inma
Sharing ideas. Inspiring change.

GLOBAL MEDIA AWARDS

Call for Entries

Entry deadline January 24, 2020

Call for Entries

Deadline to enter: January 24, 2020

Entering the INMA Global Media Awards competition shines a light on your company's best innovation and growth initiatives from 2019. It prioritises and galvanizes. It sets the table for benchmarking: best against best.

Winning the INMA Global Media Awards competition is about recognition, respect, and prestige for your company, your brand, your department, your agency — and you.

Reward your company's best ideas to:

- Unlock the door to a new world of ideas, innovation, and creativity
- Motivate and focus your staff, your agency, your stakeholders
- Benchmark your best efforts against your peers' best efforts

The INMA World Congress Awards Ceremony will be held Tuesday, April 28, 2020, in Paris. What will happen if your company's name is called?

What we reward

The INMA Global Media Awards competition will honour initiatives that produce:

- Breakthrough results
- Unique concepts
- Strong creativity
- Innovative thinking
- Winning synergies across platforms

You will be judged against peers of a similar genre and focus worldwide.

Online entry

The INMA Global Media Awards utilises an Online Entry Management System designed to save news media executives time and money.

The Online Entry Management System is a uniquely created database designed for you to upload all components (digital materials, print materials, television commercials, radio commercials, photographs, and more) direct to INMA via an online interface. Campaign objectives and results are also entered directly via the interface.

Categories

Judging is based on results, concept, and creativity. Other criteria include copywriting, graphic design, and production. Each entry must include objectives, results, and 1-6 images/documents (print materials, videos, audios, outdoor).

ENERGIZE NEWS BRANDS

1. Best brand awareness campaign

Campaigns used to enhance and shape the media company's brand or image across media platforms.

TIPS

What judges look for: Strong creative across media tend to stand out in this category, yet a critical tie-breaker will be concrete research pre- and post-campaign. Single-medium campaigns are eligible, yet judges tend to look at execution across media platforms. ***Typical media:*** Television, radio, newspaper, direct mail, Web, outdoor.

2. Best public relations or community service campaign

Public relations, sponsorship, community service events, fundraisers, literacy programmes, and volunteerism campaigns presented by the news media company for the benefit of the company or the community.

TIPS

What judges look for: Campaign's effectiveness versus objectives, its merit, and its marketing will be crucial. ***Typical media:*** Printed materials, newspaper, direct mail, video.

3. Best use of an event to build a news brand

The creative selection and execution of an event tied to and enhancing a news brand or key segments of a news brand and/or generating revenue.

TIPS

What judges look for: How to communicate to judges the totality of the event, the creativity behind the event, how the event connected to objectives, and how the event built on the news brand. A big bonus in judges' eyes: how the event generated profitability. ***Typical media:*** Because of the complexity of communication, suggest bringing all visuals and media together in a PDF overview of the event.

4. Best use of data analytics or research

The correct uses of data analytics and research are important for delivering effective media planning, developing strategies to engage audiences, guiding the creation of products, and communicating with stakeholders. Entrants should show how data analytics or proprietary/syndicated research led to a demonstrable business or communications outcome.

TIPS

What judges look for: What do you do with advanced data analytics or research once the numbers are crunched and creatively segmented? Judges are seeking clever examples to regularly communicate data analytics or research to employees, boards, readers, and/or advertisers through simplification, visualisation, and presentation. Judges also seek how insights gleaned from advanced data analytics led to better business outcomes. This category is not rewarding analytics or research, but the clever application or communication of the analytics or research. ***Typical media:*** PowerPoint presentations, dashboards, signage, real-time visualisation tools, data books, printed materials, advertiser presentations.

PLATFORM EXCELLENCE

5. Best use of print

Print is a vibrant platform that conveys emotion for readers and advertisers. This category rewards the creative use of print newspapers, magazines, supplements, or niche products for editorial, audience engagement, or advertising purposes.

TIPS

What judges look for: Outside-the-box creativity in print as well as any tangible results from the use of print such as: a) consumer uptake (metric: sales), profit margin, content engagement/response (from embedded calls to action); or b) contribution to sales uplift (measurable as percentage for client) generated from the print vehicle, value of publicity generated, consumer engagement levels from other embedded calls to action. Bonus if extension of/integrated with one or more non-print platform/channel such as digital, video, television. ***Typical media:*** Visuals of the print product and what makes them unique and different as an editorial, commercial, or branded content product.

