

All entries intended for judging must be paid in full and submitted prior to the entry deadline. This includes wire transfers, and credit card payments. For wire transfer, please allow an extra week to process.

### Refunds

- ◆ There will be no refunds for withdrawals by entrants after the official entries deadline, regardless of any extension of the original deadline.
- ◆ Entrant requests for withdrawals of entries after the deadline will not be eligible for a refund or credit, but are entitled to submit a replacement entry (up to the closing date of submissions).
- ◆ Credit notes will be issued for any entries eligible for refunds after the Celebration of Talent.
- ◆ Refunds can only be requested after a credit note has been issued. This credit note entitles you to a refund.

To request a refund, email [awards@mmaglobal.com](mailto:awards@mmaglobal.com).

## ELIGIBILITY

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### **SMARTIES X PROGRAM ELIGIBILITY PERIOD**

Campaigns that are active in the marketplace between January 2019 through July 2020, are eligible for the SMARTIES X.

### **ALL OTHER PROGRAMS ELIGIBILITY PERIOD**

Campaigns that are active in the marketplace between June 2019 through July 2020. Programs: North America, EMEA, APAC, LATAM, and Country Programs.

Your work must have made an impact during the eligibility period and the results you provide must be within this time frame. Elements of the work may have been introduced earlier and may have continued after, but your case must be based on data relative to the qualifying time. Judges will evaluate success achieved during the eligibility time period.

### **RE-ENTERING PAST WINNING WORK**

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If your work continued running in this year's eligibility period and you have results from this eligibility period, you may re-enter the past winning work.

### **ADDITIONAL ELIGIBILITY REQUIREMENTS**

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- The competition is open to marketers, agencies, and suppliers globally – including but not limited to – those involved in advertising, media, PR, design and the creative industries.  
It is the responsibility of the entrant to ensure that the client has the rights to use the intellectual property of the brand advertised/promoted. Entries cannot be made without the prior permission of the client/owner of the rights of the case. At our request, you shall immediately provide us with a copy of such permission.
- Entries cannot be cancelled or removed from the competition after July 2, 2020.

Continued

(Additional Eligibility Requirements continued)

- In the event that additional information regarding results and the outcome of the campaign becomes available after you have submitted your entry, we will accept updated and additional information relating to the results section only up to July 2, 2020.
- In the event that a campaign runs over an extended period of time (with multiple implementation dates), it is the responsibility of the entrant to provide adequate proof of the campaign's evolution from year to year.
- Only one party may enter an entry, i.e. the agency, client, vendor, public relations firm, etc. may enter a piece that both parties have worked on, but not both.
- The SMARTIES staff may contact the agency/client related to any entry at the request of the jury at any time during the voting process should any questions about the implementation or presentation of the work arise.
- All entry forms must be completed online.
- Entries will not be considered completed until full payment has been made.

#### ENTERING MULTIPLE CATEGORIES/REGIONS

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You can enter a campaign into multiple categories and/or regions. You will need to complete a separate entry form, submit a separate set of creative samples and pay the entry fee for each additional category/region/country. Each entry should be customized to the specifics of each category whenever possible.

When entering into multiple categories, regions, and/or country, you should complete all information for one entry, then copy & paste the entry so you do not have to enter the same information over again. Or you could type the information in sections on a word document and then copy & paste into the online form for each additional category/region/country.

Note that there are discounts for entering in X and North America, EMEA region and countries. There also are discounts for entering the same campaign in different categories for within each program.

## ENTRY RESOURCES

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### [INSIGHTS](#)

Review Jury Tips for tips on crafting an effective campaign

Review the Effective Entry Insights PowerPoint

### [JUDGING CRITERIA & SCORING](#)

Review information to include in each of the scoring areas of the entry form.

### [REVIEW PAST WINNING WORK](#)

You can review a few winning case studies by clicking on the on 'review past winning work' above. You can also review winning cases by visiting the [SMARTIES Winners Gallery](#), and the MMA [Case Studies Hub](#). MMA Members are able to see all case studies in the Case Studies Hub. Non-members can view those case studies that do not include a lock key.

## ENTRY REQUIREMENTS

### COMPLETING THE ENTRY FORM

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All entries must be submitted for judging exactly as implemented and may not be modified for awards entry. Entries that are not originally in English may be translated as long as the presentation is exactly the same as the original version.

