

# The Field Marketing & Brand Experience Awards 2019

## 15<sup>TH</sup> EDITION



**It's time to take the opportunity to prove that you are the best in the fifteenth 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 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's special awards dedicated issue, delivering a reach into this industry that is unrivalled in the marketing press.

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

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 01.01.18 – 30.06.19. This means that work that was finally evaluated after Christmas 2017 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.

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 (when it goes live the upload link can be found on our awards and home page). **YOU ARE NOT EXPECTED TO UPLOAD SUPPLEMENTARY OR SUPPORTIVE DOCUMENTATION.**

## Entry Guidelines

Supportive documentation: Once an entry paper has been uploaded via our website you may transfer up to 3 supplementary items to us (using any file transfer service, such as We Transfer or Dropbox, notifying [victoria@fieldmarketing.com](mailto:victoria@fieldmarketing.com)

Note: Photo files and pictures – you may include a file of photos and images without using up one of your 3 allowed supplementary items. Photos – especially jpegs – are encouraged. Photos in your file will be used to help judges and may also be used in our magazine or at our awards's events.

**THERE IS NO LIMIT TO THE NUMBER OF PHOTOS YOU ARE ALLOWED TO SUBMIT.**

Supplementary information/documentation may include up to three of the following.

1. Video of up to 5 mins duration (optimum length no longer than 3 mins)
2. Data and Insight sheet (up to 2x A4 including all tables and diagrams)
3. Testimonial or case study appendix – up to 800 words
4. Mood board or campaign summary as a PDF
5. Powerpoint or equivalent, up to 4 screens
6. Training manual
7. Summary of online buzz or PR cuttings
8. Other (by pre-agreement with the organisers)

Note – you may not need any supplementary information and not all entries lend themselves well to supplementary information. Visually striking campaigns are strongly advised to provide either video and/or a full picture file. Judges are not obliged to cross-reference supplementary information – it is down to entrants to pique judge's interest in the entry text sufficiently to make them want to cross-reference this.

A duplicate of each entry should be supplied on a USB disk and mailed to Victoria Lloyd, FMBE Awards, Frank Publishing, PO Box 4059, Chippenham, SN15 9HX.

The cost per category (plus appropriate VAT) entered is £250 or €275 or US\$320 for all entries received by Monday 1st July 2019.

Late entries will be by application only and submitted at a fee of £390 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 MONDAY 1ST JULY 2019**

# 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 retail sales experience/ sales event(s)*

Likely to be at retail or in proximity to retail (such as entranceway or car park), or a pop-up to sell direct, entrants will show how one event or a series of events has led to accountable success for a brand or retailer.

Events designed for training sales agents and/or retail staff are also relevant.

Accountable sales events at exhibition, warehouse, wholesale or call centre/ office environment would also qualify.

Shopping centre brand experience campaigns and brand experience roadshows should go for category H. If in doubt, please check with the organisers.

Relevant events may include:

Sampling, product demonstration, pop-up retail, sales kiosk, experiential instore sales event, retail theatre, store opening event, retail training, sales agent training.

Entrants will show what the core KPI(s) was for the activity, why the KPI(s) target was challenging, how success was evaluated and what the result was, as well as noting any additional benefits to the brand or retailer.

Any scale of activity or event can be entered. Use of budget can be considered as a KPI for small scale activities where budget has been constrained.



## *Field data award*

Entrants will show how data or insight used by the field team or brand ambassador or collected from the field activity or event(s), or any other data source, 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, experiential event, display installation or any campaigns with a combination of these field marketing techniques.



## *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 • mystery shopping • market research • 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 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 and exceptional service or efficiency standard. One overall winning campaign to be presented on the award's stage.



## *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 communication with the judges to find the winner*

# 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 leveraged 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)*

(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 and online PR
- Social media
- Website content/ microsite/ online consumer journey
- Buzz, word of mouth

Entrants will need to evidence one or more of the following: brand result; brand reach; brand value; campaign result; market penetration; targeted reach; page impressions; total audience; ROI



## *Most emotive experiential campaign or event*

Entrants will show how their event or activity made an emotional impact. Entrants will explain the emotion or range of emotions that their experience was designed to evoke or engage with and how successful the experience was in achieving its emotional aims.



## *Creative captivation award*

**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 creative idea and why it was successful for the brand's strategy. The video or still shots should be captioned or accompanied with a text description that discusses why the creative was successful and why it was the right solution for the brand.

The category acknowledges that creativity comes in many forms such as:

- Bold new concept/thinking
- Creative use of venue(s)
- Creative targeting or brand fan reach
- Creative event design/ production
- Creative implementation of technology
- Inventive multisensory experiences







## Creative Captivation award Continued

- Game changing dynamics
- Surprising twist on a proven format or activation type

Whilst creativity is often in the eye of the beholder the core to this category is that entrants will show why their creative approach has been the right solution for 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 £90,000 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



## Consumer campaign of the year

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



## Smart brand engagement award

Entrants will show how any technology or connectivity has been successfully used to benefit a significant part of an engagement campaign.

Entrants will show how a new or existing 'tried and tested' technology has been implemented within any field team, brand experience campaign or experiential event to help to deliver outstanding results for the brand..



## Most effective stand or display unit

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.

# Field Marketing and Brand Experience Categories



## *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
- 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 management award*

*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).*

Agencies will show how a new or developing initiative has helped the agency to make a step change, either as a best practice employer or an outstanding partner for brands.

Relevant initiatives may include:

- Certification (internal or external recognition) schemes
- Employee recognition schemes
- Internal or external awards won by teams, individuals or agencies
- Internal or external PR or communications
- Recruitment or auditioning advances
- Teambuilding and reward schemes
- CSR initiatives
- Education programmes
- Environmental responsibility in the office or in the field (at events/ campaigns)
- Newsletter, focus groups, clubs
- Agency support of community, government initiative, university, governing body or other
- Other (if unsure of relevance, please ask)

Agencies will show how any one initiative has unlocked agency performance either in terms of employee satisfaction, customer satisfaction, brand reassurance or new business winning successes.

*Note: Be specific – judges will be looking for one clear initiative success story rather than broader stories of agency restructure or business overhaul.*



## *Special award: Staff Support and Agency Wellbeing*

*The Special Award allows entrants to look back more than just one year. Entries can date back to include developments, events and campaigns since 1st January 2015*

*When entering you may focus on:*

*The whole agency*

*HQ staff*

*Staff for a field team or campaign*

*Staff for an experiential team or campaign*

*Entrants should show how the agency or any relevant team or campaign group run by the agency is supporting its staff, creating opportunities for them and caring for their wellbeing.*

*Entrants will be expected to show how their process has created a better place to work at or join the books for across a period that may date back to January 2015 and will have been in progress from at least two years before 1st July 2019.*

*Entrants will show how the process has been to the benefit of either a single brand or several different brands.*



## *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 seven shortlisted agencies presenting to questions from 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 2015.



# Your Entry Details

The 15th Annual **Field Marketing**  
& **Brand Experience Awards**

**15<sup>TH</sup>**  
**EDITION**

(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 01.01.18 – 01.07.19 – 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 categories N, U, V)*

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 £250 each plus VAT (£300 per entry)  
International entrants may request IBAN details for a direct transfer of funds.  
The US\$ price is \$320, the Euro price is €275.  
Credit card payments 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 USB disk posted to the address below containing the written submission, any picture file and any supportive materials. Up to 3 supportive materials are permitted. You may put more than one entry on a single 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. There is no upper limit for pictures.
- ☐ 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 and the USB duplicate.

## Delivery and Our Contact Details

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

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