Categories

6. Best use of video

Creative use of video in a digital environment that improves the customer experience and engagement with the news brand. The video initiative may have appeared on social media platforms, digital platforms of media companies, or any other platform.

TIPS

What judges look for: Show how video supports your news brand, while explaining concrete, achieved results. Your video initiative may refer to a product, a story, or a marketing campaign. The combination of creativity, visual storytelling, and viral impact in your community will be specially rewarded. ***Typical media:*** Digital environment includes social platforms, Web, mobile. Please provide a link to your video initiative (i.e.,YouTube) for more convenient judging reviews.

7. Best use of audio

Creative use of audio in a digital environment that engages customers such as podcasts via the brand's Web site, smart speakers, or similar digital platforms. This traditionally would be an editorial product, yet could also be for marketing or advertising purposes.

TIPS

What judges look for: Show how audio supports your news brand, while explaining concrete, achieved results. Your audio initiative may refer to a product, a story, or a marketing campaign. The combination of creativity, audio storytelling, and deep engagement in your community will be specially rewarded. ***Typical media:*** Digital environment includes Web, mobile, smart speakers, social platforms. Please provide a link to your audio initiative for more convenient judging reviews.

8. Best new technology or digital product

Creative new or updated mobile or desktop apps, Web sites, and digital products as well as clever application of Augmented Reality (AR) and Virtual Reality (VR) are the focuses of this category. Special emphasis is on what makes the new app or digital technology or product unique and different, including the concept, the target audience, usability, or resultst.

TIPS

What judges look for: Overall quality of the app or digital product or digital technology, the concept, and the execution. Bottom-line results, including engagement, will bolster the entry in the eyes of judges. This category is for new apps, products, and technologies as well as significantly updated apps, products, and technologies. ***Typical media:*** Screen shots or video of the app or digital product/technology will work, yet having direct access could prove a tie-breaker for judges.

▶ AUDIENCE DEVELOPMENT

9. Best idea to encourage print readership or engagement

Encouragement of print readership, usage, or engagement in general, or marketing of print publication features such as sections, journalists, news stories, redesigns, and others.

TIPS

What judges look for: Concept and creativity are important in this category since results are sometimes difficult to measure. Research would make your entry stand out. ***Typical media:*** Newspaper, outdoor, television, radio, direct mail.

10. Best idea to grow digital readership or engagement

Encouragement of the use of a media company's Web site, mobile site, tablets, apps, text alert service, video, rich media, or social network, or the marketing of features related to these digital assets.

TIPS

What judges look for: Results, concept, and creativity are on equal footing as page impressions and click-throughs over time can be measured. ***Typical media:*** Newspaper, outdoor, television, radio, direct mail, web, mobile.

11. Best new digital subscription initiative or concept

Activities to acquire and retain paid digital subscribers or members of a news brand or product. Special emphasis is on new concepts introduced to existing digital subscription initiatives or new subscription initiatives with creative twists.

TIPS

What judges look for: Creative approaches and results in gaining or retaining paid subscribers or members is the focus of this category. This can include clever ways to gain subscriptions for paywalls, paid apps, or cross-platform packages. Initiatives could include marketing campaigns that drive sales or new packs, paywalls, pricing, and access models.
Typical media: Direct mail, e-mail, television, Web, mobile, outdoor, newspaper, print.

Categories

ADVERTISING SALES

12. Best idea to acquire or retain advertising customers

Innovative, impactful, and creative activities used to support the sales or retention of advertising customers across platforms: digital, mobile, print, social, marketing services, and more. This category focuses on how media companies acquire or retain advertising.

TIPS

What judges look for: Judges are looking for bottom-line results by advertising customers. While great creative is important, often it's the smart strategy behind it backed by research and analytics. Single-medium or multi-media campaigns can succeed. ***Typical media:*** Mobile, digital display, social PPC, e-mail, radio, TV, newspaper, direct mail, e-mail, outdoor, rack cards, posters. ***Examples:*** Print advertisements, digital advertisements, advertiser reward programmes, special advertiser events, advertiser promotions and incentives, planning calendars and brochures, trade journal advertising, media packets, advertising sales presentations, research findings, and more.

13. Best execution of native advertising

Seeking the most creative and effective use of native advertising, branded content, or sponsored content in a media company's platform. Digital campaigns should match the form and function of the user experience that drives and delivers against a core marketing objective.

