

BrandSmart AWARDS

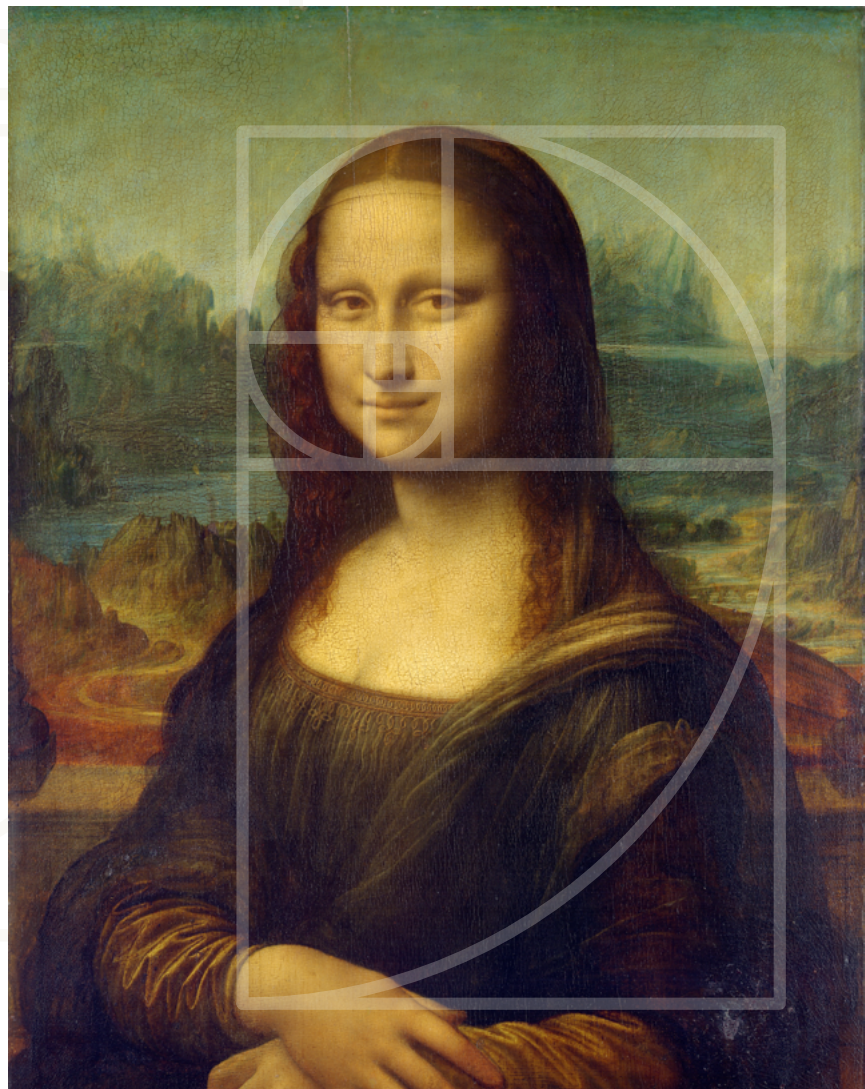
ENTRY GUIDELINES

The BrandSmart Awards is the premier industry recognition of brand marketing. This celebration is presented by American Marketing Association Chicago (AMA Chicago), recognizing the brand marketing industry's most inspiring work.

The awards ceremony will be held during the luncheon of AMA Chicago's BrandSmart 2021 conference.

**AMA Chicago BrandSmart
April 28-29, 2021**

amachicago.org/brandsmart



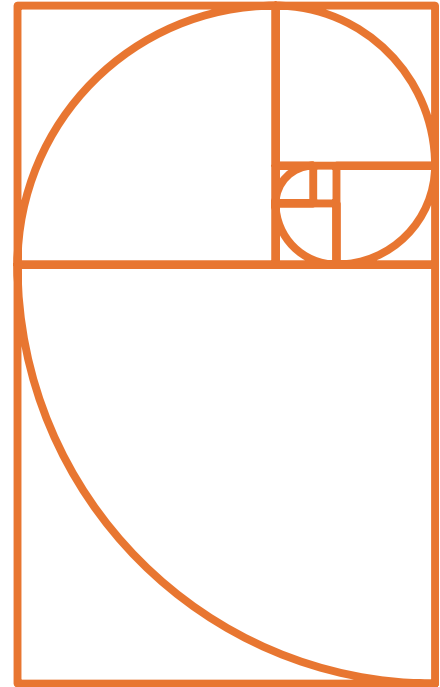
The Awards

The BrandSmart Awards were inspired by the Golden Ratio and were created to celebrate the powerful relationship between beauty and measurement – the marriage of creativity and results.