Entries must be entered using the entry online tool. The electronic form cannot be altered or modified in any way. No other form or substitution will be accepted. Please provide all required information. Failure to provide complete information will be subject to disqualification. An entry is considered submitted after payment has been made.

Entrants are required to answer all questions in the four main areas: Strategy, Execution, Creativity and Results. Please be as specific and as concise as possible. Winning entries are well written entry forms.

We recommend that you write your entry like a short story, but keep it simple, clear, and concise. SMARTIES judges are highly experienced mobile marketing experts; however, they review several campaigns in a single judging session. Therefore, we recommend that you consider the readability of each entry and attempt to tightly edit your write-ups, using short, brief paragraphs wherever possible.

When providing results, hard numbers and context will have a great impact on how your entry is judged. Judges are reviewing a variety of cases across a number of different industries. Providing context for your marketplace/category is helpful so they can understand just how challenging your situation was. Context is crucial in helping them understand your challenge and the significance of your results.

Some entries may include information deemed confidential by the client. If your client won't let you reveal results in terms of actual response rates or sales, express results in relative terms—percentage improvement over control or return on investment ratio. Index results against your allowable, your past campaigns'

(Completing the Entry Form continued)

successful performance or another standard. But if you do, be sure to explain what that standard is. Index numbers are meaningless if out of context.

To protect the integrity of the judging, do not include the agency name except where asked on the entry form. Any mention of the submitting agency in the body of the Entry Form is grounds for disqualification. The only exception would be for agency self- promotion campaigns.

View the [Entry Insights](#) section for tips to increase your chances of winning a SMARTIES Award.

### CREDITS FOR YOUR ENTRY

An area to list companies and individuals who worked on your campaign is part of the entry form. You should list agency and client individuals. Please carefully check and re- check the credits you have entered. If you are shortlisted or a winner, these credits will be published on our website exactly as you have typed them here. Credits cannot be altered until after the SMARTIES Celebration of Talent when a specific period of time will be allocated to entrants to make amendments or additions to credits.

**Please note that the person submitting the entry form will be considered the entrant and will be advised of the competition results. If submitter is no longer a part of your organization, please send an email to: [awards@mmaglobal.com](mailto:awards@mmaglobal.com) with new contact information.**

### FOREIGN LANGUAGE ENTRIES

All foreign language copy must be translated into English. Clear translations must be provided for all work not in English. Entries may be dubbed or subtitled in English or include a complete written translation. Local idioms that may not be understood in the US, must be explained. Entries not accompanied by translations and/or explanations will not be judged. Submit translations electronically via URL.



## CREATIVE REQUIREMENTS

### VIDEO CLIP OF YOUR ENTRY

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It is highly recommended that entrants supplement the written entry form with a video showcasing how you brought your idea to life.

This video should provide an explanation of the project, and may include cultural background. It should focus on the IDEA of the project and its creative execution. The video should summarize the challenge, strategy, objectives, execution and outcome of your entry. This clip will be viewed by the judges during the judging sessions. If your entry is a winner, the clip will also be used at the SMARTIES Celebration of Talent, in the SMARTIES Gallery, on the SMARTIES website, in the SMARTIES Case Studies Hub, and for media and educational purposes.

Please indicate when you enter your submission if there are reasons, such as music licensing, that restrict your video showcase from being shown.

Your video showcase should be no longer than 3 minutes.

This explanatory clip must be concise and should contain key visuals — video, still images or any other relevant footage — along with simple, clear commentary in English summarizing your entry.

It is preferred that commentary summarizing your entry is in English. If this is not possible, please add subtitles for all non-English creative materials.

**Upload your Video Showcase to the online entry area using the following specifications:**

Please label as "2020 Entry Video Showcase"

Continued

Creative Requirements continued

**Requirements:**

- 3-minute video
- 16:9 aspect ratio with minimum resolution of 1280x720
- QuickTime or an embedded link (as in YouTube, Vimeo, etc.)
- .H264 QuickTime .mov format

View the [2019 Winners Gallery](#) for ideas on how you should put together your video showcase.

Finalists whose videos do not meet these requirements may be asked to submit a video for use at the SMARTIES Celebration of Talent.