TIPS

What judges look for: Call it "native advertising," "branded content," "sponsored content," or "advertorial," this category seeks creative use of the genre in digital or print formats. Judges seek a rich visual and editorial experience with clear labelling and placement. ***Typical media:*** Web sites, mobile platforms, print newspapers along with supporting marketing platforms such as social media and e-mail.

INNOVATION

14. Best new initiative to enhance corporate culture

Structured initiatives designed to enhance the corporate culture, develop innovation mindsets, stimulate ideation, or inject entrepreneurialism. Such initiatives typically encourage collaboration, break down silos, and focus on new business objectives.

TIPS

What judges look for: Creativity and uniqueness of the concept, the execution of the idea or initiative, and any tangible results. These initiatives often emanate from human resources or for emerging "people initiatives." Efforts in speeding up collaboration with start-ups also can be an area of focus. ***Typical media:*** A PDF or PowerPoint that tells the story of internal innovation initiatives aimed at achieving and integrating corporate culture change.

15. Best new initiative to empower and retain talent

Retaining today's modern workforce, especially Millennials and digitally focused employees, requires great creativity beyond the paycheck and benefits package. This category rewards clever ideas or structured initiatives designed to motivate, engage, empower, and retain that modern employee.

TIPS

What judges look for: Cleverness in the idea or initiative, the execution, and ultimately any tangible results. Data that shows changes in retention as a result of the idea will be helpful. ***Typical media:*** A PDF or PowerPoint that tells the story of the idea or initiative to empower and retain talent.

Rules

1. Competition deadlines
Please take note of the deadline date below. No extensions will be granted.

- Friday, January 24, 2020

2. Who may submit entries
The INMA Global Media Awards competition is open to news media companies and entities affiliated with the news media industry. Entries must be prepared and uploaded by the news media organisation, news media organisation representative, advertising agency, or public relations firm working on the company's behalf.

3. Date of entries
Entries must have been executed during the 2019 calendar year. If you are entering from an ongoing campaign that was entered in a previous year, you must submit new work from the campaign.

4. About each entry
- There should be no more than six files per entry.
- Each file must not exceed 20MB.
- Allowed file types are JPEG, PDF, MP3, WMA, WMV, MOV, GIF, PNG.
- Under "Objectives and Results", there is a 330-word limit for each field.
- Due to the file size, if you have a video campaign that has been uploaded to YouTube or an online system of this nature, you can include a direct link to the video either in the "Objectives or Results" portion of your entry, or you can provide your link in a PDF document and upload this file as part of your entry.

5. Multiple entries
You may enter in as many categories as you wish. If you are submitting an entry in more than one category, please submit it separately in each category, as it will be judged separately. Entrants have the possibility to duplicate entries and submit them in other categories. At the end of the submission process there is the feature "Copy Entry", which allows the duplication. Note: A fee of U$S 135 applies per submitted entry.

INMA Global Media Awards Key Dates

14 October 2019: Competition Opens for Submissions

24 January 2020: Submission Deadline

February 2020: Judging Period

First Week of March 2020: Finalists´ Announced

28 April 2020: INMA Global Media Award Winners Celebrated at the Gala Dinner in Paris

How to enter

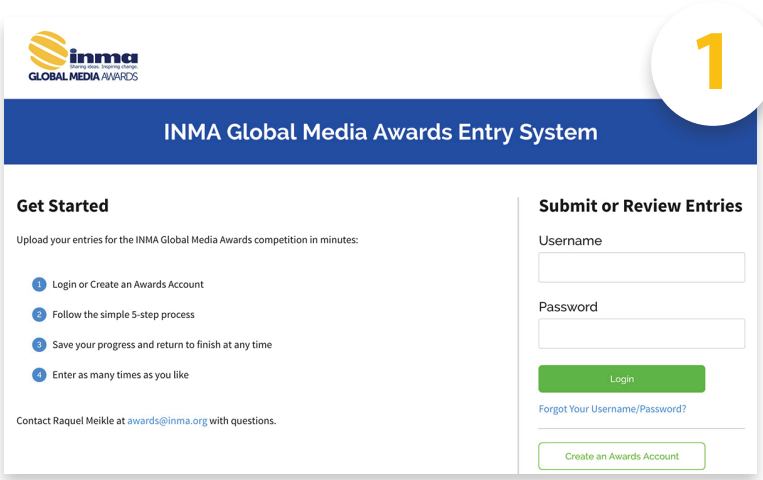
INMA has created an Online Entry Management System that allows you to easily upload all of the necessary criteria and imagery necessary to participate in the INMA Global Media Awards.

