

BRAND ENGAGEMENT AWARDS

THURSDAY 11TH
OCTOBER

CALL TO ENTER

The BE Connected Awards, partner awards of the FMBE Awards, are designed to celebrate the creativity of suppliers and in-house teams who build, design, staff, flavour, program and facilitate key engagement components of FMBE campaigns and events.

After a successful launch in 2017, this year, BE Connected will be closely integrated with FMBE Awards.

BE Connected will be a two-stage process, the first judged on paper/ online and a Gold vs Silver round decided*/announced at the FMBE Awards, on the night itself, Thursday 11th October at Troxy – with finalists being showcased in a BE Connected Media Gallery, called BE Connected @ Troxy.

*Exceptions are noted in the category description.



BE CONNECTED AWARDS 2018



Entry Guidelines

Every category follows a slightly different format, but the core entry process is the same.

Entrants should use 'Be Connected' entries MS Word form that can be downloaded at Fieldmarketing.com for their main entry text. The 1500 word limit should be adhered to. Judges will deduct 5 points (from a max. 100) per 250 words over this limit. Bullet points are acceptable. Any further evidence should be supplied as supportive information.

Judges will look out for entry submissions with details specific to category (see below) but all entries should cover the following points: • What the challenge was • Our Solution • What we Delivered

This is set out in the Document 'BE Connected entry text form'. You must use this form for your main entry text.

If the work entered is for an agency or a client brand you are advised to seek their approval for entering.

Entries may submit up to 1500 words per category entered. Any entry or part of entry that is not for publication must be marked as such and the request will be respected. Judges will be bound to confidentiality in regard to all entries received.

Entries for this year's awards must be for work that was started OR completed OR ongoing in the period 01.01.17 – 30.06.18.

This means that work that was finally evaluated after Christmas 2016 right through to work being undertaken this June can be entered BUT we discourage entries where your work is incomplete. No work previously entered for BE Connected may do so again, though entries based on more recent activity for a previously entered brand's campaign may enter. If in doubt, please contact us or see the online FAQ.

The work may have been undertaken anywhere in the world. Please make judges aware of any local or national challenges. The 1500 word entry may be uploaded to our website (we will notify you when it goes live).

Only the entry text should be uploaded. All other information should be supplied via document transfer such as We Transfer or Dropbox. A duplicate of everything should be posted on a USB including all relevant files for the entry – the entry text, entry form, photo file and any supplementary information. You may also upload supportive documentation. This supportive documentation is limited to three items and may include a text appendix/data sheet, video footage, training manual PDFs etc. Some categories allow a second case study as a supplementary (as noted in the description for that category).

PLEASE NOTE if providing a photo file, individual images as jpeg are preferred for the photo file as these are much easier to work through during judging.

The duplicate of each entry should be supplied on a USB disk and mailed to Victoria Lloyd, BE Connected Awards, Frank Publishing, PO Box 4059, Chippenham, SN15 9HX. Entries and materials provided cannot be returned.

The cost per category (plus appropriate VAT) entered is £230 or €260 or US\$320 for all entries received by 11th July 2018. Late entries will be by application only and submitted at a fee of £350 per entry.

DEADLINE FOR ENTRIES: 5PM WEDNESDAY 11TH JULY 2018

How BE Connected is connected to FMBE

BE Connected is a great opportunity for suppliers and in-house agency teams to showcase/celebrate their work to FMBE clients and agency leaders.

Some of the most senior industry experts are judges, and carry super-delegate status.

Super-delegates do all of the round one judging and get a weighted vote

in any round two judging.

2 or 3 finalists per category will be showcased in a media gallery at the FMBE Awards, as well as online in the week before the big event. Gold, silver winners will know a month before FMBE that they have won an award, just not the colour of it (gold or silver). Voting at FMBE will be collected during the evening, alongside a stage announcement of the contenders and

at the media gallery, "BE Connected @ Troxy" Pre-designated super-delegates carrying the most weight and votes are added to the pre-event judging score. The system does not benefit canvassing or family/friend voting.

The BE Connected results, where who won gold and who silver, across all 8 main categories, will be announced at just after midnight, together with some spot prize draw prizes.

Category Checklist

1. Creative Technology Award
 2. Engagement App Development of the Year
 3. Art at Work Award
 4. Camera Crew of the Year
 5. Taste Sensation of the Year
 6. Resourceful & Creative Staff Supplier of the Year
 7. Experiential Venue Team
 8. Event Support Team of the Year (Brand or Retail events)
- BE Connected Awards – Bonus Extra*
9. Brand Ambassador Live
 10. Image of the Year

The BE Connected Awards Categories 1-8



Creative Technology Award

Entrants will show how any technology has been used to help a brand event to connect and engage with event visitors or a live or live online audience, justifying why the technology was chosen and why the delivery was stand out. Any type of technology for

marketing events may be entered.

