



2012 thinkLA Interactive AWARDS

CALL FOR ENTRIES

Call for Entries Deadline: February, 29, 2012

Late Entry Deadline: March 9, 2012

(Late entries are subject to a late fee charge)

Awards Gala: June 7, 2012



**2012 thinkLA Interactive AWARDS
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2012 THINKLA INTERACTIVE AWARDS

thinkLA has established the Interactive Awards to recognize Los Angeles companies and individuals who are leaders in the field of interactive marketing. The objective is to encourage creative, innovative, and measurable interactive marketing programs by sharing the industry's best practices with others in the local business community. In doing so, thinkLA hopes to improve the collective knowledge and success of Los Angeles interactive marketing practitioners.

The 2012 thinkLA Interactive Awards will recognize LA area companies and individuals who demonstrated thoughtful leadership, superior execution, and innovation in the field of interactive marketing in 2011. The winning entries will be announced at thinkLA's Interactive Awards Gala on:

Thursday June 7, 2012

The Beverly Hilton

Registration Opens: 6:00 PM

Cocktail Reception 7:00 to 8:00 PM

Dinner and Awards Ceremony 8:00 to 10:00 PM

HOW TO ENTER

Register for an account at <http://thinkla.adbeast.com>

ELIGIBILITY

Entries must be for a campaign that ran and results completed in calendar year 2011 and produced by and/or for a Los Angeles based company. Joint, team, and individual entries are acceptable. Entries may be from thinkLA members or non-members. There is no limit on the number of entries an individual or company may submit, but there is a limit of two (2) categories per entry.

AWARD CATEGORIES

Twelve (12) awards will be given to recognize excellence in interactive marketing programs and activities. Entries for these awards must come from the individual or company that created the work or for which the work was done (i.e., client or agency).

There is a fee for entries in these categories:

- Campaign/Platform Awards
 - Best Digital Campaign of the Year
 - Best use of Video Media Campaign
 - Best use of Mobile Media Campaign
 - Best use of Social Media Campaign
 - Best use of Display Advertising Campaign
 - Best use of Search/ Targeting Campaign

- People and Company Awards
 - Agency of the Year – Digital Creative
 - Media Partner of the Year (Publisher, Rich Media Company, Technology, etc.)
 - Agency of the Year – Digital Media



- Person of the Year - Sales
- Person of the Year - Agency
- Person of the Year - Client

ENTRY FEES

\$225 per Campaign/Platform entry (Late Entry Fee is an additional \$50/ entry)

\$50 per People and Company Award entry (Late Entry Fee is an additional \$25/ entry)

DEADLINES

Call for Entries deadline is 11:59pm PST on February 29, 2012. Late entries will be accepted until 11:59pm PST on March 9, 2012. All late entries are subject to a late entry fee.

Entry is not confirmed until payment is received. Payments can be made online or by mail.

Make checks payable to:
 thinkLA Interactive
 c/o Susan Franceschini
 4223 Glencoe Avenue, Suite C-100
 Marina Del Rey, CA 90292

JUDGING CRITERIA

Judging will be a combination of an expert panel and the community vote. All entries will be scored by our expert panel of judges. Based on those scores, the top three (3) finalists will then advance to the community vote. 60% of the score will be based on an industry expert panel vote per the judging criteria outlined in this document. 40% of the score will be based on the thinkLA Membership (either individual members or employees of corporate member organizations) vote based on the same criteria.

Platform and Campaign Awards:

Entries will be judged based upon their documented success in achieving business goals, their impact upon the program, and their creativity in achieving results as opposed to volume of sales revenue generated alone. Additional judging criteria are included in this packet under Award Descriptions.

The Platform and Campaign entries are to be judged in each of the following four categories:

- 1) Creative (concept, execution, functionality).
- 2) Clarity of message for ad campaigns or ease of use/navigation for web sites/technology.
- 3) Performance. Did results meet the objectives, based on goals?
- 4) Overall experience.

Company Awards:

The Agency and Media Partner Awards entries are to be judged in each of the following four categories:

- 1) Commitment to the digital medium.
- 2) Innovation - openness and willingness to explore new ideas in digital advertising.
- 3) Consistent track record of both business results and contribution to the digital advertising community.
- 4) Admired and respected by peers; known to build positive partnerships.

People Awards:



Individual award finalists will be determined by the thinkLA Interactive Gala Awards committee based on the content of each entry.

Individual Awards will be voted on by the thinkLA Membership community only. Again, this includes individual members or employees of corporate member organizations.

ENTRY FINALISTS

The top three (3) entry finalists in each award category will be notified of their finalist status during the week of April 23, 2012. Complete credits, proof of rights clearances, and any reproduction materials will be requested at that time for possible use at the awards banquet and in accompanying publicity. Please note that thinkLA will be unable to publish or exhibit any winning entry that does not provide adequate proof that all necessary rights clearances have been obtained.

PREPARATION OF ENTRIES (SPECIFICATIONS FOR ENTRY MATERIALS)

Note: ALL Entries require digital files to be submitted. Please refer the entry requirements for each category and the specific items to be submitted with each entry.

