

The Field Marketing & Brand Experience Awards 2021

17TH EDITION



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

Call for entries

Two sets of awards in one, 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.

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 coverage, delivering a reach into this industry that is unrivalled.

Entry Guidelines

Entrants should use the guidelines and the template that can be accessed 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.

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.

All entries should cover the following points:

- Understanding the business/brand issue
- Your Solution
- The business/brand result [unless an exception to this rule is noted in the category specific criteria]

A template for simple entry set out is available online (or from us by email). Follow the link to this template on the About the Awards and Award Entry page at fieldmarketing.com. 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 01.01.20 – 01.09.21. This means that work that was finally evaluated after Christmas 2019 right through to work being undertaken this summer 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.

Category V, The Special Award, is an exception (See Category V for details).

The work may have been undertaken anywhere in the world. Please make judges aware of any local or national challenges. The 1500 word entry and any supportive items should be emailed either direct or via WeTransfer, Dropbox or similar.

NOTE: THERE IS NO UPLOAD WEB PAGE THIS YEAR.

Supportive documentation: As well as the entry paper you may transfer up to 3 supplementary items to us (using any file transfer service, such as We Transfer or Dropbox).

All entries and entry notifications and correspondence should go to: 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 coverage or at our awards 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.

You are no longer required to post a back up of your entry on a USB disk.

The cost per category (plus appropriate VAT) entered is £275 or €320 or US\$385 for all entries received by Monday 4th October 2021. 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 and for the campaign of the year award – see categories W, X & Y

DEADLINE FOR ENTRIES: 5PM MONDAY 4TH OCTOBER 2021

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. Relevant sales teams may even have moved predominantly online under Covid conditions. 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
- 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 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, online trainers connecting live with retail store staff or shoppers. 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.



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.



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



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.

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. Relevant events can be real, hybrid or virtual. Entrants will show how exclusive, lead or second tier sponsorship has been levered successfully using live and integrated brand engagement to connect with enthusiasts at the event and their friends/family/colleagues. Entrants should show the brand has connected with the relevant fanbase. Entrants will either be responsible for the whole sponsorship together with the brand or show full strategic alignment 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 intriguing experiential activation

Entrants will show how any experiential event or stunt has created intrigue and generated engagement and how that intrigue has been accounted for. Virtual as well as real events or stunts may be entered.



NEW - Most effective use of Influencers

Entrants will show how any influencer or influencers have been selected and harnessed to build a brand's reputation, awareness or any brand relevant KPI(s), as a part of any brand campaign or marketing strategy. Relevant influencers will be micro or macro, from well known celebrity through to niche communicators. Individuals and influencer teams may be put forward.

Field Marketing & 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 themselves 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.



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.



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/ in-store 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



Most successful virtual or hybrid event(s) or activity

Entrants will show how any virtual event, hybrid event, training programme or remote brand ambassador process has been created to the benefit of either the agency, the brand or both. The entrant is expected to justify any online vs offline choices made and show that the result has met or surpassed expectations.

Client permission/ sign-off is not a requirement in this category unless client result data has been used as an integral part of the entry.



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 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 & 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 or process 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:

- 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
- Crisis management

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

This year this category has been turned over to agencies whose management team successfully pivoted during Covid 19 with developments that have secured the long-term future change or long-term future success (or both).

Client sign-off is not required in this category.

Entrants do not need to use the standard awards template when entering this category. Please write under headings in 3 sections as follows: 1. The challenge, 2. The solution, 3. The result for the agency.



Special Award: Event Day Award

Entrants may choose any campaign from the last 5 years (2016 – 2021) and can use any FMBE technique for at least a part of the campaign.

What's your best loved Valentine's day work, your vilest Halloween, your sweetest Easter Sunday, most inspirational Mother's Day, most enlightening Diwali or your darkest Day of the Dead?

This year's special award celebrates any campaign that focussed around as single day – and did it better than the rest

Any special calendar day can be chosen for this, from days of empowerment, to celebrity weddings, to opening ceremonies, to Christmas.

Entrants will need to show how the significance of the calendar day was used to elevate campaign or event results that surpassed expectations.



New: Judge's Choice Award Campaign of the Year

This is a discretionary award, there's no fee or separate entry fee for it. It seeks out the campaigns that are taking FMBE to the next level, the ones that make us rethink what's possible, or deliver a 'they really did that?' moment of excellence.

This campaign of the year shortlist will be chosen from some of the main category award gold and silver winners plus up to 3 wildcards. The wildcards will be the campaigns that didn't meet the category criteria sufficiently to win but were recognised by judges as game changers or headline makers.

Judges may choose to separately award one FM and one BE Campaign of the Year.



Agency of the Year Awards

X: Field Marketing Agency of the Year

Y: Brand Experience Agency of the Year

Incorporating awards for

Small/Medium/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 answering to questions from our panel of judges.

Agencies can 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/New Agency of the Year will be presented in addition if judges recommend this.

Small/Medium agencies will be those that turnover less than £10 million. New agencies will be those that started trading after 1st January 2018



Your Entry Details

The 17th Annual **Field Marketing & Brand Experience Awards**

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(please duplicate this form as necessary for multiple entries)

Entries to the FMBE Awards 2021 are by email using file transfer services such as We Transfer or Dropbox for any document over 20MB in size. Email victoria@fieldmarketing.com. NOTE – we are no longer using an online upload page, but will confirm receipt of your entry and supplementary information with you by email.

When entering the FMBE Awards you must include the following data

Client

Client Company Name

Title of Entry

Start or Finish date of the work

((must start or finish or be ongoing in the period 01.01.20 – 01.09.21))

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 authorised it (except categories N,U and in some instances R). Please forward email correspondence from your client authorising entry, or ask them to send it directly to victoria@fieldmarketing.com

Name

Title

Client Company

Date

Category Entered

(Letter/Category Title)

If you are making multiple entries please label everything clearly.

Payment

You will be invoiced on receipt of entry for £275 each plus VAT (£330 per entry). Entry is only validated on receipt of payment.

International entrants may request IBAN details for a direct transfer of funds. The US\$ price is \$385, the Euro price is €320. Credit card payments accepted.

Check List

- ☐ 1500 word submission by email. Please be sure to use the official form for this. The template is via the awards page at fieldmarketing.com
- ☐ Full labelled and email/transferred supplementary info. We will confirm receipt of this, please give us time to fully check all the elements of your entry.
- ☐ Please include, where possible, at least 2 high resolution images 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 authorisation by email.
- ☐ Payment
- ☐ Mark any part of the written submission that is not for publication on the entry.

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