

## Sample form, not for offline completion.

Visit <https://festivalofmedialatam.awardsplatform.com> to enter.



# UPDATED: Best Local Execution of a Brand

The judges will reward a brand that has adapted a campaign for a local execution and developed a creative and strategic media approach towards an audience within Latin America.

The winning work could be for a challenger, local, or global advertiser or a global brand campaign adapted for local execution, as long as it is specifically curated for a local audience, recognising cultural nuances. specific to a location and include a strong insight and execution that has been tailored for a local audience.

Judges will be on the lookout for the use of appropriate media channels and strong results, such as increase in brand perception, customer engagement and sales.

Importantly, entries will be assessed within the context of the brand's size, resources, and market position. This ensures that smaller local brands are not disadvantaged when compared to larger global entities; each campaign's impact will be considered relative to its unique circumstances. We actively encourage brands/clients who are LatAM based to enter.

**If you are entering one campaign into multiple categories - The entry title should be the same across those different categories.**

If it is not titled the same, this *may affect your scores* when it comes to the GRAND PRIX calculations.

## STILL WANT TO ENTER BUT DIDN'T MAKE THE DEADLINE?

-Get in touch with [us](#) to see if we can arrange and apply an extension to your account!

## ¿TODAVÍA QUIERES PARTICIPAR PERO NO LLEGASTE A LA FECHA LÍMITE?

-Ponte en contacto con [nosotros](#) para ver si podemos aplicar una extensión a tu cuenta!

Entry name

# Entry Details

Entering company

The entrant company is the business that submits an entry for the consideration of the festival. In the case of the entry being shortlisted, this is the company being named on the shortlist. In case of winning an award, the entrant company is the entity receiving the trophy.

**There can be only one entrant company - If multiple companies are listed you will be asked to choose only one (with exception of The Collaboration category)**

Entering Country

The entering country is based on the location of the entrant company. In case of the entry being shortlisted, this is the country being named on the shortlist.

Type of company

- Advertiser
- Advertising Agency
- Association
- Consultancy
- Digital Agency
- Media Agency
- Media Owner
- PR Agency
- Technology Provider
- Other

## Agency Network

▼

Amnet  
Blue 449  
BPN  
Carat  
Dentsu X  
Essence  
Havas Media  
Hearts & Science  
Initiative  
iProspect  
...

A group of media agencies, with offices around the globe sharing the same network name in their name a, e.g. Mindshare or OMD.

## Agency Group

▼

Dentsu  
GroupM  
Havas Media Group  
IPG Mediabrands  
MCN / IPG  
Omnicom Media Group  
Publicis Media  
Other  
N/A

A group of networks, with offices around the globe, owned with 51% or more by the Parent media group. This would be GroupM, Omnicom Media Group, Publicis Media, IPG Mediabrands, Havas or Dentsu Aegis Network.

## Brand

## Brand Owner

## Industry Sector

- Automotive
- Entertainment
- Financial & Utility Services
- Fast Moving Consumer Goods
- Food & Beverages
- Fashion & Beauty
- Media
- Non for profit
- Other
- Retail
- ...

Please choose the most suitable industry sector the brand belongs to.

## Implementation Date

The start date on which the campaign had been implemented.

To be eligible, a significant amount of the campaign must have run between **1 June 2024 and 31 July 2025**

*(For The Effectiveness Award we allow a longer two year eligibility period: 1 June 2023 and 31 July 2025)*

## End Date

The last date of the campaign activities.

To be eligible, a significant amount of the campaign must have run between **1 June 2024 and 31 July 2025**

*(For The Effectiveness Award we allow a longer two year eligibility period: 1 June 2023 and 31 July 2025)*

## Markets covered

List the countries or regions in which the campaign has been implemented.