Often found in nature, art and architecture, the Golden Ratio epitomizes the beauty of the integration of art and science – and recognizes those whose efforts exemplify this practice.

Brand and agency marketers are encouraged to enter their best campaigns demonstrating brand innovation, customer engagement and advocacy, and overall integrated marketing excellence. A single campaign may be submitted into multiple categories.

The BrandSmart Awards were designed to honor the very best examples of brand marketing. Please read these entry guidelines to learn about the 2021 BrandSmart Awards categories, eligibility requirements, submission guidelines, judging, and related logistics. Submit your best brand marketing campaigns from 2020 online at BrandSmartAwards.org before March 24, 2021.



2021 BrandSmart Award Categories

BRAND INTRODUCTION AWARD

Recognizing the best marketing campaign to introduce a new product or service.

Award Criteria

- Show how innovative marketing tactics were used to successfully introduce a new product or service into the marketplace with quantifiable, measurable success.
- Only products or services available for purchase after January 1, 2020 will be considered eligible.

BRAND MOMENTUM AWARD

Recognizing the best marketing campaign for an existing product or service.

Award Criteria

- Show use of effective marketing tactics to grow or reenergize an existing product or service that was in the marketplace before January 1, 2020.

BRAND ENGAGEMENT AWARD

Recognizing the best customer engagement campaign.

Award Criteria

- Demonstrate how engaging with customers has had a positive impact on the brand by driving sales, changing purchasing behavior, improving brand perceptions, or increasing satisfaction levels.
- Show how the brand generated word of mouth by transforming the way it does business.

INTEGRATED MARKETING AWARD

Recognizing the best integration of offline and online brand marketing to achieve a business outcome.

Award Criteria

- Show impact on the brand and its ability to drive engagement, conversation, leads, referrals, or conversion.
- Include examples of how the brand seamlessly integrated offline and online marketing tactics.

2021 BRANDSMART AWARD CATEGORIES

BRAND ADVOCACY AWARD

Recognizing the best brand advocacy marketing campaign to achieve a business outcome.

Award Criteria

- Show alignment with business objectives.
- Submissions may showcase advocates who were supporting brands online, offline, or in integrated campaigns.

CAUSE MARKETING AWARD

Recognizing the best marketing campaign to support and promote a cause or a proactive community service.

Award Criteria

- Show best use of an integrated online and offline marketing program to advance a cause marketing initiative.

INFLUENCER MARKETING AWARD

Recognizing the most effective, creative use of an influencer marketing campaign to achieve a business outcome.

Award Criteria

- Show alignment with business objectives.
- Submissions may showcase influencers who were supporting brands online, offline, or in integrated campaigns.

BRAND INNOVATION AWARD

Recognizing the best implementation of technology and/or research in a marketing campaign.

Award Criteria

- Show impact on the brand and its ability to be agile and responsible, reflecting changing markets.
- Include examples of how brand has used technology and/or research to deliver against business goals.

Rules

Eligibility

Submissions must have been actively in-market on or after January 1, 2020 and must have ended on or before January 31, 2021, unless otherwise stated in the designated individual award category criteria.

Past BrandSmart Award-winning campaigns are not eligible for re-entry. Previous entries that did not win a BrandSmart Award may be resubmitted if the case study has been rewritten and contains additional, pertinent insights, creative, and/or effectiveness analysis.

A case study may be submitted for more than one award category provided the case study fits the award criteria for each submission. Brands and agencies may submit more than one case study within a single award category or across multiple award categories.

Submission Process, Deadlines & Pricing

Submissions open on December 10, 2020. Please fill out the online form completely. Supporting documentation, such as images or videos, are mandatory and help strengthen your submission.

Please review the 2021 BrandSmart Awards Terms & Conditions in the appendix of these Entry Guidelines to create a comprehensive submission package.