For technical advice and support please contact thinkla@adbeast.com

CAMPAIGN/PLATFORM AWARDS

Award submissions need to follow a standard format that is outlined in the template provided on the site. Please limit your pages to four, one page for each section as outlined in the template: **Objectives, Strategies, Solutions, and Results.**

In addition to the template, you may submit supporting materials as outlined below. Note: You do not need to submit these documents if you feel you have told a good story in the template pages. We are doing this to streamline the entry process and ensure that the judges are comparing apples to apples. All entries must conform to these guidelines or they will not be accepted.

These are optional for you should you need additional documentation:

Video

- Videos may be submitted directly to the site this year.
- Videos need to be in MP2 or MP4 (.mov) format, 720P (1280 x 720)
- No larger than 2GB and no longer than 4 minutes. Videos longer than 4 minutes will be disqualified.
- Files can be uploaded as a video file or accessed via link.

Screen Shots/Still Images

- File type: .jpg
- Format: 72 DPI
- Maximum Size 11x17
- A maximum of 5 additional still images (above and beyond what you've included in the four page PowerPoint template). These can be put in a separate PowerPoint deck, uploaded as separate jpegs, or accessed via link.

Interactive Media

- Any category where your entry is or contains interactive content, you will need to provide a live URL link to the live web site, mobile application or game.
- Password information must be provided for password protected sites.



- Remember the site must be live at the time of judging

Company Logos

- File type: eps

COMPANY & PEOPLE AWARDS (THIS INCLUDES AGENCY AND MEDIA PARTNER AWARDS)

Each nomination for person, agency or media partner of the year must be accompanied by a nomination form, which can be downloaded on the site. The person submitting the nomination form will have to substantiate their nomination by providing written rationale to a number of nomination criteria. On the form, you will find the criteria and a brief description of what the judging committee will be looking for as laid out in the DESCRIPTIONS below. Please download the nomination form, complete it, and upload. The judging committee will then review each nomination form and those that satisfy the criteria, based on the judges' evaluation, will be put up to the community vote. All qualified nominations will move on to the community vote.

CONTACTS & QUESTIONS

Please direct questions about the awards program, how to enter or nominate, judging or other details to: awards@thinkla.org.

For technical advice and support please contact thinkla@adbeast.com.

AWARD CATEGORY DESCRIPTIONS

BEST DIGITAL CAMPAIGN OF THE YEAR

Awarded to the marketer displaying the best ability to deliver a unified, creative and innovative message across multiple media (video, T.V., mobile, social, display etc.) while also effectively leveraging the unique aspects of each medium. The campaign must include a minimum of 3 different media elements to be considered a campaign. Effectiveness is measured by comparing results to previous efforts, industry standards (preferred when available) or initial goals.

PLATFORM AWARDS:

BEST USE OF VIDEO

Awarded to the marketer who best displays the use of video through streaming or video-based advertising. These can include movies, video clips or gaming. The entry should include details of the program including goals, objectives, tactics and the results. Effectiveness is measured by comparing results to previous efforts, industry standards (preferred when available) or initial goals.

BEST USE OF MOBILE MEDIA

Awarded to the marketer who best displays the use of MOBILE media. The entry should include details of the program including goals, objectives, tactics and the results. Effectiveness is measured by comparing results to previous efforts, industry standards (preferred when available) or initial goals.

BEST USE OF SOCIAL MEDIA

Awarded to the marketer that executed the most successful and unique strategy for an online marketing campaign that directed users to a specific action using a form of SOCIAL media. This includes Social Networking, Podcasting, Mobile, RSS, UGC, Viral or other. Effectiveness is measured by comparing results to previous efforts, industry standards (preferred, when available) or initial goals.

BEST USE OF DISPLAY ADVERTISING



Awarded to the marketer that executed the most successful and unique strategy for display advertising (single execution or campaign). Display media can include any non-video online execution, including rich media such as take-overs and expandable units.

BEST USE OF SEARCH/TARGETING

Awarded to the marketer who has most successfully identified, reached and engaged specific audiences in the area of Search or Data-Enabled Targeting. The campaign must prove that they have reached and engaged a specific audience and meet the following criteria: (a) a minimum spend of \$25,000 (b) best click through-rate, interaction rate, or other success metric (c) most efficient return on advertising spend. Effectiveness will be measured by one or more of the following criteria; execution yielding the highest CTR or interaction rate, best increase in website visitation, best holistic use of search (driving search users to more information when all other media is delivered off-line), or best targeting of a specific contextual, intender or consuming audiences (i.e. "currently shopping online for fashion," "intend to buy a car in the next 3 months," "currently own a smart phone," "regularly shop for ice cream," etc.)

PEOPLE AND COMPANY AWARDS:

MEDIA PARTNER OF THE YEAR (PUBLISHER, RICH MEDIA COMPANY, TECHNOLOGY, ETC.)

