



2018 MEPR Awards Entry Kit

Important Dates

- Entry deadline: [30 September 2018] 11.59pm UTC + 4:00.
- Please note the entry deadline date is final, and there will be no extensions provided. The system will automatically prevent entry submission after the deadline.
- All entries must be for work completed between 1 July 2017 and 30 June 2018
- Finalists announced: [w/c 28 October 2018]
- Awards presentation ceremony: [28 November 2018]

Entry Cost

Members: AED 800 per entry

Non-Members: AED 1,000 per entry

Useful Links

MEPRA website: www.mepra.org/awards

Enter the 2018 MEPR Awards here: <https://mepra.awardsplatform.com>

Support

If you have any questions on the entry process, please contact the organisers:

[Stephanie Edwards](#) / [00971 (0) 55 214 6582]

[Sabrina De Palma](#) / [00971 (0) 55 531 8920]

Entry information

- You may edit your entry after submitting, up until the entry deadline.
- Please make sure all your personal details are entered accurately, including contact details, as this will be used in the awards presentation if selected as a finalist.
- You are eligible to enter more than one category, as long as the work submitted meets the specific criteria of each category.
- Entry fees may be paid by cheque or bank transfer. An invoice will be issued at time of completing submissions. If your submissions have not been paid for at close of entry they will not be included for judging.
- Shortlisted entries will be asked to submit one slide on your entry summary. A template will be provided.

Supporting Documents information

Material may be supplied as follows on the Awards entry submissions platform:

1. Upload JPEG or PDF files. Maximum file size is 5MB per piece. A **maximum of three supporting documents** can be uploaded with your entry.
2. You may also attach a copy of your **main submission** (1000 words max), which will NOT be counted as part of your 3 supporting documents
3. Video attachments may be hosted on a video site such as YouTube or Vimeo - please remember to provide a password if required.
4. Provide website URL's to the publicly accessible campaign or active URL of a landing page. Please ensure any applicable usernames and passwords are provided and active.
5. Please note that the written component of your entry should be fully explained within the provided form fields.

Categories & Scoring

Category: Best in Market

Best Campaign

Best campaign originated in one of the following markets: Qatar, Bahrain, Egypt, Jordan, Kuwait, Lebanon or Saudi Arabia

Online submission form questions and fields:

Overview: In no more than 300 words, please include an overview of your campaign submission. Note: MEPRA's Executive Director will carry out random due diligence checks on shortlisted entries, which will include confidential verification of information.

Identification of Issue & Objective Setting: Score weighting 15%

- Was the issue/challenge identified and explained clearly both from a business and communication perspectives?
- How were the objectives set?
- Were the objectives relevant to the original challenge/issue?

Research: Score weighting: 15%

- What research was done to develop the strategy /objectives
- Was a variety of data from different sources considered?

Strategy & Planning: Score weighting: 25%

- Was there a clear strategy outlined?
- What was the rationale behind the strategy?
- Is the tactical plan reflective of the strategy?

Execution: Score weighting 25%

- How faithful was the execution to the original plan?
- Did you or your team demonstrate capable progressive and creative execution where relevant?

- What makes the execution of this campaign stand out?
- How effective were they in overcoming unforeseen challenges?
- Was any paid media used to supplement the campaign?

Results & Evaluation: Score weighting 20%

- What was your evaluation method and why?
 - Please include outputs, outcomes, KPIs and metrics (traditional, digital & social)
 - If relevant, please highlight any challenges you faced in the evaluation process
-

Category: People & Teams

Large Agency of the Year

For agencies with 21 or more full time employees

Online submission form questions and fields:

Overview: In no more than 300 words, explain what makes the agency distinctive. Judges will be looking for commitment to staff development and retention and how the agency has innovated and grown. Evidence should be provided where possible i.e. through surveys, testimonials and reporting. All financial data should be provided in percentages.

Note: MEPRA's Executive Director will carry out random due diligence checks on shortlisted entries, which will include confidential verification of information. All 40+ jury members will judge each AOTY entrant and a smaller panel will review shortlisted entries in person.