ENTRY DEADLINE	DATE	ENTRY FEE
Early Bird	January 31, 2021	\$400 US
On-Time	February 28, 2021	\$500 US
Extended	March 17, 2021	\$600 US
FINAL	March 24, 2021	\$600 US

Submission Checklist

Use these guidelines in packaging and formatting your submission and supporting documents.

TITLE PAGE

- ☐ Case study title
- ☐ Submitting company's name* and high-resolution logo *EPS and JPG/PNG*
- ☐ Company or brand name** and high-resolution logo *EPS and JPG/PNG*
- ☐ Contact name, email address and phone number

* Submitting company refers to the organization submitting the entry. If you are an agency or service provider submitting on behalf of a brand client, include your agency name as the submitting company.

** Company or brand name refers to the company or primary brand featured in the campaign case study.

SUBMISSION

- ☐ Well-written case study, 300 – 1,500 words in length, with four clearly identified headings: Business Problem, Insight, Solution, and Results
- ☐ Client company or brand name, as applicable or desired *If you are submitting on behalf of a brand/client, DO NOT include your agency name within the submission content.*

SUPPORTING DOCUMENTATION

- ☐ 4 – 6 high-resolution images, graphics, and/or links to high-definition videos (16:9 format, preferably)
Only include assets that support the case study and clearly show the campaign at work.

PAYMENT

Payments for entries are collected at the end of the submission process. Invoices will NOT be issued for BrandSmart Awards submissions, so please complete your secure online credit card payment by following the instructions outlined at the bottom of the online submission form.

Once you have completed payment, your submission will be final and you will not have access to it. Please confirm your entry is complete before processing payment. Refunds will not be given under any circumstances. Early bird pricing is available at a lower rate through January 31, 2021.

CONTINUED

2021 BRANDSMART AWARD - SUBMISSION CHECKLIST

REPORTING RESULTS

When reporting metrics, please follow the definitions curated by the Media Rating Council (MRC). Feel free to report additional metrics (including your definition) for our judges to consider in evaluating your entry. For all results, please include a brief description of your measurement methodology.

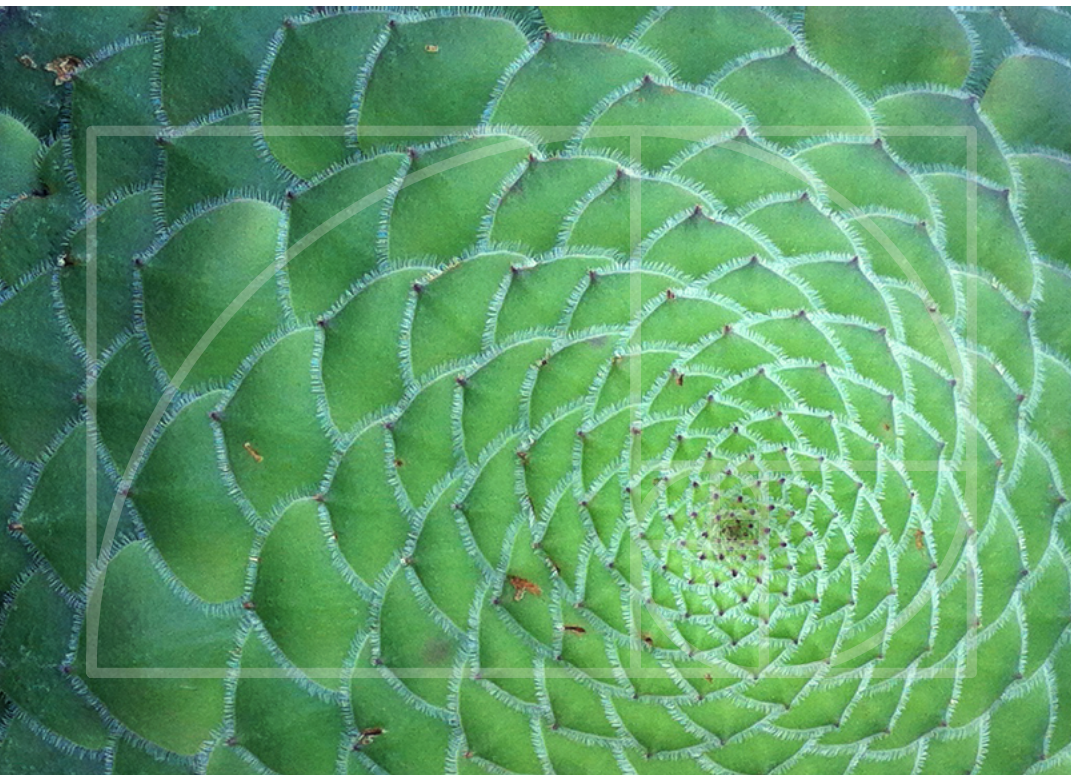
	METRIC	DEFINITION
Engagement	Photo User-Generated Content (UGC)	Number of photos submitted
	Text User-Generated Content (UGC)	Number of texts submitted
	Social Posts	Number of posts in social media (and where)
	Reviews	Number of reviews posted (and where)
	Engagements	Number of total consumer actions
Reach	Potential Impressions	Number of potential views, assuming all friends/followers see
	Estimated Actual Impressions	Number of estimated actual views, using disclosed assumption
Brand Lift	Favorability	Percentage of 2nd generation lift in very or somewhat favorable to brand
	Net Promoter Score	Percentage of 2nd generation lift in 'promoters' minus % of detractors
	Purchase Intent	Percentage of 2nd generation lift in very or somewhat intending to buy
Sales Lift	Sales Lift	Percentage of increase in incremental sales
	ROI	Dollars (\$) in net profit for every \$1 spent

