



**3AF 2017
Excellence
Awards
Competition**

CALL FOR ENTRIES!

**Entry Deadline:
Friday, April 21, 2017
@ 5 p.m. Pacific Time**

Winners to be announced at the 3AF's 2017 Asian Marketing Summit, June 1-2, 2017. Entry forms can be downloaded from the 3AF website at www.3af.org. Please review the updated rules & regulations. By submitting an entry, the entrant agrees to all competition rules and regulations.

3AF 2017 Awards Competition

ABOUT THE 3AF AWARDS COMPETITION:

The **Asian American Advertising Federation (3AF)** is comprised of Asian American advertising agency principals, media organizations, market research companies, advertisers, and strategic partners. Our mission is to grow and build the Asian-Pacific American advertising and marketing industries, raise public awareness of the importance of the Asian-Pacific American market, and further professionalism within the industry.

To honor the “best and brightest” work in our industry and also recognize and thank important industry partners, the Asian American Advertising Federation will bestow awards in seven distinct categories at our annual summit scheduled for June 1-2, 2017 at The Line Hotel in Los Angeles, California:

3AF Creative Campaign of the Year (Gold, Silver and Bronze awards)

3AF Marketer /Client of the Year

3AF New Marketer /Client of the Year

3AF Media Partner of the Year

3AF Marketing Research Partner of the Year

3AF Public Relations/Social Media Campaign of the Year (NEW!)

3AF Digital Campaign of the Year (NEW!)

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3AF CREATIVE CAMPAIGN OF THE YEAR AWARD:

Fee: \$275 submission fee is required for each individual campaign entered. If paying by credit card, a ten percent processing fee will be added.

Submissions: The *3AF Creative Campaign of the Year Award* is presented to recognize creative excellence of a client campaign, developed for one or more Asian consumer target audiences. Only 3AF members in good standing may enter this category.

Entrants to this awards category must complete a written submission to include the following information:

- Statement of client name, agency name, campaign title, scope of target audience/s, dates of campaign, geographic scope of campaign, and communications channels used.
- Statement of culturally-relevant campaign insight and a list of the campaign's quantifiable/measurable results (no more than 150 words).
- Up to 5 examples of campaign creative (audio or visual) from any media/channel may be submitted. Judges will be specifically advised to equally consider submissions with single creative executions as well as those with multiple creative executions, and make evaluations across different media types including print, TV, radio, OOH, online, and others (e.g. to 'equalize' the contender playing field by re-focusing judges AWAY from campaign budgets and having them focus on insightful creative expression).
- All contestants must submit a completed entry form for the desired category along with all other necessary materials by email to awards@3af.org with the email subject heading titled:

Award Category – Agency Name – Client Name – Campaign Title

Example: "Creative – AAAZA – DirecTV – Chinese Hip Grandpa"

Judging Criteria:

1. What was the consumer (or target) "insight" that is reflected in the creative execution?
2. What was the overall "concept" for the creative?
3. Were there any special considerations or applications used in the production of the creative? (i.e., one-take filming, special photography, typography, sound mix, 3D effect - like on billboards, etc.)
4. How does it (or does it at all) integrate into the general market campaign?
5. What was the impact on the audience?

6. Results and evaluation using relevant and quantifiable metrics, i.e., return on investment, evidence of positive changes in customer behavior, improved customer satisfaction or sustainable added value to the organization

NOTE: In reviewing the entries, the judges may give stronger consideration to campaign submissions that have been placed in media that cater to Asian American audiences.

One Grand Prize winner (Gold) will be selected, followed by a 1st Runner Up (Silver) and 2nd Runner up (Bronze).

Winners will be announced at the 3AF Awards event held during the 3AF Asian Marketing Summit.

3AF MARKETER / CLIENT OF THE YEAR AWARD:

Fee: \$275 fee for each nomination submitted. If paying by credit card, a ten percent processing fee will be added.

Submissions: The *3AF Marketer / Client of the Year Award* is presented to a client or supporter of the industry that has demonstrated outstanding contribution via investment or dedication to the 3AF mission to grow the Asian American advertising and marketing industry, while raising public awareness of the importance of the Asian American community.