# CATEGORIES

## CATEGORY DEFINITIONS

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The Smarties Awards is the world's only global mobile marketing awards program honoring innovation, creativity, and success.

While achieving the above touchstones are instrumental to success, it is critical to remember that across all entries in all categories, the work must have mobile at its core. To be certain of this, it may help to ask yourself "If we were to remove mobile from this idea/execution, would it still work?"

There are 25 categories which celebrate the channels used by mobile marketers, the sectors they operate in and some special awards for the most innovative brands in the industry. You may enter as many categories as you wish. To increase your chances of winning, consider entering your work in multiple categories and across regions.

Please be sure to review each category in detail when determining your category selection. Choose the category(s) that most accurately describes the product or service promoted in your campaign. The SMARTIES Jury Panel reserves the right to reassign entries to proper categories as necessary.

Judging criteria is as follows:

- Creative: 20%
- Strategy: 20%
- Execution: 20%
- Results (Business Impact): 40%

Categories are listed on the following pages. Please note that all categories are not available for all regions and countries. Visit the region and country website pages to determine the categories available.

Entry requirements for each category can be found [here](#).

**MARKETING OBJECTIVE****Brand Awareness**

Campaign created for brand growth, development ,and enrichment, as well as establishing brand recognition and familiarity with targeted customers. Showcase how your campaign has achieved any or all of these components.

**Lead Generation/Direct Response/Conversions**

Campaigns which use mobile to directly impact sales, conversions, trial, purchase intent or generated customers for future engagement and sales. Showcase how your submission has achieved either or both.

**Product/Services Launch**

Work that launched or re-launched a product or service with mobile at the heart, delivering measurable success. Be specific as to what made this launch effective, along with the role mobile played in the process.

**Promotion**

Campaign ranging from contests and coupons to special offers, sweepstakes and POS/Merchandising. Includes demos, coupons, exhibitions/trade shows, and games. Be very specific in demonstrating how your campaign specifically changed buyer behavior.

**Relationship Building/CRM**

Campaigns that build and manage customer relationships. Demonstrate how the campaign has increased customer loyalty and/or led to customer retention.

**Social Impact/Not-For-Profit**

Campaigns for not-for-profits or government agencies that create significant social change and/or deliver against a public service. Includes lobbying, fundraising, expanding, informing or positively changing attitudes and behaviors. Show how your approach added value to your customers and benefitted your organization.

**MEDIA****Cross Media**

Campaign utilizes mobile as a core strategy, along with one or more separate channels to round out the campaign. This could include TV, print, radio, outdoor, PR, direct marketing, etc.

**Cross Mobile Integration**

Campaigns which integrate a minimum of 3 mobile applications or mediums (i.e. apps, mobile web, messaging, video, display, search, etc.). Submissions for this category should hit the above marks and be strategically customized for each experience.

**Messaging**

This category focuses on the use of SMS/MMS to brilliantly bring a marketing campaign to life. Examples could include (but are not limited to): activation of marketing programs, customer acquisition, engagement and conversion.

**Mobile Gaming, Gamification & E-Sports**

Gaming apps, gamification applications or e-sports activities that are either a part of a broader marketing strategy or a stand-alone brand experience. Please be specific in describing how the brand is positioned in the gaming environment. If you have a branded gaming app, please submit to the Mobile App category.

**Mobile App**

Any application that provides information, entertainment, productivity or utility for the customer. Mobile App can be part of a broader marketing strategy or a stand-alone brand experience. Includes short-term apps for a specific moment in time as well as longer term apps.

**Mobile Native**

An ad that follows the natural form and function of the user experience in which it is placed. Submissions can include either or both display and video.

**Mobile Search**

Current research indicates that 4 out of 10 people conduct their searches exclusively on mobile during a typical day. This category showcases the ever-important campaigns that have search at their core.

**Mobile Social**

Campaign which uses social platforms to impact business objectives and/or enhance relationships with a brand, community or consumer. Includes emojis, memes, hashtags, etc. Networks include Facebook, Snapchat, Instagram, etc.) and person-to-person (Skype, Facebook Messenger, WhatsApp, etc.).

**TECHNOLOGY****NEW****Data/Insights**

Use of customer data that played an integral role in the development and execution of a campaign to target, engage or develop a meaningful relationship with a specific audience or community. Detail the role that data had within the campaign strategy in achieving the brand and business goals.