Contribution to the Industry: Score weighting: 15%

Examples could include:

- Time or services committed to MEPRA or other industry communities, which has sought to drive the communications profession forward in the Middle East

Client Retention: Score weighting: 20%

Examples could include:

- Proven satisfaction from clients i.e. testimonials
- Examples of Long term client relationships
- Turnover & retention of clients (%)

New Business / Growth: Score weighting: 25%

Examples could include:

- Percentage of revenue growth
- Examples of new business won
- Examples of organic growth

Best Campaign / Case Study: Score weighting: 20%

- Provide an example your most creative and impactful campaign with details of the brief, objectives, strategy, tactics, output, outcomes and budget

People & Culture: Score weighting: 20%

Examples could include:

- Satisfaction of employees provided through surveys, reports and testimonials
- Staff performance examples
- Turnover and retention of staff
- Commitment to staff development e.g. how many hours do you commit for training, what mentoring programmes are available
- What policies and structures are in place to ensure you provide an inclusive and diverse environment? i.e. through flexible working arrangements, maternity policies, prayer rooms etc.
- CSR initiatives supported by the agency and staff
- Examples of agency-wide awards both local and international

Category: People & Teams

Large In-House Team of the Year

For teams with 6 or more employees

Online submission form questions and fields:

Overview: In no more than 300 words, explain what makes the team distinctive. Judges will be looking for commitment to staff development and retention and how the team has innovated. Evidence should be provided where possible i.e. through surveys, testimonials and reporting.

Note: The MEPRA Executive Director will carry out random due diligence checks on shortlisted entries, which will include confidential verification of information.

Performance: Score weighting: 25%

Examples could include:

Delivery – project delivery on time and within budget

Operations – policies, systems, control

Structure – individuals working well together

Stakeholder Management: Score weighting: 25%

Examples could include:

Satisfaction – long term relationships, praise from relevant stakeholders (internal or external)

Systems – procedures, reporting, feedback

Team: Score weighting: 25%

Examples could include:

Satisfaction of team members, low turnover

Assessment – structured, regular, transparent
Development – clear career paths, training, mentoring

Overall: Score weighting: 25%

Examples could include:
Contribution to organization as a whole
CSR, community activities
Passion for their work, for excellence

Category: People & Teams

Small Agency of the Year

For agencies with up to 20 full time employees

Online submission form questions and fields:

Overview: In no more than 300 words, explain what makes the agency distinctive. Judges will be looking for commitment to staff development and retention and how the agency has innovated and grown. Evidence should be provided where possible i.e. through surveys, testimonials and reporting. All financial data should be provided in percentages.

Note: MEPRA’s Executive Director will carry out random due diligence checks on shortlisted entries, which will include confidential verification of information. All 40+ jury members will judge each AOTY entrant and a smaller panel will review shortlisted entries in person.

Contribution to the Industry: Score weighting: 15%

Examples could include:

- Time or services committed to MEPRA or other industry communities, which has sought to give the communications profession forward in the Middle East

Client Retention: Score weighting: 20%

Examples could include:

- Proven satisfaction from clients i.e. testimonials
- Examples of Long term client relationships
- Turnover & retention of clients (%)

New Business / Growth: Score weighting: 25%

Examples could include:

- Percentage of revenue growth
- Examples of new business won
- Examples of organic growth

Best Campaign / Case Study: Score weighting: 20%

• Provide an example your most creative and impactful campaign with details of the brief, objectives, strategy, tactics, output, outcomes and budget

People & Culture: Score weighting: 20%

Examples could include:

- Satisfaction of employees provided through surveys, reports and testimonials
 - Staff performance examples
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 - Commitment to staff development e.g. how many hours do you commit for training, what mentoring programmes are available
 - What policies and structures are in place to ensure you provide an inclusive and diverse environment? i.e. through flexible working arrangements, maternity policies, prayer rooms etc.
 - CSR initiatives supported by the agency and staff
 - Examples of agency-wide awards both local and international
-

Category: People & Teams

Small In-house Team of the Year

For teams with 5 or less employees

Online submission form questions and fields:

Overview: In no more than 300 words, explain what makes the team distinctive. Judges will be looking for commitment to staff development and retention and how the team has innovated. Evidence should be provided where possible i.e. through surveys, testimonials and reporting.