Tips on Writing a Winning Entry

Judges will read each case study as an anonymous submission. Assume the judges do not have any knowledge of your campaign as you prepare your submission. Be clear and descriptive without exceeding the 1,500-word limit. Agencies submitting on behalf of a client should avoid using the agency name in the case study. Use the client's or brand's name.

Include engaging images in your submission to communicate to judges how the campaign was implemented. Examples of compelling images may include, but are not limited to, PowerPoint slides, photos of customers using the products, photos of influencers and advocates spreading brand love, or social media captures.

Include at least one high-definition video with your submission. Let the judges see your campaign in action! Winning entries may be featured on AMACHicago.org, via AMA Chicago social media channels and at the 2021 BrandSmart Awards ceremony. We encourage video submissions to be available via public YouTube or Vimeo links that may be embedded or shared online.



Judging

Stages of Judging Awards Submissions

Stage I - Judges will review all entries for their assigned award categories based on the criteria outlined in the scorecard (included below). Judges will then nominate the submissions to be shortlisted for the next round.

Stage II - The BrandSmart Awards Committee will review each of the jury's shortlisted entries and approve the jury's recommendations for Gold, Silver, and Bronze awards. The Committee reserves the right not to award an entry in a particular category if none of the submissions meet the award criteria.

Stage III - All winners will be announced during the BrandSmart Awards ceremony on April 29 during the 2021 BrandSmart conference.

Judges' Evaluation

	SCORE (1-10)
1. Clearly identifies business problem Was thought leadership demonstrated for the category?	
2. Clearly articulates insight into the problem Was there a great idea that was simply and clearly articulated?	
3. Demonstrates a creative solution Was there original thinking in the concept?	
4. Demonstrates results that relate back to the business problem Did the idea ultimately improve the success of the project? Was the idea executed well?	
5. Demonstrates clearly measurable results Does the submission include at least two of the categories of metrics below with attribution and a clear methodology? <ul style="list-style-type: none">• Engagement (Photo UGC, Text UGC, Social Posts, Reviews, Engagements)• Reach (Potential Impressions, Estimated Actual Impressions)• Brand Lift (Favorability, Net Promoter Score, Purchase Intent)• Sales Lift (Sales Lift, ROI)	
6. Judges' feedback Please provide key takeaways to share with the entrant.	

2021 BrandSmart Awards

Terms & Conditions

Submission Period: The BrandSmart Awards (the “Competition”) commences on December 10, 2020, at 12:01 am CT and ends March 24, 2021 at 11:59 pm CT (“Competition Period”). The submission period for the BrandSmart Awards begins December 10, 2020, at 12:01 am CT and ends on March 24, 2021, at 11:59 pm CT (“Submission Period”).