**NEW****Digital Out-of-Home (DOOH)**

Digital out of home advertising is the integration of offline out-of-home advertising with digital elements. This includes any out-of-home (OOH) display, digital billboard or digital signage that can change its advertising content remotely using addressable electronic, LED, and screen technology but excludes TV advertising and radio advertising. It does not include vinyl or static billboards, bus shelters or other static displays or panels

**Innovation**

Mobile advertising, applications, or sites that explore new ideas, devices, or methods in their execution and push the boundaries of the discipline. Includes new or groundbreaking techniques or an unconventional/creative use of existing technology. Include the impact to your current business or potential shifts it will create for your future marketing efforts.

Due to its exploratory nature, this category will have less weight on results than the others - that doesn't mean though that you shouldn't include the impact to your current business or potential shifts it will create for your future marketing efforts.

**Location Based Services or Targeting**

Use of GPS, geolocation and/or proximity technologies. It could be a targeted campaign for a location-specific audience (based on proximity), or contextual targeting based on history and customer behavior. Campaign can include one-off executions or longer-term campaigns but must include specifics on impact against your marketing goals.

**NEW****Machine Learning and AI**

Campaigns using creative applications of mobile-based intelligent technology. Includes AI, chat-bots, facial recognition, etc.

**mCommerce**

Mobile commerce solutions improving or enhancing the customer buying experience, creating increased engagement and commercial success. Includes in-app purchasing, mobile banking, virtual marketplace apps (i.e. Amazon mobile app), or a digital wallet such as Apple Pay, Android Pay and Samsung Pay.

**Mobile Video**

Campaigns demonstrating how video advertising was used in a mobile environment to create consumer demand and engagement. Includes mobile-based 360° video experiences that provide an immersive experience for the viewer.

**Mobile Audio**

Campaigns that demonstrate how the experience of audio techniques, such as music, voice or other sound (audio advertising), was used in a mobile environment to create consumer demand and engagement.

**The Internet of Things**

Any technology, device or wearable that sends and receives data via mobile-driven internet to engage customers or enhance the experience. Includes campaigns that effectively utilized voice assistant devices, such as Alexa and Google Home. Products can be in the market, exist as a prototype or in an incubator stage. Due to its nascent stage, this category will have less weight on results than the others - however, you should include the impact to your current business or potential shifts it will create for your future marketing efforts.

\*Please note that due to its nascent stage, this category will have less weight on results than the others - that doesn't mean though that you shouldn't include the impact to your current business or potential shifts it will create for your future marketing efforts.

**VR/AR/MR**

Augmented, Virtual, and Mixed Reality technology using mobile platforms and/or devices to enhance the visual experience of a brand, product, service, or message. Include the impact to your current business or potential shifts it will create for your future marketing efforts.

\*Please note that due to its nascent stage, this category will have less weight on results than the others. However, that doesn't mean you should exclude the impact to your current business or potential shifts it will create for your future marketing efforts.

## PUBLICATION PERMISSION

### PUBLICATION OF ENTRIES

Any material submitted in the course of entering the awards becomes the property of the MMA and cannot be returned. SMARTIES Awards competition will be showcased in various ways. Publication is at the sole discretion of the MMA.

Work submitted must be original or you must have received rights to submit it.

In order to promote the SMARTIES Awards, each entrant hereby grants to MMA a non-exclusive, right and license to:

#### Publicity Purposes

- Reproduce and display all campaign materials submitted to the SMARTIES – for education and publicity purposes – including creative materials, case summaries, and statements of effectiveness - in the SMARTIES Gallery, programming, conferences, at MMA public or private presentations, and offline.
- Reproduce and publish all campaign materials submitted to the SMARTIES on the website, SMARTIES Case Studies Hub, and partner websites as approved by MMA.

#### Publication Purposes

- Use any/all content included with the entry for the purposes of research. Information used for research will be kept confidential. Also, SMARTIES X and Regional award-winning campaigns may be published as part of an annual mobile marketing guide, and/or additional publications approved by MMA.

Each entrant confirms to the MMA that they have the legal right to enter the SMARTIES Awards on the terms of these entry rules. Each entrant indemnifies the MMA against all liability to any other person, firm or company and all loss arising from a breach by the entrant of any of these entry rules.