Examples of Relevant Tech: Augmented Reality, Virtual Reality, Mixed Reality, Interactive Screens, Gaming, Drones, Robotics, Mechanised Stands, Aroma tech, Chat/Language, Other

Diary Date: Gold/Silver finalists will be showcased with a voting app at FMBE Awards, Troxy, London, 11th October with the winner decided on the night. The app is weighted to specified judges to avoid vote canvassing. See 'How BE Connected is connected to FMBE' on page 2 of this entry PDF.



Engagement App Development of the Year

Entrants will show how any app (or any software development) has been built or enhanced in the qualifying period in order to offer advanced engagement for live brand and/or field practitioners. Entrants will show how their app has been used by a brand or marketing agency in order to improve or enhance brand performance creativity or effectiveness.

Diary Date: Gold/Silver finalists will be showcased with a voting app at FMBE Awards, Troxy, London, 11th October with the winner decided on the night. The app is weighted to specified judges to avoid vote canvassing. See 'How BE Connected is connected to FMBE' on page 2 of this entry PDF.



Art at Work Award

Entrants will show how they have created an artwork of any type for a brand engagement project. Artworks may be in any media and will have been used to add to the brand message in a credible way.

Entrants will show why their artwork was a core element in the brand engagement and explain how people engaged with it.

Examples of relevant work:

- Images and Graphics (i.e. used at a stand, store or festival)
- Digital Images, graphics and animation (used online as a part of a brand engagement campaign)
- Sculpture
- Stands, Displays, Roadshow Vehicles or Stage sets with an artistic WOW factor
- Video or Sound Installation
- Projection Art
- Guerrilla or graffiti opportunist art
- Performance Art, Dance, or Body Art
- Light installation
- Other

Diary Date: Gold/Silver finalists will be showcased with a voting app at FMBE Awards, Troxy, London, 11th October with the winner decided on the night. The app is weighted to specified judges to avoid vote canvassing. See 'How BE Connected is connected to FMBE' on page 2 of this entry PDF.



Camera Crew of the Year

Open to teams providing photography, social media image production, event filming for broadcast and or social media, event filming for brand content. The camera crew of the year will show outstanding brand event support for one or more brands showing how and why they made a difference to the success of that event or campaign.

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Taste Sensation of the Year

Entrants will show how they have created a flavour sensation or a culinary occasion that has provided a brand with reasons to celebrate.

Relevant examples may include

- Food and drink pairing events
- A pop up kitchen, restaurant or chef
- Recipe creation
- Food sculpture
- Cocktail creation and service
- Perfect pour or bar service
- Engaging use of flavour – such as mists or incredible edibles
- Events where visitors or shoppers bake or prepare food
- VIP catering occasions
- Shock or surprising ingredients
- Other

Diary Date: Gold/Silver finalists will be showcased with a voting app at FMBE Awards, Troxy, London, 11th October with the winner decided on the night. The app is weighted to specified judges to avoid vote canvassing. See 'How BE Connected is connected to FMBE' on page 2 of this entry PDF.



Resourceful & Creative Staff Supplier of the Year

The entrant will be a business who regularly supplies staff for brand events or tactical field marketing campaigns, either as a multi-discipline agency or as a specialist staff supplier. Staff teams may be providing any brand service such as theatre, performance, sampling, demonstrating, sales, advice, hosting, catering or hospitality.

Using one lead case study, the entrant will show how it ensures great staff performances throughout a challenging campaign, meeting all the core skill requirements of the campaign. Entrants should show how staff have delivered against the campaign briefs performing above and beyond expectation.

Entrants may choose to add a second case study as one of their supplementary files, to a maximum word count of 1000 words.

Diary Date: 2-3 finalists will be shortlisted, with the result announced at FMBE Awards on 11th October. There is no live voting at FMBE Awards in this category.



Experiential Venue Team

The entrant will be a venue team for a single venue, shopping centre, airport or station, exhibition hall, entertainment arena, city centre or festival/showground where at least 2 different brand promotions have taken place.

Looking at 1 brand case study, entrants will outline how their team has helped to connect the brands in question to their audience to the benefit of both.

Entrants will show how the brands benefitted specifically as well as giving the wider picture as to how the venue has invested in creating the right environment for brand-visitor success and what the venue team does that helps to facilitate commercial and visitor success stories.

Entrants may choose to add a second brand case study as one of their supplementary files, to a maximum word count of 1000 words.

Diary Date: 2-3 finalists will be shortlisted, with the result announced at FMBE Awards on 11th October. There is no live voting at FMBE Awards in this category.



Event Support Team of the Year

Open to teams in planning, digital marketing, data and insight, production, event crew, PR teams and logistics, the support team entered will have had intensive brand immersion prior to a live brand or field engagement event or events.

Work by the team should cover 1 primary brand campaign.