Note: The MEPRA Executive Director will carry out random due diligence checks on shortlisted entries, which will include confidential verification of information.

Performance: Score weighting: 25%

Examples could include:

Delivery – project delivery on time and within budget

Operations – policies, systems, control

Structure – individuals working well together

Stakeholder Management: Score weighting: 25%

Examples could include:

Satisfaction – long term relationships, praise from relevant stakeholders (internal or external)

Systems – procedures, reporting, feedback

Team: Score weighting: 25%

Examples could include:

Satisfaction of team members, low turnover

Assessment – structured, regular, transparent

Development – clear career paths, training, mentoring

Overall: Score weighting: 25%

Examples could include:

Contribution to organization as a whole

CSR, community activities

Passion for their work, for excellence

Category: People & Teams

The “Dave Robinson” Awards for Outstanding Young Communicator of the Year (select Corporate OR Agency)

Online submission form questions and fields:

Overview: In no more than 300 words, explain what makes you stand out. Judges will be looking for commitment to professional development, examples of innovative work and support provided for your team and towards business goals. Evidence should be provided where possible i.e. through surveys, testimonials and reporting.

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Performance: Score weighting: 25%

Examples could include:

Delivery – projects, activities, within scope, budget

Operations – follows policies, systems, controls

Structure – individuals working well together

Stakeholder Management: Score weighting: 25%

Examples could include:

Satisfaction – long term relationships, praise from clients/colleagues or superiors

Systems – procedures, reporting, feedback

Team: Score weighting: 25%

Examples could include:

Relationship with co-workers

Assessment – from line-managers

Development – commitment to continuous learning

Overall: Score weighting: 25%

Examples could include:

Contribution to organization as a whole

CSR, community activities

Passion for his/her work, for excellence

Category: Sector & Services

Best Sports & Entertainment Campaign

Showcasing best practice in communications for campaigns relating to music, sports, theater arts and other, recreational activities.

Best Sustainability and Social Impact Campaign

Showcasing excellence in a social, ethical issues or environmental communications

Business to Business

Showcasing excellence in business to business communications for products and services

Consumer Goods

Showcasing excellence in business to consumer communications for products (e.g. household products, food & drink, automotive, sportswear, fashion & clothing, toiletry, cosmetics)

Consumer Services

Showcasing excellence in Sports & Entertainment communications for services such as arts, cultural events, museums, music, sports, travel and leisure.

Corporate Reputation

Showcasing excellence in raising the brand and/or reputation of a private company

Crisis Communications

Any campaign that focuses on a conflict/crisis and its successful resolution.

Financial Services

Showcasing of best practice in financial communications from financial institutions, private companies, government agencies or regulatory bodies

Government Communications & Public Affairs

Showcasing projects on behalf of government agencies or programs on behalf of NGOs or private organizations intended to influence government agencies or public opinion

Healthcare

Showcasing excellence in healthcare communications including government to business, government to consumer, business to business and business to consumer

Internal Communications

Showcasing excellence in employee communications

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Results & Evaluation: Score weighting 20%

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Category: Techniques

Best Integrated Campaign

Showcasing excellence in a strong integrated campaign of paid, earned and owned media, with focus on earned media

Best Launch / Live Event / Stunt

Showcasing excellence in professional events

Best Use of Influencer

Any campaign that worked in partnership with media influencers.

Best Use of Digital PR

Showcasing use of the internet to execute or support a PR campaign

Best Use of Sponsorship

Showcasing of best practice in sponsorship of an event, campaign, group or person

Best Use of Traditional Media Relations (Consumer/Trade)

Showcasing use of earned media to achieve exceptional results

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