We respect that entries may have information considered confidential by the client. If you have these concerns, please contact [awards@mmaglobal.com](mailto:awards@mmaglobal.com).



## ENTRY FORM

### A STEP-BY-STEP GUIDE

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1. Familiarize yourself with the SMARTIES Awards.
2. [Review the categories](#) and determine which of your campaigns is the best fit for each one.
3. Take a close look at [the guidelines](#), which includes eligibility requirements and judging criteria for each category. Think about how your campaign excels in the following areas: strategy, execution, creativity and results.
4. Gather your case studies, videos and creative supporting documents to support your entry.
5. [Create your SMARTIES™](#) account; you can begin the entry form and return anytime to complete prior to submitting.
6. Please make sure all campaign, client, agency names and contact details provided are accurate, we will use this for all our communication materials if your entry wins.
7. Get any necessary client or internal approval.
8. Complete the entry form for all your eligible categories and hit submit before the On-Time deadline of June 30, 2020. (For discounts, submit by the Early Bird deadline of May 22<sup>nd</sup>).

## ENTRY CHECKLIST

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### Online Entry Form

- √ Agency & Client Contacts
- √ Time-Period Campaign Ran
- √ Case Study Summary
- √ Strategy/Creativity/Execution/Business Impact
- √ Categories
- √ Credit
- √ Publication Permission

### Creative Materials

- √ Video Case Study (3-minute maximum)
- √ Uploaded Materials, PDFs, URLs, etc.

Please visit the [SMARTIES Awards](#) website for complete entry details:

## SUBMISSION GUIDELINES

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Visit the [SMARTIES Awards website](#).

## JUDGING AND SCORING

The award-winning entries are selected by an independent global panel of senior brand marketers and agency executives. Judges are asked to evaluate specific criteria in scoring the entry's overall effectiveness and provide four separate scores for specific attributes of the work:

*Strategy – 20%:* Judges look for information and understanding of the business and/or marketing challenge along with a solid mobile strategy. Reference research, creativity, demographic targets, technologies leveraged as well as other strategic considerations for the campaign

*Execution – 20%:* Explain how the campaign was implemented and its level of success.

*Creativity – 20%:* Consumer engagement, unique use of mobile media types, creativity dynamics and integration with overall campaign will be considered. Make it as easy as possible for judges to experience the creative as originally intended.

*Results (Business Impact) – 40%:* Include qualitative and quantitative data to support claims of success. Also, calculate a figure for return on investment (based on sales, profit, etc.).

Review [Jury Tips and Effective Entry Insights PowerPoint](#) for additional insights as to how to craft your entry form.

### **JUDGING IS DONE IN TWO STAGES:**

#### PHASE ONE

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**Pre-Screening:** The shortlist is decided by a first round of voting. Judges evaluate and score each entry. Each campaign is screened by a minimum of 5 judges. A voting system selects the highest marks given in each category. The four entries with the highest scores become the category finalists.

## Judging & Scoring, continued

### PHASE TWO

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Further voting establishes the ranking in each category, which is the basis for the juries' discussions and awarding of Gold, Silver and Bronze. Judges evaluate, discuss and debate the merits of each shortlisted entry to determine the category winners. Judges score each campaign from 1-10. Scores are tabulated, and campaigns are awarded Gold, Silver and Bronze. The Jury Panel will determine the Best-In-Show from the winners of each of the award categories.

SMARTIES Jury Panel will make the final selection of winners. If there are no suitable entries, judges may decline to appoint a winner for any category in any given year.

At all marking stages, a judge's vote will not be counted for any entry submitted by his or her own company(ies) in his or her own country. The decision of the juries in all matters relating to the awarding of prizes will be final and binding.

[Click here](#) for more information on the judging process.