- All contestants must submit a completed entry form for the desired category along with any other necessary materials by email to awards@3af.org with the email subject heading titled:

Award Category – Agency/Nominator Name – Marketer/Client Name

Example: “Marketer/Client – IW Group – McDonalds”

Nominations will be submitted to the panel of judges, accompanied by a letter of consideration that answers the following questions:

1. How does the candidate mobilize their organization internally around Asian American marketing?
2. How does the candidate vocalize their support for the Asian American market?
3. Does the entrant use Asian American community insights to create innovative approaches and methodologies?
4. Does the candidate use creative problem solving or collaborate with Asian American community partners?
5. Do the results show progress towards meeting the organization’s goals?
6. Do the results show a positive impact on the Asian American community?

[Optional: Sample of nominee's marketing campaign and/or other related materials may be submitted.]

One winner will be announced at the 3AF Awards event.

3AF NEW MARKETER / CLIENT OF THE YEAR AWARD:

Fee: \$275 fee for each nomination submitted. If paying by credit card, a ten percent processing fee will be added.

Submissions: The *3AF New Marketer / Client of the Year Award* is presented to a new client or supporter of the industry that has emerged within the past year (1/1/16 to 12/31/16) and demonstrated outstanding contribution via investment or dedication to the 3AF mission to grow the Asian American advertising and marketing industry, while raising public awareness of the importance of the Asian American community.

- All contestants must submit a completed entry form for the desired category along with any other necessary materials by email to awards@3af.org with the email subject heading titled:

Award Category – Agency/Nominator Name – Marketer/Client Name

Example: “New Marketer/Client – IW Group – McDonalds”

Nominations will be submitted to the panel of judges, accompanied by a letter of consideration that answers the following questions:

1. How does the candidate mobilize their organization internally around Asian American marketing?
2. How does the candidate vocalize their support for the Asian American market?
3. Does the entrant use Asian American community insights to create innovative approaches and methodologies?
4. Does the candidate use creative problem solving or collaborate with Asian American community partners?
5. Do the results show progress towards meeting the organization's goals?
6. Do the results show a positive impact on and long term commitment to the Asian American community?

[Optional: Sample of nominee's marketing campaign and/or other related materials may be submitted.]

One winner will be announced at the 3AF Awards event at the 3AF Asian Marketing Summit.

3AF MEDIA PARTNER OF THE YEAR AWARD:

Fee: \$275 fee will be waived unless self-nominated. If paying by credit card, a ten percent processing fee will be added.

Submissions: The *3AF Media Partner of the Year Award* is presented to a media partner or vendor within the industry, who has demonstrated outstanding contribution via investment or dedication to the 3AF mission to grow the Asian American advertising and marketing industry.

- All contestants must submit a completed entry form for the desired category along with any other necessary materials by email to awards@3af.org with the email subject heading titled:

Award Category – Agency/Nominator Name – Media Name

Example: “Media Partner – DAE – KTSF”

Nominations will be submitted to the panel of judges, accompanied by a letter of consideration that answers the following questions:

1. Do the media partner's actions demonstrate a desire for a long- term relationship, rather than a “quick hit and run”?
2. Does the media partner understand the marketing objectives (of the agency and/or the client) and is working toward fulfilling those goals, rather than simply producing sales?
3. Does the media partner work toward providing efficient solutions and options, rather than obstacles and ultimatums?
4. Does the media partner work for the agency or client with negotiating their own internal politics/company?
5. Does the media partner endeavor to "create" solutions, rather than provide “cookie cutter” ideas from plan to plan, client to client, or year to year?
6. Does the media partner try to push the agency and client (successfully or unsuccessfully) to think "outside the box" and try new things?

One winner will be announced at the 3AF Awards event at the 3AF Asian Marketing Summit.

3AF Public Relations Campaign/Social Media Campaign Award (NEW!)

Fee: \$275 fee for each nomination submitted. If paying by credit card, a ten percent processing fee will be added. Only 3AF members in good standing can enter this category.

Submissions: The 3AF Public Relations/Social Media Campaign Award is presented to a 3AF member agency who has demonstrated excellence in engaging key internal and/or external audiences using either traditional public relations tactics (news releases/story pitches/bylined articles/events/community relations) or social media (blogs; podcasts; Facebook; Instagram; LinkedIn; Twitter; YouTube, etc.)