Sponsor: American Marketing Association Chicago (AMA Chicago), 17 E. Monroe #102, Chicago, IL 60603.

Eligibility: The Competition is open to brand and agency marketers from advertising agencies or companies operating worldwide. For the purposes of this Competition, only the agency/company submitting the Campaign and whose information is listed on the Submission Form will be deemed the submitter (“Submitter”) and will be eligible to win an award and related prizes (if any). In order for a brand marketing campaign (“Campaign”) to be eligible to participate in this Competition, AMA Chicago assumes no responsibility for any internal disputes among the agency/company with regard to the Campaign submitted into the Competition, or any internal disputes among the various individuals and/or entities that have collective interest in any submitted Campaign. Such disputes will not be resolved by AMA Chicago. In the event that any such dispute or personnel change interferes with the operation of the Competition, Submitters involved in the dispute may be disqualified, at AMA Chicago’s sole discretion. VOID WHEREVER PROHIBITED OR RESTRICTED BY LAW. By participating in this Competition, Submitters agree to be bound by these Official Rules and by the decisions of AMA Chicago that are final in all matters relating to this Competition. Sponsor reserves the right to request any documents necessary to verify eligibility.

Entries: Campaign must have been in-market on or after January 1, 2020 and must have ended on or before January 31, 2021. Entry Fees for the Competition must be submitted at the time of Campaign submission and must be paid by credit card at the time of submission. Entry fees for the Campaign are as follows:

ENTRY DEADLINE	DATE	ENTRY FEE
Early Bird	January 31, 2021	\$400 US
On-Time	February 28, 2021	\$500 US
Extended	March 17, 2021	\$600 US
FINAL	March 24, 2021	\$600 US

Campaign submission must include: (a) a written case study of 300 - 1,500 words, in English (“Case Study”) and (b) 4-6 images, videos and/or graphics that illustrate the Campaign (“Campaign Photos”). Case Study must contain a title and four objectives (“Objective”): (1) a clearly defined business problem; (2) a well-articulated insight into the named business problem; (3) a creative solution to the business problem; and (4) a description of the results that relate back to the business problem. Each section of the Case Study must be clearly titled with the corresponding Objective. Agency and individuals’ names should be included only on the entry form. All photos must be a minimum 300 dpi in either .JPG or .PNG format. All logos must be in .EPS or high-resolution .JPG/.PNG format. All videos must be in 1024 x 768 for 4:3 format, or 1280 x 720 or 1920 x 1080 for 16:9 format. To submit a campaign, go to brandsmartawards.org. Any submissions that do not conform to the criteria set forth in these Official Rules or the Submission Criteria may be disqualified, in the sole discretion of AMA Chicago. An agency/company/brand may submit more than one (1) Campaign for the Competition; however, each Campaign must be unique. An agency/company/brand may not submit a Campaign that was previously submitted for the BrandSmart Awards, if it won an award. An agency/company/brand may resubmit a submission from the BrandSmart Awards if there are new results for the submission. Submission materials become the property of AMA Chicago and none will be returned. AMA Chicago is not responsible for lost, late, illegible, misdirected, mutilated, incomplete, damaged or postage- due Submissions or Submission materials. The Campaign is subject to applicable federal, state and local laws and regulations.

