

# The Field Marketing & Brand Experience Awards 2017

## 13<sup>TH</sup> EDITION

### LUCKY FOR SOME!



## ENTRY FORM

It's time to take the opportunity to prove that you are the best in the thirteenth annual Field Marketing and Brand Experience Awards. The FMBE awards attract the best field, brand experience and interactive digital work from around the world.

## Call for entries

Two sets of awards in one night recognising marketing through people and live offline/online interaction. The opportunity to become a winner starts now. The Field Marketing and Brand Experience Awards are designed to be accessible to all types of brand strategies that enjoy the common link of training and placing brand ambassadors into the marketing field, or creating a brand conversation in a live/real time environment.

Representing brands through people, events and digital interaction requires precision planning, and teams of expert brand communicators. Are you involved with the teams and the campaigns that have met the brand challenges and surpassed them?

The awards are the pinnacle event in Brand Engagement Week, an event series with global interest and the support and endorsement of leading national and international brands and agencies.

The only place where the full breadth of ability is recognised is the FMBE Awards. It is the leading award scheme and largest event in Europe for field and live brand experience marketing. Judged by a panel of the most experienced names in the industry, the winners will know that they have been evaluated by people that truly understand the right measures for success.

The awards night itself will be an unmissable opportunity to celebrate and network with senior level marketers, brand owners and agency chiefs. For the winners it will be an opportunity to be recognised, receiving the specially designed trophy that will provide that team with a focal point for their success. But entering and winning is just the beginning as the winning case studies will appear in FMBE Magazine and a special awards dedicated issue. Together these publications have a reach into this industry that is unrivalled in the marketing press.

## Entry Guidelines

Entrants should use the guidelines and form that can be downloaded at [Fieldmarketing.com](http://Fieldmarketing.com) or [Brandengagementweek.com](http://Brandengagementweek.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.

For every entry, judges will be looking for hard commercial data, and supportive evidence for the claims that are made. You will need to demonstrate results concisely and precisely.

Judges will look out for entry submissions with details specific to category (see below) but all entries should cover the following points:

- Understanding the business/brand issue
- Your Solution
- The business/brand result

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

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. All entries by agencies must be countersigned by a senior representative of the client.

Entries for this year's awards must be for work that was started OR completed OR ongoing in the period 01.01.16 – 30.06.17. (exceptions, CAT N and V)

This means that work that was finally evaluated after Christmas 2015 right through to work

being undertaken this June can be entered BUT we discourage entries where your data is incomplete and we rule out entries where the identical segment of a campaign has been entered in a previous edition of the awards. 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 (exact online location will follow soon). You may also upload supportive documentation. This supportive documentation is limited to three items and may include 1 full set of campaign photos as a zip file, a text appendix/data sheet, video footage, training manual PDFs etc.

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 total max file size for upload is 75MB. A duplicate of each entry should be supplied on CD or USB disk and mailed to Victoria Lloyd, FMBE Awards, Frank Publishing, PO Box 4059, Chippenham, SN15 9HX. Larger files than 75MB may be sent on disk with prior consent or via We Transfer, but be sure to double check receipt. Any piece of information provided must be clearly marked with the entrant company/agency and the category entered. Entries and materials provided cannot be returned.

The cost per category (plus appropriate VAT) entered is £210 or €250 or US\$275 for all entries received by 18th July 2017. Late entries will be by application only and submitted at a fee of £280 per entry.

All award entries from agencies can also automatically qualify you for consideration for the agency of the year awards – see categories W & X

**DEADLINE FOR ENTRIES: 5PM TUESDAY 18TH JULY 2017**

# Field Marketing Categories



## *Sales Campaign of the Year*

Entrants will show why a brand or service has decided to use a field team for all or part of its sales operation and the benefits of making that decision. Entrants will show how the field sales strategy has delivered increased value back to the brand or manufacturer whilst maintaining or enhancing the reputation of the brand or manufacturer.