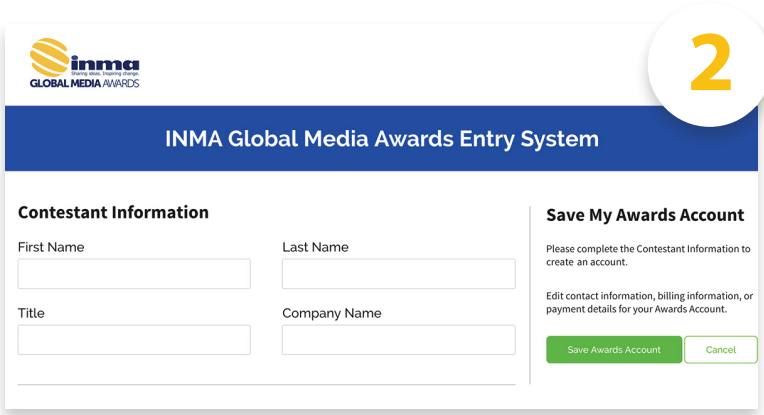
Login
To begin submitting entries, visit our Web site at www.inma.org/awards. You must create a record that includes your e-mail address, a password, and the contact information for the person who is officially submitting the entries on behalf of the company. Once you have a record, you may log in at any time and submit additional entries.

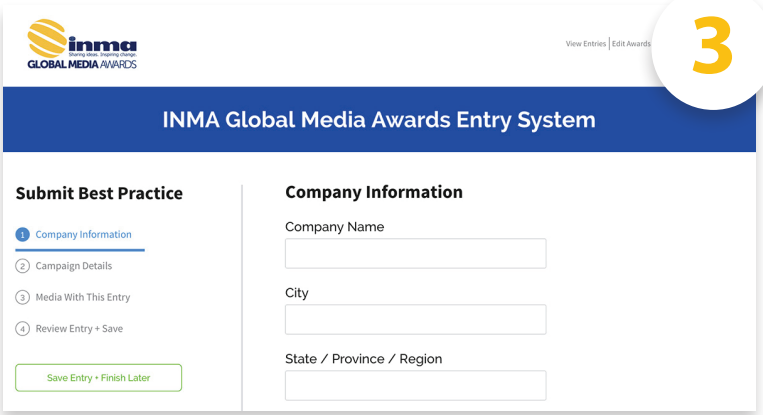
Submission steps
Upon login, follow the prompts. The entry submission process is in sequential order (see page 8 for Web site examples):

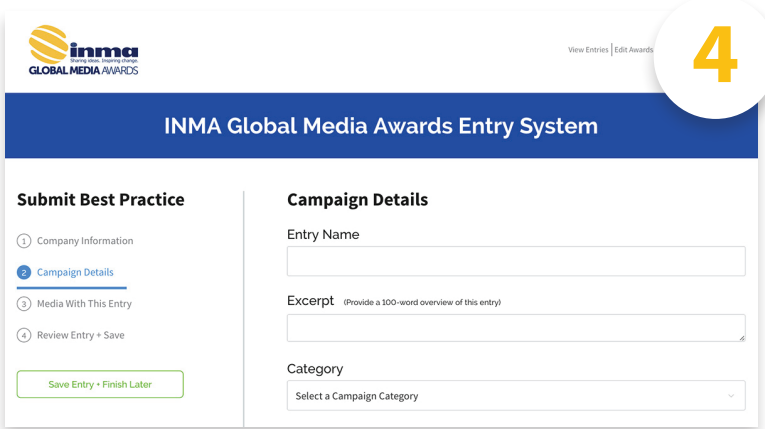
- Step 1: Log in to save entry, skipping Step 2.
- Step 2: If not registered, create account.
- Step 3: Company information.
- Step 4: Campaign details.
- Step 5: Media with the entry. See file details on page 6 rules: "About each entry."
- Step 6: Review entry and save.