The support team will have shown how their high standard of excellence has helped a brand campaign to achieve results that were beyond expectation and will focus on why their input has been vital to the end result.

ROI is not expected in this category, but entrants will need to show that they have contributed to a successful campaign.

Entrants may choose to add a second case study as one of their supplementary files, to a maximum word count of 1000 words.

Diary Date: 2-3 finalists will be shortlisted, with the result announced at FMBE Awards on 11th October. There is no live voting at FMBE Awards in this category.

BE Connected Awards Extras

Categories 9-10



BE Connected Awards Extras

Brand Ambassador Live
Brand Ambassador Live was held for the first time in 2017

FREE TO FMBE BRAND AMBASSADOR OF YEAR ENTRANTS

Entrants to this years' FMBE Brand Ambassador of the Year award will be able to enter this award as well without further charge. Download the FMBE Award Entry Details from fieldmarketing.com to participate.

Brand Ambassador Live will be hosted as part of the January's BE Connected Symposium.

Diary Date: Unlike categories 1-8 which are announced at Troxy in October, Brand Ambassador Live will be celebrated with a live final on 28th January 2019, at a London location (TBC), with leading brand ambassadors meeting industry delegates and discussing their roles. Two awards will be presented, BA Personality of the Year and BA Demonstrator of the Year.



Image of the Year

FREE TO ENTER

WE WANT YOUR PHOTOS!

Both FMBE Awards, 11th October 2018 and The BE Connected Symposium, Monday 28th January 2019, will feature a competition photowall, for Image of the Year. Images will be selected for entry consideration by FMBE Magazine or entered directly by you!

Selected pictures will also feature in an online gallery and a magazine photo-feature with your photos displayed in the following categories.

- Subject: Amazing Display
(instore displays, event stands, FSDUs, stand graphics and screens etc)
- Subject: Team in Action
(FMBE teams in action at work)
- Subject: Engaged
(Consumers, visitors or shoppers who are captured fully engaged in their FMBE experience)
- Subject: Strike a pose!
Any deliberately posed image involving one or more brand ambassadors, field teams, event staff, management or shoppers, visitors or other photo activation participants)
- Subject: Star Performer
From superstar celebrities to hero BAs to star stand visitors, these pictures capture people at their most charismatic
- Subject: Blown Out Of All Proportion
(This is the money shot, the one that will be used on the newspaper front page)

ENTERING IMAGE OF THE YEAR

ENTERING IMAGE OF THE YEAR IS FREE AND CAN BE DONE BY EMAIL.

Image of the Year: Rules

The image must be a jpeg and high enough resolution for print. As a guide images should be 500kb – 20MB in size. NO PDFs or PNG files please. No GIFs or animated images.

You can choose the image category, or let us allocate it for you.

ALL entrants agree to allow the entered image to be used at BE Connected Symposium, FMBE Awards or online/in print with FMBE Magazine or any other Frank Publishing title. 13 image of the year pictures will be chosen for a thought-provoking 2019 FMBE calendar given to delegates at the Symposium, Monday January 28th 2019. (Each image accompanied with a thought piece about, from or inspired by the image and the campaign that it came from)

Title of the email must be 'Image of the Year 2018'

Please send it to victoria@fieldmarketing.com

Image of the Year entries must be submitted by the same deadline as the main BE Connected Award entry deadline.

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Your Entry Details

(please duplicate this form as necessary for multiple entries)

Campaign Dates

In what year was the majority of the work written up in your entry undertaken?

.....
(must start or finish or be ongoing in the period 01.01.17 – 30.06.18)

Contact Details

(please supply the details of the primary contact for this submission)

Name

Position

Company

Address

.....

.....

.....

.....

Tel

Email

Category Entered

Number/Category Title

If you are making multiple entries please provide one completed form for each category

Payment

I enclose a cheque for £.....
payable to Frank Publishing Ltd.

Category entries £230 each plus VAT (£275 per entry)
International entrants may request IBAN details for a direct transfer of funds.
The US\$ price is \$320, the Euro price is €260. Credit cards accepted by request.

Check List

- Entry form (this page) by post
- 1500 word submission uploaded via Fieldmarketing.com. Please be sure to use the official form for this.
- A CD or USB disk posted to the address below containing the written submission and any supportive materials. Up to 3 supportive materials are permitted. You may put more than one entry on a single CD or USB disk so long as it is clearly marked.
- Please include, where possible, at least 2 high resolution images on the CD or USB disk that can be used in print and at the awards event. Jpegs preferred.
- Payment. Please enclose your payment with the entry form.
- Mark any part of the written submission that is not for publication on the uploaded entry form.

Delivery and Our Contact Details

Please be sure to enclose this entry form, USB/Disk with entry text and any supportive materials on it together with your entry payment.

Enquiries to victoria@fieldmarketing.com

Telephone 01249 465521

*Victoria Lloyd
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