Sales teams may be operating full time or tactically, and may include sales from contact centre, office base and online as well as in the field.

Sales success in this category may be direct to consumers, household or businesses or indirectly by teams that dynamically influence sales results at retailers and/or online stores.

Sales teams who also merchandise or train stores to merchandise may enter this category but the entry should focus on the sales priority.

Entrants will have to show how the responsible and successful sales campaign led to surpassing targets whilst maintaining/enhancing the reputation of the brand.



## *Most effective instore marketing*

Entrants will show how an agency has helped the brand, the retailer or both to meet their key objectives using one or more of the following techniques:

- retail training
- sales training
- mystery shopping
- merchandising
- promotional compliance
- incremental displays
- shopper marketing
- shopper engagement
- shopper behaviour insight
- in store theatre or performance
- retail insight, data, analysis

The activity will have taken place in any retail store, or group of stores or at a wholesaler, or with success at retail a leading objective.



## *Most effective sales demonstration or sampling activity (results accountable)*

Recognising the best demonstration or sampling direct to the consumer in a store or in proximity to the store or any sampling/demo campaign where the focus is on sales or meeting demanding kpis. Relevant campaigns will show how live demonstration, trial or tasting of a product or service using face to face by brand ambassadors or any other live interaction has led to immediate sales uplift and improved long-term prospects for the brand.

Judges will seek out robust and accountable results data that justifies the choice of demonstration or sampling for the brand. Entrants will show efficient campaign management and results. (Categories M, H or Q are the ones to go for if your sampling success is an element of a creative or immersive brand experience.



## *Most effective tactical campaign (ROI and Service-Led)*

Entrants should show how a single piece of tactical work has driven quick success and impetus to a brand or group of brands at a crucial time. Small scale and large-scale activity can be entered.

Relevant campaigns may be delivered using any type of field team: consumer facing, retail, sales, merchandising, mystery shopping, installation etc.

Judges will seek 2 golds in this category, one for campaigns with a clear ROI or accountable results and one for delivery of an exceptional service or efficiency standard. One overall winning campaign to be presented on the award's stage.



## *Field Data Award*

Entrants will show how data or insight sent out to or collected from the field has been of benefit to a brand or campaign, either in terms of results, knowledge or efficiency. Any type of data or campaign insight can be considered.

Entrants may focus on field insight delivered to or received from activities including merchandising, sales, compliance, reporting, training, mystery shopping, demonstrating or sampling, display installation or any campaigns with a combination of these field marketing techniques.



## *Team of the Year*

Entrants will show high levels of investment into preparing the brand ambassadors and management team who deliver 'in the field' and the consequent successes in favour of the brand or manufacturer they represent. Judges will look for evidence of excellence in any two or more of the following criteria: improved team performance following a contract win; improved staff attendance following a contract win; sustained and ongoing staff commitment; management/staff relations; client/agency/team relations; delivery of unique skills in the field; sales uplift; quality of contact; training measures and results; technology enabled teamwork; good pay, remuneration, reward or motivation; advanced staff database; team communication/ flexibility.

*Team of the Year is a detailed category and this year the category will see shortlisted candidates in a question and answer dialogue with the judges to find the winner. With this in mind it is recommended to keep any appendices brief (2 sides of A4 maximum)*

# Brand Experience Categories



## *Most effective sponsorship activation*

Entrants will show how they have activated a brand's sponsorship status at an event, venue or event series. Entrants will show how exclusive, lead or secondary sponsorship has been levered successfully using live and integrated brand engagement to connect with enthusiasts at the event and their friends/family/colleagues. Entrants will evidence the successful coherence with the brand's sponsorship strategy (online and off), as well as flawless delivery of the key objectives at the live event(s). Entrants should show the brand has truly connected with the affiliation/interests/lifestyle of the audience that the sponsorship brings.

Entrants will either be responsible for the whole sponsorship together with the brand or show full strategic coherence with the other key agencies on the roster.