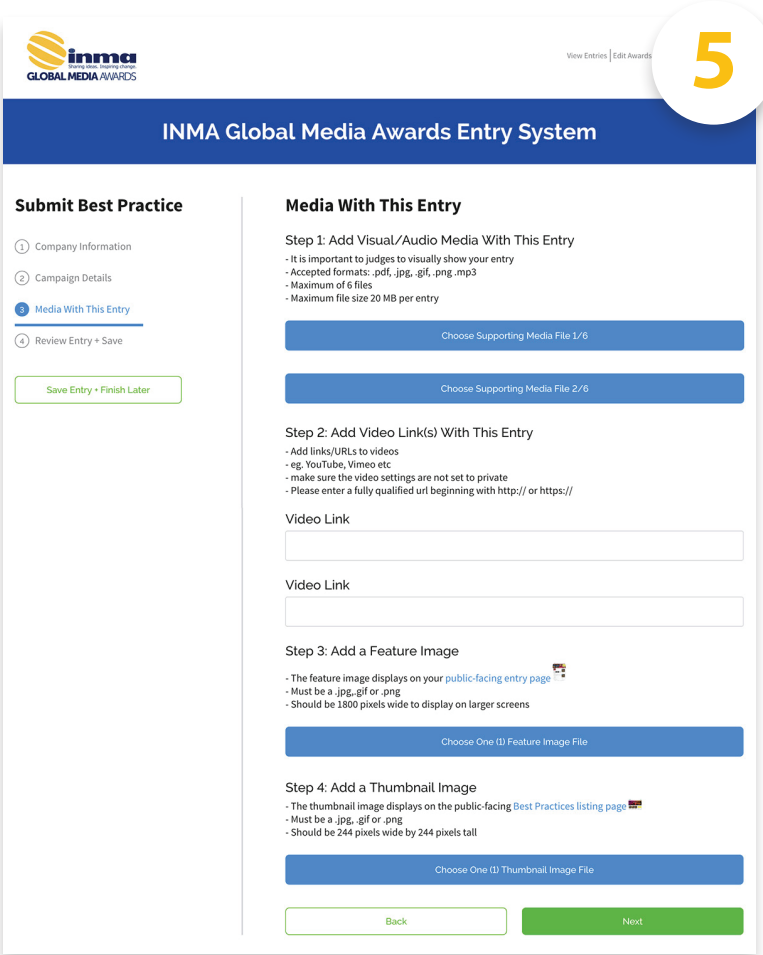
Questions
Within the Online Entry Management System, you will have complete contest and entry information at your fingertips. This includes rules, categories, and helpful hints. If you have questions in the entry submission process, please see page 10 for frequently asked

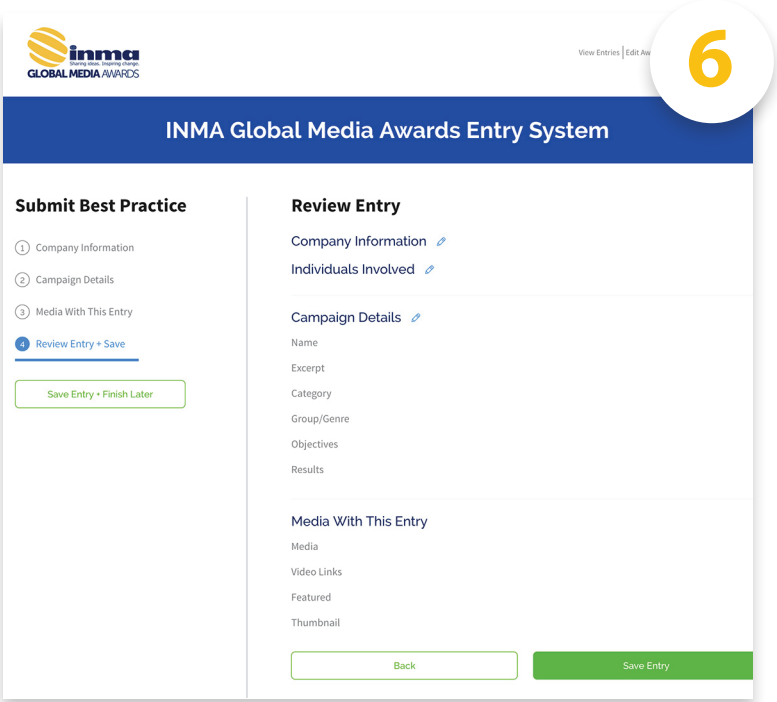

1
INMA Global Media Awards Entry System
Get Started
Upload your entries for the INMA Global Media Awards competition in minutes:
1 Login or Create an Awards Account
2 Follow the simple 5-step process
3 Save your progress and return to finish at any time
4 Enter as many times as you like
Contact Raquel Meikle at awards@inma.org with questions.
Submit or Review Entries
Username
Password
Login
Forgot Your Username/Password?
Create an Awards Account