## AWARDS

### AWARDS ARE GIVEN AS FOLLOWS

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#### *Category Award Winners:*

- Gold, Silver, and Bronze

#### *Best in Show*

- Best in Show award winner will be selected from the gold winners each of each category

#### *Industry Awards*

- The best-of-the-best in the mobile marketing industry. Winners will have a direct impact in the growth of the industry and are chosen by MMA Board Members

## JOIN YOUR PEERS + MOBILE INDUSTRY LEADERS

Partial list of past winners. For a full list, please view the SMARTIES Winners Gallery

1-800-Flowers.com	Havas Worldwide	R/GA
8112 Studios	HBO	Ray Donovan and Showtime Networks
Adidas	Heineken	Ready Set Rocket
Adsmovil	Hellman's	Reckitt Benckiser
Africa Agency	Hershey's	Red Bull
AlmapBBDO	Hudson Rouge	Red Roof Inn
Amazon Media Group	Ignition –Razorfish	Rockfish
Agencia3	Initiative	Sam's Club
Audi AG	InMobi	Rovio/Angry Birds
Arc Worldwide	Intel	Saatchi & Saatchi
A2G	IPG	Samsung
BBDO	Juan Valdez Coffee	Serviceplan
Ben & Jerry's	Kargo	Shell
Beats Music & Dr.Dre	Kenneth Cole	Skylight/Shazam
Best Buy	Kraft Foods	S4M
Billboard Magazine	Lane Bryant	Sony Pictures
Bloomberg L.P.	Levi's	Spotify
BMW	Logan, Mobex & Room 23	Starcom
Bullitt Entertainment	Leo Burnett	State Farm
Carat	Lincoln	360i
Cannon	L'Oreal Paris	T-Mobile
Chiquita	Lyft	Taco Bell
Clinique	Macy's	Target Corporation
Colgate Palmolive	Master of Shapes	TelevisaTelevisión
COTY	MEC	The Creamunion
Dell	Mediaplus/Serviceplan	The Miami Heat
Dentsu Inc.	Mercedes-Benz USA	The Marketing Store
Digitas	McDonald's	Thinfilm
Discovery Channel	Microsoft	Team Detroit
Disney	Mindshare	Trilia/Hill Holiday
Dove	Mobiento/Deloitte Digital	Singapore Red Cross
DPZ&T	Mood/TBWA	UM
DreamWorks Animation	Mr. Lama Studios	Unilever
DSW	MRM/McCann	Universal Pictures
Dunkin' Donuts	Nissan North America	USA Today
Durex	NetShoes	Virgin Mobile Australia
Engine Creative Agency	Nimbletank	Vodafone
ESPN	Nice'n Easy	Volvo Cars North America
Excedrin	Nike	Walgreens
F.biz Agency	Ogilvy & Mather	Waze
Facebook Creative Shop	Only IF	Weber Shandwick
Fiat	Opera Mediaworks	Weve
Ford Motor Co.	OMD	Wunderman Thompson
FunMobility	P&G/Oral-B	Xbox
Garanti Bank	Paramount Pictures Intl.	Yonder Media
Gatorade	PepsiCo	Yum! Brands
Google	Pernod Ricard	VMLY&R
Gorilla Creative	PHD	
GroupM	Publicis Groupe	
GTB		

**SMARTIES**

The Global Celebration of Mobile Talent

To enter, visit [mmaglobal.com/SMARTIES](http://mmaglobal.com/SMARTIES). Deadline is June 30, 2020

## FREQUENTLY ASKED QUESTIONS

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1. How do I submit an entry?

All submissions **MUST** be submitted online via our Submission Tool. [Click here](#) to submit. You can download a word version of our entry form [here](#).

2. What is the eligibility period to submit a campaign?

If entering the SMARTIES X Program, campaigns submitted should be active in the marketplace between January 2019 – July 2020. For all regions and countries, the campaigns submitted should be active in the marketplace June 2019 – July 2020. Please refer to the Eligibility, Deadlines & Fees section for more information. [Click here](#) for more information.

3. Can I submit in more than one award program?

Yes, you can submit in more than one award program. You can submit to a country, a region, and globally (SMARTIES X). Please note discounts for submitting a single campaign in X and North America programs. For discounts for all other programs, please go to the regional and country program pages.

4. What is the deadline to submit a campaign for the SMARTIES?

**SMARTIES X, & North America, &** - The On-Time deadline to submit entries is June 30, 2020. The early bird pricing will expire on May 28, 2020.

**EMEA** – See pages 6-9

**LATAM** – Deadline is August 7<sup>th</sup>.

**APAC** – See pages 6-9

5. What are the entry categories this year?

A full list of categories is available [here](#).

6. Are the categories the same for X, Country, and Region?

No. [Click here for X and North America](#). Please refer to the Country and Region pages for these program's categories.