## *Most effective roadshow or shopping centre campaign*

Entrants should show how their work has excelled under at least two of the following criteria: Quality brand representatives and training; quantity and quality of contacts made; targeting; brand awareness uplift; sampling or trial success; brand and customer feedback; extended brand reach; customer interaction and involvement; measurement of results; successful client relationship; shopper psychology; shopper engagement; customer analysis; creative use of space; best practice with venue owner; measures to cut environmental impact; coupon redemption; sales promotion participation; ROI.



## *Most immersive brand event or roadshow (mass consumer)*

Entrants will show how live and integrated teams brought all relevant aspects of the brand to life for the participants who experience the live brand activity. Entries should relate the participant's journey through the brand activity and assess the brand impacts made. Events entered in this category will have faced the task of competing for consumer attention on the day or days of the event. Relevant brand events for this category may include:

- Brand experiences and sponsorship activations at festivals, family days out, holiday days and sports events
- Large stands or entertainment at shopping centres (held as a solus event or as part of a roadshow)
- Performances in public spaces, city centres or parks

Entrants should provide as much evidence as possible to show how successful the activity was in meeting client expectation. Entrants may provide data from a single event, a single stage of a roadshow or from a multi-stage roadshow.



## *Most immersive brand event (controlled audience)*

(previously called 'by invitation,' controlled audience events have the brand or business in control of attendance via invitation, targeted advertising, competition win, VIP selection, business guests, sales representatives, team events or employee events)

Entrants will show how live and integrated teams brought all relevant aspects of the brand to life for the participants who experience the live brand activity. Entries should relate the participant's journey through the brand activity and assess the brand impacts made. Relevant activities include:

- Brand owned tailor-made events
- Events where consumers are invited by name or provided with special access areas
- Experiential-led sales conferences and exhibitions (B2B and/or B2C)
- Motivational/Educational events for employees, press or trade partners
- Hospitality experiences
- Brand Entertainment
- Team building events
- Brand influencer training days (for retailers, call centres, dealerships, product advisors etc)
- Business roadshows

Entrants should provide as much evidence as possible to show how successful the activity was in meeting client expectation.

Judges may choose to award two golds in this category – recognising the best in B2C and B2B/B2E immersive events separately.



## *Most effective integration/amplification*

Entrants will show how the live activity was made to resonate for the brand by one or more of the following

- Integrated marketing with other direct marketing or above the line marketing
- Filming/recording the activity for TV program content, TV advertising, radio, press engagement or online usage
- PR Social media and word of mouth
- Website content/ microsite/ online consumer journey

Entrants need to evidence 1 or more of the following: brand result; brand reach; brand value; campaign result; market penetration; targeting; page impressions; total audience; ROI.



## *Most effective interruptive experience*

Entrants will show how they used a dynamic creative idea or spectacle to interrupt a group such as consumers, shoppers, commuters, workers, tourists, crowds, or press, from their expectations or daily routine, with beneficial impact for the brand.

Examples here may include

- PR Stunts
- Pop-up shops or workshops
- Flash mobs
- Costume performers or role play in a public space
- Guerrilla activities
- In-store entertainment

Entrants will show the objectives and results of the activity detailing budget or ROI where relevant.



## *Creative Campaign of the Year*

**Entrants should NOT use the standard entry form for Category M.**

Entrants should submit a video or series of still images in order to show off their big creative idea and why it worked. The video or still shots should be captioned or accompanied with a text description that discusses ONE or MORE of the following

- The big creative idea
- Creative use of venue(s)
- Creative targeting or brand fan reach
- Creative event design/ production
- Creative implementation of technology
- Inventive multisensory experiences
- Game changing strategy
- Sampling that surprises and delights

And why that has been to the lasting benefit of the brand.

Entrants are encouraged to keep the text to the minimum and let the event images do the talking. (Max text limit for this category, 1000 words)

# Field Marketing and Brand Experience Categories



## *Brand Ambassador of the Year*

Brand ambassadors are defined in this category as team members who spend nearly all of their time in direct face to face contact, rather than office-based.

