



**The SMARTIES™ China 2016**  
**Awarding Great Work That Works Smart**

**Entries submission period : 5/10-7/15, 2016**

**Award ceremony : Shanghai, 9/01, 2016**

# What Is The SMARTIES™ ?

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- **The SMARTIES Awards** is the only global awards program created specifically to recognize best in class mobile work from around the world
- Judged equally on creativity, strategy, execution and results, Smarties provides a benchmark for the industry and continues to raise the bar for marketers and their agencies. In addition to the Global Smarties, the MMA is also launching regional programs in EMEA, LATAM and NA and expanding the regional program in APAC as well as opening some local opportunities to win.
- **The SMARTIES Awards China** was launched in 2012. The objective is to award those mobile campaigns which best demonstrate innovation, creativity and ingenuity, and to give recognition to the teams and talent that push the boundaries of mobile marketing to engage consumers like no other media.

# General Rules

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- Entries submission period : May 10<sup>th</sup>-July 15<sup>th</sup>, 2016
- Requirements :
  - ① Submitted cases must have been executed during the period between May 1<sup>st</sup>, 2015 and June 30<sup>th</sup>, 2016.
  - ② Only campaigns launched in China will be recognized.
  - ③ Campaign content and support data must be verifiable.
- Entry fee : RMB 800 per campaign (MMA members) / RMB 1200 for non MMA members. Should be paid by 15<sup>th</sup> July, 2016.
- MMA association is allowed to release the winning cases including their detailed content and performance to the public such as news release, media journal, PR event and so on.
- Submission: please submit the entry form, supporting materials and invoice form to [china.events@mmaglobal.com](mailto:china.events@mmaglobal.com)

# Categories

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- Gold, silver, and bronze medals will be awarded in the following categories.

## Marketing Strategy

- Brand Awareness
- Lead Generation
- Relationship Building / CRM
- Social Impact / Not For Profit

## Channel / Media Strategy

- Cross Media Integration
- Cross Mobile Integration
- Mobile App/Website
- Mobile Social

## Enabling Technologies

- Innovation
- Ad Format
- eCommerce
- O2O

## Industry awards:

**Marketing Company of the Year in Mobile**

**Advertiser of the Year in Mobile**

# Marketing Strategy

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- These campaigns represent how mobile marketing was used to achieve core strategic marketing objectives while demonstrating creativity and effectiveness and showcasing the power of the mobile channel.
- The 4 categories are :

Category	Criteria
Brand Awareness	Any mobile marketing campaign created with the primary objective of building brand awareness and establishing brand recognition (has the brand grown/developed/been enriched by its engagement with mobile).
Lead Generation	Any campaign that demonstrates how the use of mobile marketing generated prospective customers for future engagement and sales, or any campaign that reveals how the use of mobile marketing directly impacted sales, conversions, trials, or purchase intent among the target audience.
Relationship Building / CRM	Any campaign that demonstrates how the use of mobile marketing was leveraged to build strong relationships with consumers. Should be measured by an increase in customer loyalty and/or led customer retention.
Social Impact / Not For Profit	Any mobile marketing campaign created and executed for a not-for-profit organization or government agency for public service purposes and/or to drive social change.

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# Channel / Media Strategy

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- These campaigns represent how mobile marketing was incorporated into an integrated marketing mix and/or leveraged different mobile channels with increased results based on creativity and ROI.
- The 4 categories are :

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Category	Criteria
Cross Media Integration	Any campaign where mobile marketing was integrated as an indispensable part of a broader marketing mix (mobile, online and offline) and delivered against a core marketing objective.
Cross Mobile Integration	Any campaign which showcases how integrating tactics across mobile platforms, channels and technologies deliver unprecedented results in creativity and effectiveness (should include at least 3 or more vehicles in the mobile toolkit – eg: apps, mobile web, video, display, search, messaging, etc...).
Mobile App/ Website	Any mobile app or website that was created as part of an integrated mobile marketing strategy to provide an enhanced mobile experience to showcase a company, product, brand or service.
Mobile Social	Any campaign featuring the use of mobile social networks, person-to-person and/or community channels that drives and delivers against a core marketing objective.

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# Enabling Technologies

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- These campaigns represent how the use of mobile based enabling technologies and innovations delivered against marketing campaigns, enriched the user experience, and increased consumer engagement with a product or service.
- The 4 categories are :

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Category	Criteria
Innovation	Any mobile marketing campaign featuring new or groundbreaking techniques and/or technologies, to market a service or product or any campaign that has leveraged existing technology with a new, unconventional and creative execution.
Ad Format	Any marketing campaign that demonstrates how the use of ad formats (native, video, rich media, or others ) in a mobile environment increased the customer experience and engagement with the brand.
eCommerce	It should demonstrate the processing of a commercial transaction on a mobile device. Submissions must demonstrate how you have effectively enabled transacting on a mobile device, including the programs that lead to these transactions by consumers.
O2O	Any O2O campaigns that based on mobile, connecting online and offline resource. It should provide consumers with convenient services and sophisticated experience via mobile, to drive sales and enhance ROI for advertisers.

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# Submission Outlines

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- Campaign name
- Campaign period
- Advertiser
- Brand
- Agency
- Objective / Challenge (500 words)
- Creativity / Strategy (1,000 words)
- Execution (1,000 words)
- Results / ROI (500 words)
- Supporting Materials (at least one required)
  - PDF (should includes campaign clippings, in10M, not show any special markings of your company's name and logo)
  - Video/website (not show any special markings of your company's name and logo)





**Appreciate your support & participation !**

For information, please call Lily Zhao 13818839717

Entry submission, please email to [china.events@mmaglobal.com](mailto:china.events@mmaglobal.com)