This award will be presented to the media partner (publisher, rich media company, technology etc) that has most demonstrated its consistent dedication and commitment to the digital medium as a forum for marketing and advertising. The recipient will have demonstrated creativity, flexibility and partnership over time, and will be able to show they are on the forefront of innovation in the digital space. Can point to several successes as it relates to innovative campaigns, innovative creative/media products, innovative targeting techniques, etc., as well as having met the criteria below as it applies to them:

- Innovation - Is on the forefront of innovation in the digital space. Can point to several successes as it relates to innovative campaigns, innovative creative/media products, innovative targeting techniques, etc.
- Growth - Has successfully grown the client's business (#clients, revenue, some other relevant measure) and met advertising goals through a superior digital media/creative product.
- Leadership - Demonstrated leadership in our community in digital media or creative in the form of media strategy/practices or creative that have grown business, generated praise from the agency/client community, won awards, garnered favorable press, etc.
- Community - Has contributed to the digital media/creative community at large in any of the following capacities: knowledge sharing, training, pro-bono work, conference leadership/presence, events, etc.

AGENCY OF THE YEAR - DIGITAL CREATIVE

This award will be presented to the digital creative agency that has most demonstrated its consistent dedication and commitment to the digital medium. The recipient will have demonstrated creativity, flexibility, innovation and partnership over time, as well as having met the criteria below.

AGENCY OF THE YEAR - DIGITAL MEDIA

This award will be presented to the digital media agency that has most demonstrated its consistent dedication and commitment to the digital medium. The recipient will have demonstrated creativity, flexibility, innovation and partnership over time, as well as having met the following criteria:



- Innovation - Successfully created and implemented innovative programs and strategies for growing their client's business utilizing digital media/creative.
- Growth - Has successfully grown the agency's business (#clients, revenue, some other relevant measure) through a superior digital media/creative product. Has a record on ongoing investment in growing the agency's products and/or services.
- Leadership - Demonstrated leadership in our community in digital media or creative in the form of media strategy/practices or creative that have grown business, won awards, garnered favorable press, etc.
- Community - Has contributed to the digital media/creative community at large in any of the following capacities: knowledge sharing, training, pro-bono work, conference leadership/presence, events, etc.

PERSON OF THE YEAR SALES

This award will be given to an individual working in a sales capacity at any media partner (publisher, rich media, technology vendor etc.) who has displayed the most skills and enthusiasm in bringing the benefits of advertising solutions to their agency/client partners. Consideration will include contribution to the client's business goals, partnership and strategic skills, approaches to problem solving and ability to develop effective creative and marketing solutions, as well as having met the following criteria:

- Innovation - Has demonstrated innovative thinking in any one or both of the following ways selling in an innovative campaign to an agency or client direct, and/or introducing innovation in the sales and/or sales management practices of the company he/she represents
- Growth - Has directly been tied to measurable business growth for the region/vertical/account list, etc he/she oversees
- Leadership - Has demonstrated leadership in sales management (can be in the form of managing a sales team or a team of sales support) and is seen as a leader in the digital community by subordinates, peers, executives, and agency/client partners
- Community - Has contributed to the digital media/creative community in any or all of the following capacities: knowledge sharing, training, charity work, conference leadership/presence, industry events, or any other substantive way.

PERSON OF THE YEAR AGENCY

This award will be given to an individual working in any capacity at an agency who has displayed the most skills and enthusiasm in bringing the benefits of advertising to their clients' businesses. Judges will consider contribution to the agency and clients, strategic skills, approaches to problem solving and ability to develop effective creative solutions, as well as having met the following criteria:

- Innovation - Has demonstrated innovative thinking in solving a brand marketing problem or creating a brand marketing opportunity for any of the client businesses he/she works on
- Growth - Has directly been tied to measurable business growth for the agency, account and/or department/team that you oversee
- Leadership - Has demonstrated leadership in the agency and is seen as a leader in the agency by subordinates, peers, executives, and partners
- Community - Has contributed to the digital media/creative community in any or all of the following capacities: knowledge sharing, training, charity work, conference leadership/presence, industry events, or any other substantive way.

PERSON OF THE YEAR CLIENT

This award will be given to an individual working in any capacity on the client side, brand or product marketer, who has displayed the most skills and enthusiasm in working with their advertising agency or other vendors. Judges will consider their overall interaction in the client/agency process, strategic skills,



approaches to problem solving and ability to develop effective creative solutions, as well as having met the following criteria.

- Innovation Has demonstrated innovative thinking in solving a brand marketing problem or creating a brand marketing opportunity
- Growth Has directly been tied to measurable business growth for the brand and/or product that you oversee
- Leadership Has demonstrated leadership in the organization and is seen as a leader in the organization by subordinates, peers, executives, and partners
- Community Has contributed to the digital media/creative/brand marketing community in any or all of the following capacities: knowledge sharing, training, charity work, conference leadership/presence, industry events, or any other substantive way.

THINKLA HALL OF FAME

The thinkLA Hall of Fame award will be given to an outstanding member of the thinkLA community who has made significant contributions to our community throughout their career. The thinkLA Hall of Fame award shall be determined by the thinkLA Interactive Board and Awards Gala Planning Committee.

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