2
INMA Global Media Awards Entry System
Contestant Information
First Name
Last Name
Title
Company Name
Save My Awards Account
Please complete the Contestant Information to create an account.
Edit contact information, billing information, or payment details for your Awards Account.
Save Awards Account
Cancel


3
View Entries | Edit Awards
INMA Global Media Awards Entry System
Submit Best Practice
1 Company Information
2 Campaign Details
3 Media With This Entry
4 Review Entry + Save
Save Entry + Finish Later
Company Information
Company Name
City
State / Province / Region


4
View Entries | Edit Awards
INMA Global Media Awards Entry System
Submit Best Practice
1 Company Information
2 Campaign Details
3 Media With This Entry
4 Review Entry + Save
Save Entry + Finish Later
Campaign Details
Entry Name
Excerpt (Provide a 100-word overview of this entry)
Category
Select a Campaign Category


5
View Entries | Edit Awards
INMA Global Media Awards Entry System
Submit Best Practice
1 Company Information
2 Campaign Details
3 Media With This Entry
4 Review Entry + Save
Save Entry + Finish Later
Media With This Entry
Step 1: Add Visual/Audio Media With This Entry
- It is important to judges to visually show your entry
- Accepted formats: .pdf, .jpg, .gif, .png .mp3
- Maximum of 6 files
- Maximum file size 20 MB per entry
Choose Supporting Media File 1/6
Choose Supporting Media File 2/6
Step 2: Add Video Link(s) With This Entry
- Add links/URLs to videos
- eg. YouTube, Vimeo etc
- make sure the video settings are not set to private
- Please enter a fully qualified url beginning with http:// or https://
Video Link
Video Link
Step 3: Add a Feature Image
- The feature image displays on your public-facing entry page
- Must be a .jpg, .gif or .png
- Should be 1800 pixels wide to display on larger screens
Choose One (1) Feature Image File
Step 4: Add a Thumbnail Image
- The thumbnail image displays on the public-facing Best Practices listing page
- Must be a .jpg, .gif or .png
- Should be 244 pixels wide by 244 pixels tall
Choose One (1) Thumbnail Image File
Back
Next


6
View Entries | Edit Awards
INMA Global Media Awards Entry System
Submit Best Practice
1 Company Information
2 Campaign Details
3 Media With This Entry
4 Review Entry + Save
Save Entry + Finish Later
Review Entry
Company Information
Individuals Involved
Campaign Details
Name
Excerpt
Category
Group/Genre
Objectives
Results
Media With This Entry
Media
Video Links
Featured
Thumbnail
Back
Save Entry

Judging

1. Criteria
Judging is based on the initiative's concept, creativity, and results.

2. Selection of winners
Generally, one First Place, one Second Place, and one Third Place will be awarded for each group within each category. In some cases, judges may omit awards or advise additional awards.

3. Top awards
Judges will designate a "Best of Show" winner among First Place recipients, along with regional winners for Africa, Asia/Pacific, Europe, Latin America, Middle East, North America, and South Asia. There must be a First Place recipient from a region to qualify; otherwise, INMA may combine regions for the purpose of rewarding regional excellence.

4. Judging process
INMA will select a representative panel of judges worldwide to judge the INMA Global Media Awards. Because judging is done online using digital images, companies should take great care in selecting entries that are viewable via computer screen. Small type, poor image resolution, and materials best not viewed on a computer are strongly discouraged.

5. Non-English entries
Most judges speak and write fluent English, which is the official language of the judging process. Every effort will be made by association staff to translate non-English entries in advance of the judging but there are no guarantees. Submitting entries in English is strongly encouraged.

Payment

1. Fee per entry
A non-refundable fee of US$135 per entry is charged. Refunds or credits will not be granted once you have submitted your entries.

2. Payment method and instructions
Entries may be paid via credit card, bank transfer, or check:

- **Credit card:** At the conclusion of the entry submission process, you may pay online via Visa, MasterCard, or American Express.