2021 BRANDSMART AWARDS - TERMS & CONDITIONS

Submission Guidelines: By submitting a Campaign Submission in the Competition, you hereby warrant and represent that your Submission and all materials in connection therewith conform to the requirements set forth herein. Submissions and Campaigns may not: (a) contain trademarks, logos or trade dress owned by others, or advertise or promote any brand or product of any kind, in a manner which suggests endorsement, without permission from the respective owners; (b) contain any personal identification, such as license plate numbers, personal names, email addresses or street addresses, without permission; (c) contain copyrighted materials owned by others (including photographs, sculptures, paintings and other works of art or images published on or in websites, television, movies or other media) without permission from the copyright holder; (d) contain materials embodying the names, likenesses, photographs, or other indicia identifying any person, living or dead, without permission; (e) be in violation of any law; or (f) be pornographic, or depict hardcore or graphic sex, or any other material, including language, deemed objectionable to community standards, as determined by AMA Chicago, in its sole discretion. By submitting a Submission, each Submitter warrants and represents that the Submission: (a) is the Submitter's original work, (b) has not won previous BrandSmart awards, (c) does not infringe upon the copyrights, trademark rights, rights of privacy, publicity or other intellectual property or other rights of any person or entity; (e) that the Submitter has obtained permission from any person or entity whose name, likeness or voice is used in the Submission and (f) and that publication of the Submission via various media including Web posting, will not infringe on the rights of any third party. Any such Submitter will indemnify and hold harmless the Competition Parties (as defined below) from any claims, suits, losses damages and expenses (including reasonable attorneys' fees) that arise from claims to the contrary or any breach of these Official Rules. Any Submitter whose work includes likenesses of third parties or contains elements not owned by the Submitter (such as, but not limited to, music, depictions of persons, buildings, trademarks or logos) must be able to provide any documentation and releases necessary to prove their unrestricted ownership or license in all materials contained in their Submissions and their right to use such materials and the Submission without limitation for any purpose, including AMA Chicago's use of such Submission, in a form satisfactory to AMA Chicago, upon request, prior to award of prize and/or naming of Submitter as an Award Recipient (as defined below). AMA Chicago reserves the right to waive the Competition Submission requirements set forth herein in its reasonable discretion. AMA Chicago reserves the right in its reasonable discretion, during or upon completion of the Submission Period, to request that any Submitter resubmit their Submission which fails to comply with the Competition Submission requirements or these Official Rules prior to any judging period or to reject any Submission that it finds, in its sole discretion, to violate any of the foregoing requirements or is otherwise not in compliance with this Official Rules. If you think that any Submission infringes your intellectual property rights, click here if you wish to report it entries@brandsmartawards.org.

Awards: Each BrandSmart Award recipient will receive a BrandSmart Award and may have their case study published on AMACHicago.org. AMA Chicago covers no costs, expenses including transportation, event registration and hotel for BrandSmart award recipients. All awards will be awarded to the Submitter as designated on the Entry form at the time of Campaign submission. Potential Award recipients are subject to verification. Each Award recipients, as a condition of receiving an Award must sign (i) an affidavit of eligibility and liability to release AMA Chicago, affiliated entities, advertising agencies, and any other participating sponsors, and their respective employees, from any and all liability, claims, demands and causes of action for personal injury and/or damage, theft, loss, or any other harm suffered in connection with this Competition or the use of the Award recipients Submission or materials related thereto; (iii) sign a nondisclosure agreement; and (ii) except where prohibited by law, a promotional release granting Competition Parties the right to use Award recipients' name, likeness and Film for advertising and publicity purposes in any and all media now known or hereinafter invented without territorial or time limitations and without additional compensation. Upon receipt of a BrandSmart Award, each prize-winner is required to comply with any and all applicable federal, state and local laws, rules and regulations related thereto. Award recipient need not be present at the BrandSmart Awards program in order to receive Award. In the event that an Award recipient is disqualified for any reason, the Award will be forfeited, even if the disqualified Award recipient's name may have been publicly announced. All taxes on Award recipient prizes (if applicable) are sole responsibility of Award recipient.