- All contestants must submit a completed entry form for the desired category along with any other necessary materials by email to awards@3af.org with the email subject heading titled:

Award Category – Agency/Nominator Name – Marketer/Client Name, Name of Campaign

Example: “3AF PR/Social Media Campaign/DAE – Wells Fargo, Diwali, Festival of Lights Event in New York

Nominations will be submitted to the panel of judges, accompanied by detailed supporting documentation that answers the following questions:

What were the specific, measurable goals of the PR/social media campaign?

How was the plan executed? (List/describe PR tactics/social media platforms used.)

What was the campaign’s primary messaging?

How did the campaign engage conversation/action with key internal and/or external publics? How did the campaign persuade/change the targeted audience’s viewpoints or behavior?

What difficulties were encountered and how were they overcome?

Describe how the campaign utilized “out of the box”, creative thinking.

Provide quantifiable/tangible evidence of the campaign’s results, i.e., clips, hits, # of participants/attendees at the event; summary of post-event survey feedback, etc.

One winner will be announced at the 3AF Awards Event.

3AF Digital Campaign Award (NEW!)

Fee: \$275 fee for each nomination submitted. In paying by credit card, a ten percent processing fee will be added. Only 3AF members in good standing can enter this category.

Submissions: The 3AF Digital Campaign Award is presented to a 3AF member agency who has demonstrated excellence in engaging via interactive and digital tactics (Microsite, Website, Digital Banners, Interactive Tools, Video Games)

- All contestants must submit a completed entry form for the desired category along with any other necessary materials by email to awards@3af.org with the email subject heading titled:

Award Category – Agency Name – Client Name, Name of Campaign

Example: “3AF Digital/DAE – Wells Fargo, Diwali, Festival of Lights Event in New York

Nominations will be submitted to the panel of judges, accompanied by detailed supporting documentation that answers the following questions:

What were the specific, measurable goals of the digital campaign?

How was the plan executed? (List/describe digital tactics used/digital media platforms used.)

What kind of digital experience did target users experience?

How did the campaign interact digitally with target users? How did the campaign measure the key performance indicators?

What were some of the hurdles in the campaign?

Describe how the campaign utilized “out of the box”, interactive thinking.

Provide quantifiable/tangible evidence of the campaign’s results, i.e., clicks, impressions, sign ups, sales, opens, etc.

One winner will be announced at the 3AF Awards Event.

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3AF MARKETING RESEARCH PARTNER OF THE YEAR AWARD:

Fee: \$275 fee will be waived unless self-nominated. If paying by credit card, a ten percent processing fee will be added.

Submissions: 3AF member agencies are invited to nominate a marketing research partner who has contributed greatly to one of its campaigns through new research techniques, insights, marketplace successes, etc.

- All contestants must submit a completed entry form for the desired category along with any other necessary materials by email to awards@3af.org with the email subject heading titled:

Award Category – Agency/Nominator Name – Researcher Name

Example: “Research – K&L – Simmons”

Nominations must be submitted to panel of judges, accompanied by a letter of consideration that answers the following questions:

How does the Research Partner:

1. Embody a proactive strategic approach to the working relationship, beyond an executional vendor, to understand the market macro dynamics, consumer segmentation profiling, brand portfolio, business objectives, etc.?
2. Incorporate innovative uses of research, including new methodologies or non-traditional tools?
3. Facilitate extraordinary insight mining that provides deeply powerful and provocative insights?
4. Genuinely partner with the agency and brand as key stakeholders in guiding the research design strategy and application?

One winner will be announced at the 3AF Awards event at the 3AF Asian Marketing Summit.

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General Rules & Regulations for All Award Categories:

Submission Deadline: All entries/nominations, fee payments, and materials **must be received by Friday, April 21, 2017 at 5 p.m. Pacific Time.** By submitting an entry, the entrant and the entrant's company agrees to comply with all rules and regulations as listed below.

Timeline for Entries: All entries must be for work that was created and ran/aired between January 1, 2016 to December 31, 2016 in the United States. **Speculative work is not eligible and will not be considered.**

Sharing of Work: By entering the competition and submitting an entry, the award entrant and his/her company hereby certifies and gives permission to the 3AF to use any and all information contained in the entry. The entry form information can be used in several ways, including but not limited to printed materials, social media, PR, marketing, at 3AF events, and on the 3AF website. The 3AF plans to share entries with 3AF members as successful case studies and/or examples of award winning work.