## Secondary contact (email address)

Please use different contact details to those associated with your account

**Any companies credited here will be listed under "Other Credits" on the shortlist (if different from entrant company)**

**Just list the organisation, no individual credits** (Individual credits will not be included on the shortlist)

Lead Media Agency

**The agency who has been the media lead for the campaign**

This agency will be awarded grand prix points for Agency of the Year in case of being the sole media agency

Lead Creative Agency (optional)

**The agency who has been the creative lead for the campaign**

This agency will be awarded grand prix points for Agency of the Year in case of being the sole creative agency.

Media Owner (optional)

Please list the **media owner** if you worked with a dedicated partner on this campaign.

Technology Provider (optional)

Please list the **ad/mar tech provider/ platform**, if you worked with a dedicated supplier.

Other Credits (optional)

**Please list any other companies** that have been involved in the campaign.

**It is compulsory to have the client's approval in order to submit your entry.**

Please choose "Yes" to confirm that your client is aware and gave you the approval to submit the campaign to our awards, and provide all information below.

Should your client require an official letter from the organisers confirming the confidentiality of the written submissions, in order to approve your participation in the awards, please get in touch with [awards@festivalofmedia.com](mailto:awards@festivalofmedia.com)

Client Contact Name

Client Job Title

Client email address

Client Approval

	▼
Yes	

I hereby confirm that we have received client permission to enter this campaign in the Festival of Media 2025 LATAM Awards

- Please share the details of your campaign activity as indicated below.
- Please be aware of the word count.
- Written submissions should not include entering company or contributing company names or branding (with the exception of Media Owners and Brands). **All entries have to be anonymous.**

*The information submitted will remain confidential until the end of the first round of judging. Once the Shortlist is announced, C Squared Networks Ltd. reserves the right to reproduce submitted material and summaries of entries for the Awards promotion and its other events and publications. If you require your entry to be kept confidential, please contact the team upon entering.*

### Objectives

150 words

Please state your objectives for the campaign. This section is not scored by the judges.

### Insights

250 words

The marketing challenge, brand insight and consumer insight.

### Strategy

300 words

The idea, and the following communication strategy.

**For Best Use of an Adtech Platform:** What strategy was implemented using the platform

### Execution

250 words

The communication and activation/delivery. If applicable, describe the steps of the campaign's execution

**For Best Use of an Adtech Platform:** How was the platform used by or implemented for the client?

### Results

250 words

What did the campaign achieve ?

Please refer to the category description for the relevant metrics.

**For Best Use of an Adtech Platform:** What results did the platform deliver?

### Budget

Please indicate the media budget for this campaign.

To be eligible for the **Best Campaign delivered on a Small budget Campaign** category campaigns must have been executed on a budget of **\$70,000** and under.

**NOTE** This information will be kept confidential and will not be shared outside of the jury room.

**You can upload 2 images of the campaign in action to help illustrate the campaign and support your entry.**

- This is optional.
- Image specifications: Upload JPEG, png or jpg files. Maximum file size is 10MB per image.
- The images may be a screen shot from a video or web activity, copy of a press/outdoor advertisement, image of an event in progress, image of an ambient advertisement, etc.
- Note: the images do not need to be a mood board but should support the entry.
- All creative submissions **should not include entering company names or any contributing creative companies.**

Upload Images (optional)



Upload Images (optional)



Image for Shortlist (365 x 365 pixels)



**If your entry makes the Shortlist, we would like to display an image next to it when we publish the shortlist details on the website** (15th September)

Please upload an image that is **SQUARE** 365 x 365 pixels in size.

This should be a **hero image** of the campaign (NOT a presentation board)

**If your image is not square, it will be edited or cropped** by a member of our team.

-once you complete and submit your entry, you will not be able to edit the submission

-All completed entries registered on the awards submissions site when the site is closed on the final deadline will be judged and **must be paid for**. *Entries may be withdrawn after the final deadline, however, will not be eligible for a refund. Entries that have been completed will become liable to payment, even if deciding to withdraw from the festival*

**READY TO SUBMIT?**

**Please read the above disclaimer before submitting**

