



2013 Entry Form

Contact Person (responsible for submitting all supporting material)

Name: _____ Position: _____

Company: _____ Email _____

Phone: _____ Cell Phone: _____

Entry Submitter (main person/group publicly accepts the prize, if awarded)

Name: _____ Position: _____

Company: _____ Email _____

Phone: _____ Cell Phone: _____

Internal I work for, own, or am part of the team that designed, built, manages, maintains or markets products of services for my company.

Agency I work for the advertising agency, interactive agency, media company, or other service provider that designed, built, manages, maintains, or markets products or services for my client.

Publicist I work for the public relations or other promotional firm that represents the company that designed, built, manages, maintains or markets products or services.

Additional Credits (agency, publicist, producer, team members or others responsible for the entry)

Name	Position	Organization

Entry Title: _____

Name of Brand/Product/Service: _____

Industry of Brand/Product/Service: _____

Entry URL (if applicable): _____

Additional URLs: _____

DUE DATE: All materials and forms must be sent to SME Puerto Rico on or before **Monday, April 22, 2013 at 5:30 p.m.**
No materials or nominations will be accepted after the due date.

Entry Type: The creative conceptualization of all submissions must be developed in Puerto Rico for the Local Market, except in the Best Execution made in Puerto Rico for International Markets Category. Adaptations of Global Campaigns cannot be submitted. Participating campaigns may compete in up to 3 categories (Please select up to 3 categories where this entry will compete in):

- **1. Best Digitally-led Integrated Campaign (360° Strategy)**
 - Campaigns integrating and **using digital as a main campaign component** complementing and leveraging the overall 360° strategy.
 - Integration is key, as digital gives you the opportunity to spark user interaction and create unique brand experiences.
 - Special attention will be given to the uniqueness of the implementation and integration.
 - Campaigns that recognize this potential will score higher than those that simply transport offline messages to digital outlets.
 - We are looking for creative ways of transforming or evolving an “offline” campaign and how they blossom through digital media.
- **2. Best Digital Execution a Social Responsibility Campaign Campaign**
 - **Non-profit or Corporate Social Responsibility Campaigns** integrating and using digital as the main medium to rally support, communicate with advocates and inspire action.
 - We are looking for unique and creative uses of digital and social media to reach specific non-profit campaign goals.
- **3. Best Promo Activation / Technology**
 - **Campaigns promoting a product, contest, event, or cause** during a limited period of time and using digital as the key element for the effort.
Entries may include Websites, Microsites, Landing Pages, Games, Mobile as long as they have a set launch and termination date.
- **4. Best Social Media campaign integration**
 - Entries in this category include marketing **campaigns originally designed for social media** platforms such as, but not limited to, Facebook, Twitter, Instagram, Pinterest, LinkedIn and YouTube.
- **5. Best interactive advertisement**
 - Banners, floaters, pop-ups, rich media, streaming video, pre-rolls, video ads, or any other **interactive media in web or mobile**.
- **6. Best digital innovation**
 - Digitally centered executions that **innovate and creatively push the boundaries**.
 - Impress us!
- **7. Best use of Data Driven Solutions**
 - **Data driven solutions** for the purpose of developing new services, customer acquisition or retention, improving operational performance, understanding competitors, among others
 - This includes: websites, mobile apps, loyalty programs and CRM to mention a few examples
- **8. Best Execution made in Puerto Rico for International Markets**
 - Digital campaigns or executions developed in Puerto Rico for other markets

Please supply the following information: (200 words max per bullet 1-5)

1. Dates: when the entry was launched and terminated within the establish period of January 2012 through December 2012 (12 months).
2. Disclose all media used and the significance of the Internet as part of the media mix (Only for **Best Digitally-led Integrated Campaign / 360°** strategy)
3. Campaign objectives and strategy (i.e. increase sales/brand awareness, launch product, page views, visitors to the site, click-thru rate, etc.)
4. Results obtained vs. objectives
5. Reasons why this entry should win an award
6. Submit a two (2) minutes video or two (2) minutes Power Point presentation that summarizes your campaign (videos or PP from finalists will be used to present the nomination at the Digital Awards Ceremony)