Category N requires agency head and client testimonials demonstrating why the individual concerned has proven him or herself to be a true ambassador for the brand. Above all entrants must show that they are focussed on personal and team progression, embracing the training and development provided by the agency or brand.

Judges will seek two 'Gold' awards for this category, one field and one brand experience specialist before choosing either one or both of these to be presented with their award at the awards ceremony.



## *Most effective small scale / local campaign*

Entrants will show how a small scale campaign helped bring brand success using:

- Local/Regional marketing
- Trial activities (prior to roll out)
- Targeting of an ethnic group
- Clever use of a small stand or roaming samplers
- Highly targeted short run leafleting
- Store launches/ instore promotional work
- Use of a small festival or regional shopping centre
- Low total budget (implies budget breakdown showing less than £80,000 spend)
- Events created for a small number of brand influencers or press
- Single store (or small group/fascia) field marketing
- Guerrilla
- Small events amplified by social media/ word of mouth.



## *Product launch or relaunch award*

Entrants will show how FMBE techniques have been used to create a compelling brand or new variant launch or relaunch meeting success in two or more of the following criteria:

Consumer or trade awareness of product; establishing new retail stockists; targeting key consumer groups; brand differentiation; brand value; brand insight; buzz generation; POS placement; integration with other marketing channels; ROI.



## *Most effective shopper influence*

Entrants will show how any FMBE technique(s) has been used to drive success for any consumer goods or shopper product. The technique can be but DOES NOT have to be at or close to point of purchase. Judges will look for campaigns that have met and surpassed stringent client KPIs and/or expectations and will show a great understanding of the end-consumer or shopper.

Relevant techniques to the category:

- Creative Sampling
- Field Sales & Merchandising
- Event/ Festival Sponsorship and activation for a consumer product
- Mystery Shopping
- Product or Retail Training
- Experiential Events
- Office or commuter promotion of consumer goods



## *Interactive brand engagement award*

Entrants will show how technology or connectivity has been successfully used to deliver all or a significant part of an engagement campaign using digital or mobile or social media integration. Examples may include:

- Online or digital event (relevant events can be exclusively or partially online)
- Online campaign training for staff or retailers
- Events filmed for digital content and online engagement
- Campaigns driven by Smartphone communications to consumers, event visitors or to field representatives
- Events with smart data capture, reporting, market research or mystery shopping, heat mapping
- Events or displays using QR codes, RFID, iBeacons or other live technology
- Events, roadshows or campaigns that adapt/react to captured event insights
- Realtime campaign reporting and analysis for continual improvements



## *Most effective stand or display unit*

Entrants will show how the creation or deployment of POS, POP, display unit, stand or roadshow vehicles has driven success in terms of at least one of the following: brand exposure; brand value; brand perception; creative match with the brand's key strengths; marketing efficiency; sales.



## *Operational Success of the Year*

Entrants will show how an FM or BE agency has 'made it happen' when facing delivery, store or event challenges, running a smoothly operated campaign where others may have tried and failed by directly providing or sourcing expertise to help meet an exacting challenge. Examples of relevant client challenges may include:

- Short turn around, rapid reaction
- Single day launch/ new openings
- Efficient solutions for small or slashed budgets (budget disclosure essential)
- Event takeovers

# Field Marketing and Brand Experience Categories

- Storage and delivery of unusual items
- Safe use of a difficult location
- Co-ordination of large scale roadshow or sampling
- Handling of a celebrity, performer or talent
- Construction/build of a uniquely challenging stand or display
- Cross-border transportation
- Co-ordination of a large staff
- Store installation and merchandising
- Meeting stringent regulations (i.e. environment) set by the brand or venue
- Maintaining pre-event secrecy
- Handling retailer of venue closure

The operation is being judged here rather than the result, but entrants will need to prove the success of their activity.