- **Bank transfer:** Print or save a copy of your invoice at the conclusion of the entry submission process. Please transfer funds to the bank account number that INMA will provide on your invoice. Please reference your invoice number when processing your bank transfer.

- **Check:** Print out your invoice at the conclusion of the entry submission process and send via check in U.S. dollars drawn on a U.S. bank, made out to Contest Coordinator, INMA.

3. Where to send payment
For check payments, mail/post to:

Contest Coordinator
INMA
P.O. Box 740186
Dallas, Texas 75374 USA

Help desk

The staff at INMA can answer any questions you may have about the INMA Global Media Awards competition.

As the **global contest coordinator**, Raquel Meikle is available to you via e-mail, awards@inma.org, and by telephone, +1 214 269-7485 or +49 170 3015197. *Languages: English, Español, Deutsch.*

If you prefer to discuss INMA Awards with your regional coordinator, please contact:

Europe Division: Tom Corbett, Antwerp, Belgium
tom.corbett@inma.org, +32 486 37 13 36
Latin America Division: Ana Gutiérrez, San Salvador, El Salvador, ana.gutierrez@inma.org, +503 7857 5742
North America Division: Katy King, Dallas, United States, katy.king@inma.org, +1 214 373-9111
South Asia Division: Madhavi Sekhri, New Delhi, India
madhavi.sekhri@inma.org, +91 99716 00632

FAQs

Frequently asked questions (FAQs) about entering INMA Global Media Awards include:

Who is eligible to enter the INMA Global Media Awards competition?

The competition is open to newspapers, magazines, TV stations and networks, news Web sites, online classified Web sites, and others broadly in the "news media" field. We are seeking best practices in energising news brands, audience engagement, platform excellence, innovation and revenue growth.

How many words am I allowed to enter in the objectives and results fields?

There is a 330-word limit for each field.

How many files can we upload per entry?

The database allows for six (6) files per entry.

How do you distinguish between a "local/regional" brand and a "national/global" brand?

If the primary audience of the brand is a geography within a country, entries should be submitted in the "local/regional" group.

Are we able to set up multiple accounts, each representing a different department within my company, where each department would have a different contact person?

Yes, each department can submit their own entries separately and would have a unique login and password. The contact person for that specific department is listed under that unique login and password.

Are speculative campaigns accepted in the competition?

All entries submitted must have been executed during the 2019 calendar year.

Is it required that both the creative and content is new from a previous year's entry?

The campaign must have been executed during the 2019 calendar year. If you are entering from an ongoing campaign from a previous year, you must submit new creative and content from the campaign.

Can one PDF file have numerous pages contained within it?

Yes, one file can have numerous PDF pages representing various creative elements for the campaign. Make certain the size of the file does not exceed 20MB.

Once my files are uploaded, am I able to confirm the image has been uploaded and see the actual image?

Once you have uploaded all your files, click "Review and Submit" at the top of your screen. You will be able to review content you have entered for each entry. If you click on the hyperlink associated with your files, you will be able to view the image.

For entries that require the objectives and results to be translated into English, how do we ensure INMA receives these translations for each campaign?

Please document your objectives and results in English and send them by e-mail to awards@inma.org. You must reference your publication name, entry name, and entry number(s) in the document.

Do I have to be a member of INMA to submit entries in the awards competition?

No, anyone can submit entries in the competition.

When attaching files with an online entry, do we need to attach the whole page on which the advertisement or promotion ran, or can we just attach the artwork?

You can submit the whole page, just the artwork, or both if you prefer. Submit the creative that best represents your campaign.

What is the cut-off time on the deadline date? Can I still submit my entries on the deadline date or must I submit my entries by close of business the day before?

Entries must be submitted by your close of business on the deadline date, regardless of your time zone.

I was able to upload a file that is not supported in the database. Will it still be judged?

The system will allow certain files to be uploaded, but not all judges have the software that is capable of viewing files other than (JPG, PDF, MP3, WMA, WMV, MOV, GIF, PNG). Please convert your files to the supported formats or your campaign will not be judged in its entirety.

The "Bill To" information on my invoice is not correct. How do I ensure the proper "Bill To" company information is listed?

To receive an updated invoice, please e-mail INMA at awards@inma.org and provide the correct "Bill To" information (company name, address, and tax ID). You will then receive a corrected invoice by e-mail.