7. How much does it cost to enter?

The cost to enter varies based on X, Region & Country. We also offer discounts for applying to the X and North America region. Some programs also offer discounts for members and for entering the same campaign in more than one category. Please refer to the Eligibility, Deadlines & Fees section for each program for more information. All fees listed are in U.S. Dollars (USD).

Payment may be made via credit card only, except by special request ([awards@mmaglobal.com](mailto:awards@mmaglobal.com)).

*Please note fees are per submission.*

8. Can I submit an entry in more than one category?

Yes, you can enter a single campaign in multiple categories. There is a discounted fee if you do so for the X, and North America. Please note fees are per submission. [Click here](#) for details.

9. Is there a limit to the number of submissions I can enter?

No, there is no limit to the number of submissions an organization may submit. You may submit a single campaign in multiple categories or regions, or submit several campaigns in a single category or regions. Entrants are encouraged to customize the submission based on the category for which they enter.

10. Should I include a video with my submission?

Yes, **it is highly recommended you include a video with your submission**. A third party must host all videos, unless it is a self-promoting campaign. Please [click here](#) for details.

10. How do I become a judge or pre-screener?

You may submit your interest in pre-screening or judging by completing the Pre-Screener Application which you can access [here](#). You can also send an email to [awards@mmaglobal.com](mailto:awards@mmaglobal.com), however, you must include the pre-screening form. You must be an MMA member to serve as a pre-screener.

Our judges represent the leaders in the mobile marketing industry and come from wide array of companies and geographies, view our [SMARTIES X and North America 2019 Pre-Screening and Jury Panel](#). Visit region and country pages to see their jury panels.

11. When will the shortlist be announced?

For SMARTIES X & North America, the shortlist will be announced publicly once judging is complete and the results are tallied (August). Please refer to APAC, EMEA, & LATAM programs to see when their shortlist is announced.

12. When will winners be announced?

The SMARTIES Jury, for each program, will make the final selection of winners. If there are no suitable nominees, judges may decline to appoint a winner, for any category or geography, in any given year.

SMARTIES X and North America 2020 winners will be recognized for excellence at our awards Celebration of Talent on October 6<sup>th</sup> in New York City. Other region and country winners will be recognized at a separate event prior to or following SMARTIES X & North America Awards Celebration of Talent. Please refer to the region and country SMARTIES Program pages for additional information.

13. Where do I find information about past winners and finalists?

Information on past winners and finalists can be viewed here, for, [2017](#), [2018](#) and [2019](#) winners.

14. Will my submission be made public?

The MMA reserves the right to use any/all content included with the submission for the purposes of research. Information used for research will be kept confidential. Those who win SMARTIES X or regional awards should anticipate having their submission



## FREQUENTLY ASKED QUESTIONS

published as part of an annual mobile marketing guide. Submitters should assume that MMA will use any/all content included in the winning submissions accordingly. If you wish to review content prior to publication, please indicate that on your submission form.

15. Who can I contact for more information?

Please direct all additional inquiries to [awards@mmaglobal.com](mailto:awards@mmaglobal.com). Please note that as the submission deadline approaches, we receive a heavy volume of inquiries and may be delayed in responding.

16. What do winners receive?

Winners will receive a SMARTIES trophy recognizing their achievement. Attendees at our awards Celebration of Talent will receive their trophy on site. All others will be mailed to the address provided on your submission form. Only one SMARTIES™ trophy will be given to each winner, duplicate awards are available for purchase ([awards@mmaglobal.com](mailto:awards@mmaglobal.com)).

## CONTACT

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For all questions regarding **SMARTIES X, North America, EMEA, and LATAM SMARTIES** Competition, including entering and judging, contact:

Barbara Parker

Project Manager

SMARTIES Awards

Mobile Marketing Association

E: [awards@mmaglobal.com](mailto:awards@mmaglobal.com)

<http://www.mmaglobal.com/SMARTIES>

[www.mmaglobal.com/SMARTIES](http://www.mmaglobal.com/SMARTIES)

For all questions regarding **APAC SMARTIES** Competition, including entering and judging, contact:

Ammita Mistry

Sr. Regional Marketing & Membership Manager, APAC

Mobile Marketing Association

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<http://www.mmaglobal.com/apac/SMARTIES>

[www.mmaglobal.com/SMARTIES](http://www.mmaglobal.com/SMARTIES)