## Professional Agency Team

The category is an exception to the rule in that client relationship or campaign data or insight is not required (and so client sign off does not apply). Outsourced sales, field marketing, brand experience, promotional staffing and event management teams may apply.

Agencies will show initiatives that show how and why they are a great team to work for and have developed a reputation for leading best practice and staff initiatives.

Entrants will focus on ONE or TWO initiatives that have made their team an enviable place to work either in office HQ or in the field or both.

Initiatives may include

- Advanced Auditioning and/or Recruitment
- Investment in career progression opportunities
- Brand Ambassador Training and Improvement Culture
- Professional advancement of management or HQ staff
- Leverage of certification (such as people investment, environmental or health and safety)
- Motivational and Teambuilding events for the agency
- Staff surveys or feedback collection
- Creating a pride culture via PR activity, success celebration
- Agency leaders aligned with best practice initiatives and/or governing associations
- External recognition of the agency or its directors as a business or business leaders (locally or nationally).
- Delivery of campaigns in a highly regulated environment or sector
- Other (please check with us if unsure of relevance)

To evidence the success of an initiative agencies will clearly state the desired effect of the initiative and document its result.



## Special award: Most successful multi-brand event or partnership

The Special Award allows entrants to look back more than just one year. Entries can date back to include events and campaigns since 1st January 2013.

Relevant qualifying campaigns and events may be one offs, or repeated.

This year the category celebrates any event or brand platform that has consistently overdelivered via

- Bespoke brand partnership events
- Bespoke multibrand events or roadshows
- Shared sampling events
- Connected brand activations that use the same sponsorship platform
- Brand + Shopping Centre joint promotions
- Brand + retailer joint promotions
- Brand + media joint promotions
- Brand + entertainment event or product joint promotions
- Brand + charity joint promotions
- Brand engagements or experiences promoting more than one retail brand
- Halo effect instore promotions
- Products promotion linked by affinity
- Product promotions linked by Internet of Things
- Syndicated field marketing

Entrants will name at least two brands/stakeholders and show how both or all benefitted from the event or campaign.



## Agency of the Year Awards

*W: Field Marketing Agency of the Year*  
*X: Brand Experience Agency of the Year*  
*Incorporating awards for Small/Medium Agency of the Year*  
*New Agency of the Year*

There is no additional fee for this category.

The leading agency of the year for both will be decided by a maximum of six shortlisted agencies presenting to questions in front of a panel of judges.

Agencies will be shortlisted if they received commendation or better from the judges in more than one relevant category and for more than one brand.

FM Agency of the Year and BE Agency of the Year are open to agencies of all sizes.

The leading Small/Medium and New Agency of the Year will be presented with Gold awards on the night if judges recommend this. These will be presented to the winners' tables.

Small/Medium agencies will be those that turnover less than £10 million. New agencies will be those that started trading after 1st January 2013.



# Your Entry Details

The 13th Annual **Field Marketing & Brand Experience Awards**

**13<sup>TH</sup> EDITION**  
**LUCKY FOR SOME!**

(please duplicate this form as necessary for multiple entries)

## Client

Client Company Name .....

Title of Entry .....

Start or Finish date of the work .....

*(must start or finish or be ongoing in the period 01.01.16 – 30.06.17 – exception, category V)*

## Contact Details

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

Name .....

Position .....

Company .....

Address .....

Tel .....

Email .....

## Client Company Authorisation

*This submission is invalid unless a senior member of the client company has signed it (except category N and U)*

Name .....

Title .....

Client Company .....

Signature .....

Date .....

*(client authorisation by email is also valid. Please have client emails directed to victoria@fieldmarketing.com)*

## Category Entered

*(Letter/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 £210 each plus VAT (£252 per entry)  
International entrants may request IBAN details for a direct transfer of funds.  
The US\$ price is \$275, the Euro price is €250.  
To request an invoice payable by credit card, email victoria@fieldmarketing.com.

## 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.
- Authorisation. Entries are invalid without client company signature.
- 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.

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