2021 BRANDSMART AWARDS - TERMS & CONDITIONS

Conditions of Submission: BY SUBMITTING A CAMPAIGN, SUBMITTER ACKNOWLEDGES THAT ITS SUBMISSION MAY BE POSTED ON AMA CHICAGO OR A COMPETITION PARTY'S WEBSITE, IN AMA CHICAGO'S SOLE DISCRETION. Award recipients may be required to sign an Award Recipient's Agreement which grants to Competition Parties the non-exclusive, irrevocable right and license to exhibit, broadcast, copy, reproduce, edit, publish and distribute the Case Study, Team Photos, and Campaign Photos and any related materials submitted by Submitter (including but not limited to name(s), trademarks, trade names, likenesses, photographs, biographical materials and all other graphic and/or textual material) (together with the Submission, the "Materials"), and/or any portions or excerpts thereof, in any manner, an unlimited number of times, in any and all media, now known or hereafter devised, throughout the world, in perpetuity to advertise, market or promote Competition Parties, the Competition, the winning Submissions and any of its awards or presenting sponsors. Competition Parties may use and authorize others to use Submitter's name, trademark, logo, and each individual member of the Campaign team's name and likeness and other artists or individuals who rendered services in connection with the Submission in any media for the purposes of advertising, promotion or publicizing the Submission's Award and the Competition by Competition Parties. Submitters retain the Intellectual Property rights to the Submission, subject to the rights granted to AMA Chicago above. Submitters hereby agree to submit their Submission under the following terms and conditions: (i) that all materials submitted are free from any lien or claim by anyone, including, but not limited to, any union, guild or performance rights society; (ii) Submitter has obtained all rights, permissions and licenses necessary for Competition Parties to use the Submission for any purposes described herein; (iii) submission of a Campaign Submission is gratuitous and made without restriction, and will not place Competition Parties under any obligation, that Competition Parties are free to disclose or otherwise disclose the ideas contained in the Submission on a non- confidential basis to anyone or otherwise use the ideas without any compensation to Submitter, and by acceptance of the Submission, neither AMA Chicago nor the Competition Parties, waive any rights to use similar or related ideas previously known to AMA Chicago, the Competition Parties, or developed by any of their employees or agents, or obtained from sources other than you.

SUBMISSIONS POSTED TO THE AMA CHICAGO WEBSITE WERE NOT EDITED BY AMA CHICAGO AND ARE THE VIEWS/OPINIONS OF THE INDIVIDUAL SUBMITTER AND DO NOT REFLECT THE VIEWS OF AMA CHICAGO OR THE COMPETITION PARTIES IN ANY MANNER. Any waiver of any obligation hereunder by AMA Chicago does not constitute a general waiver of any obligation to Submitters.

Limitation of Liability: AMA Chicago, its volunteers, affiliates, subsidiaries, distributors, sales representatives, sponsors, retailers, and advertising, promotion and judging agencies and all other service agencies involved with the Competition, and each of their employees, directors, and officers ("Competition Parties") assume no responsibility for incorrect or inaccurate entry information whether caused by a Submitter, any of the equipment or programming associated with or utilized in this Competition or by any human error which may occur in the processing of the Submissions in this Competition. Competition Parties are not responsible for any problems or technical malfunction of any telephone network or lines, computer online systems, servers, or providers, computer equipment, software, failure of any email or players on account of technical problems or traffic congestion on the Internet or at any website, or any combination thereof, including any injury or damage to participant's or any other person's computer related to or resulting from participation in or downloading any materials of this Competition. If, for any reason, the Competition is not capable of running as planned, including, but not limited to, infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of AMA Chicago, or Competition Parties, which corrupt or affect the administration, security, fairness, integrity or proper conduct of this Competition, or for any reason AMA Chicago deems it necessary, AMA Chicago reserves the right in its sole and unequivocal discretion to cancel, terminate, modify or suspend the Competition and/or the prizes. All interpretations of these Official Rules and the decisions of AMA Chicago are final. AMA Chicago reserves the right in their sole and unequivocal discretion to disqualify any individual and his or her Submission it finds to be tampering, or has tampered with the Submission process; to be acting in violation of these Official Rules; or to be acting in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person or entity. As a condition of entering, Submitters agree (and agree to confirm in writing): (a) to release Competition Parties from any and all liability, loss or damage

2021 BRANDSMART AWARDS - TERMS & CONDITIONS

incurred with respect to the awarding, receipt, possession, and/or use or misuse of any award and from use of the Submission in any manner (b) under no circumstances will Submitter be permitted to obtain awards for, and participant hereby waives all rights to claim, punitive, incidental, consequential, or any other damages, other than for actual out-of-pocket expenses; (c) all causes of action arising out of or connected with this Competition, or any prize awarded, shall be resolved individually, without resort to any form of class action; and (d) any and all claims, judgments, and award shall be limited to actual out-of-pocket costs incurred, excluding attorneys' fees and court costs.

Governing Law: By entering, Submitters agree that all issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, participant's rights and obligations, or the rights and obligations of the Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of State of Illinois, without giving effect to any choice of law or conflict of law rules. By entering, Submitters consent to the jurisdiction and venue of the federal, state and local courts for Cook County, Illinois.