In addition, the 3AF plans to take photographs and/or videos during the awards event for use in promotional materials, including but not limited to print, electronic or social media platforms. By registering and attending the 3AF Asian Marketing Summit, you hereby certify that you have read, understand and grant the 3AF the right to use your name and/or photograph for such purposes.

International connections: The 3AF is working on award collaborations with international organizations and will also notify entrants of other award competitions they may be eligible for.

Number of Entries: Member agencies can submit any number of entries or nominations for any category. **Non-3AF members are not eligible to enter the Creative Campaign of the Year, PR/Social Media Campaign of the Year and Digital Campaign of the Year categories.**

Translations: English translations are required for every entry submitted and must be attached to each submission.

Entry Criteria:

- Only 3AF members in good standing may enter the Creative Campaign of the Year, Digital Campaign of the Year, and PR Campaign of the Year awards categories.. Media organizations can self-nominate, but only in the media partner category. Marketing research partners can also self-nominate but only in the Marketing Research Partner category. Non-members can be nominated

by 3AF members in the Marketer of the Year and New Marketer of the Year categories. For a 3AF membership form, please visit the 3AF website at www.3af.org.

How to Enter:

- Entry forms may be downloaded from the 3AF website at www.3af.org.
- Entries in more than one category require separate submissions.
- All contestants must submit a completed entry form for the desired category along with any other necessary materials by email to awards@3af.org with the email subject heading titled appropriately (as outlined in each category).
- If submitting for the **Creative Campaign of the Year** category, entries should include up to 5 creative samples from any media platform. This includes broadcast, print, interactive, OOH, mobile or any other media platform.
- Work and creative samples (documents, images, and videos) should be named appropriately (see below) and zipped into a single file. **Entrants have the option of uploading materials to file share services such as www.yousendit.com or www.dropbox.com and will email the submission link to awards@3af.org.**
 - File Naming: Must include the **Award Category – Agency Name – Client Name – Campaign Title**
 - File sizes should be limited to under 100mb per submission
 - Preferred File Format for Print or Images: jpg, gif, png, pdf
 - Preferred File Format for Videos: mpg, mov, mp4, flv, avi

Fees: \$275 fee (plus ten percent if paying by credit card) is required for any category entry, unless self-nominating in the marketing researcher or media partner categories only.

- Payments are accepted by check or Paypal only and must be received by the submission deadline on Friday, April 21, 2017 @ 5 p.m. Pacific Time.
- Pay by Paypal:
 - Using the Paypal website (link may be found at www.3af.org.)
- Pay by check:
 - The check number must be included in the entry form.
 - Checks should be made payable to the Asian American Advertising Federation (3AF).
 - If submitting more than one entry, please provide a separate check for each entry.
 - Please send all required entry fees to:

**Asian American Advertising Federation
6230 Wilshire Blvd., Suite 1216
Los Angeles, CA 90048**

Judging Criteria: All submissions will be judged according to the established criteria, scoring process, and relevancy for the category in which they were submitted. Judges will include a select number of 3AF members from within the advertising, media, and multi-cultural marketing community throughout the United States or the 3AF Board of Directors. Judges will reserve the right to withhold an award in any or all categories should the entries received not merit recognition or meet the stated criteria. All decisions of the judges are final.

In reviewing the creative campaign of the year category, the judges will give stronger consideration to campaigns that have run/aired in media that caters specifically to Asian Americans.

Usage Rights: By submitting an entry, participants acknowledge that the 3AF has all rights to publicize/advertise all entries submitted however necessary in conjunction with the awards competition and post-event promotions and publicity. All entries become the property of the awards and cannot be returned.

Award Trophies: The 3AF will order award trophies for the winners and provide proofs (of personalization/engraving/lettering) for review by the award winners after the awards event. All winners are responsible for paying for their award trophies and overnight shipping costs (estimated at approximately \$300 per trophy) and will have the option to purchase additional trophies (for the client, etc.) as needed.

Questions: Please contact Genny Hom-Franzen, 3AF Executive Director, via email at ghomfranz@3af.org.