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SCORING SECTION 3: BRINGING THE IDEA TO LIFE

Question 3 + Media Addendum + Creative Reel

Judges are looking to see why you chose specific media channels – how do they relate to your strategy and shopper? Is the creative work effective? Does it address your objectives? Entrants should articulate their **media and creative strategy**.

- Tie your shopper insights and strategic challenge into your communications strategy.
- Did your communications change over time? Explain how.
- Explain why you selected the media channels – why were these right for your audience and idea? Why didn't you choose others?
- Incorporate all parts of the path to purchase. If you did not utilize all parts, explain why your strategy was the most effective for your situation and audience.

Charts outlining communications touch points, owned/earned/paid media, sponsorships, etc. are all answered in the Entry Portal via the **Media Addendum**.

Paid Media Expenditures (Media Addendum)

Paid media expenditures (purchased and donated), not including agency fees or production costs, for the effort described in this entry. Given the 'spirit' of this question use your judgment on what constitutes fees, production and the broad span that covers media – from donated space to activation costs.

- **Traditional and non-traditional paid media.** Examples: purchase of a TV spot or purchase of a mobile ad.
- **Out-of-Pocket activation costs.** Examples: For something like an event, what did it cost to have the pop-up store? What did it cost to buy the key search terms on Google?
- **Value of donated media.** Example: If you are a film festival, did a sponsor give you 2 hours' worth of free TV ad time? Estimate what it would have cost you if you had paid for it.

Owned Media and Sponsorship (Media Addendum)

- **Any owned media.** Examples: company owned real-estate, either physical or digital, that acted as communication channels for case content (e.g. corporate website/social media platforms, packaging, branded store, fleet of buses, etc.)
 - If you select owned media checkpoints in the Communications Touchpoints chart, be sure to explain your use of these channels in the Owned Media question.
- **Any sponsorships that provided communications benefits.** Examples: As part of a sponsorship of the tennis finals, I received free ad space for my logo during primetime.

The creative reel is your place to show examples of your work – not to repeat what you outlined in the written case. Judges review the written case before watching the creative reel, so it is important these elements are created with each other in mind.

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JUDGE ADVICE: BRINGING THE IDEA TO LIFE

- "The best cases included a multi-dimensional approach to the activation, and didn't rely too heavily on any single tactics. They also made sure they kept a strong focus on **shopper activation and conversion**, not just communications/media."
- "Overall, looking to see if there was a change in behavior. Were you able to pinpoint a **shopper challenge** and craft a relevant, compelling, useful and helpful solution against that problem? The program has to go beyond impressions and clicks (things you can buy) and look at tangible measurements that can point to that shift in behavior."
- "Tie the **communication strategy directly back to objectives and insights**. Without that it's just a media plan, not a communications strategy."
- "More focus on **media strategy**. Entrants mentioned TV and print ads, but didn't always mention where they ran and how they appealed to the target."
- "Please remember that communications strategies include both creative and media strategies - **not just tactics**."
- "Regarding bringing idea to life, more needs to be said about brand media strategies and executions. Very little demo data, lifestyle data, medium strengths and weaknesses."
- "If you are using a media channel, how are you using it - what targeting is being leveraged, and why is your use of this media more effective than any other agency or brand?"
- "I tended to see very generic statements like "55% of the target uses social media so that meant we needed to use Facebook." But what was it that Facebook was supposed to do for you besides get "Likes" that could then be used as proof of positive results. **How was that vehicle being used to change shopper behavior?**"

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JUDGE ADVICE: CREATIVE REEL

- "You must show **real life in-store examples** of how your idea was executed."
- "Be sure the written case and video **complement each other** and **do not repeat** each other. It isn't about the quality of the video itself but more about the content."
- "In many cases the creative failed to live up to the story. In others, the video totally obscured the ability to view creative. It became a rehash of the story/case and a lot of salesmanship vs. a true showcase of the work."
- "Make sure your creative reels **do not have results** spelled out in them. It could ruin an otherwise worthy submission."
- "**Don't turn the reel into a pitch** – it reduces credibility."
- "Keep the storytelling and results out of the creative reel, and highlight the creative, especially the different executions. **The more different types of creative shown, the better.** I took the judging seriously and read through the pdf carefully, so there was no need to duplicate the story - what I was missing was how everything was brought to life."
- "The creative reel should showcase all of the work that I've just read about and want to see. **I'd rather clearly see the different executions over hearing setup.**"

"Don't completely repeat the case in video form. Use the video to bring to life the key elements of the campaign. We've read the written case."