

THE IRISH CONTENT MARKETING AWARDS 2020

ENTRY GUIDE

Ballsbridge Hotel, Dublin

Tuesday, November 12th



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Irish Content Marketing Awards

The Irish Content Marketing Awards provide a platform where the best work, by the best people for the best clients will be celebrated.

The Irish Content Marketing Awards recognise achievements in leveraging the content marketing discipline to drive business and organisational success.

The objective of the awards is to raise standards and position content marketing as being of pivotal importance to all marketing and communications activity.

The award categories reflect the main areas of excellence in the industry and we hope that you enter the ones most appropriate to you.

The Irish Content Marketing Awards ceremony itself also offers a great opportunity to make new business connections and strengthen existing client relations.

Shortlisted entrants and winners will have their national profiles raised. And of course, there's the beautiful trophy which the successful entrants will take away at the awards ceremony.

What are you waiting for? Get your thinking cap on and start putting your entries together!

We wish all our entrants the best of luck and we look forward to receiving your entries.

Categories

Entries must be made online.

There are 20 categories to choose from:

- Best Content Marketing Programme
- Best Content Marketing Award - Annual Content Strategy
- Best Content Marketing Award - FMCG
- Best Content Marketing Award - Finance
- Best Content Marketing Award - Travel
- Best Content Marketing Award - Retail Consumer
- Best Content Marketing Award - Internal Company Engagement
- Best Content Marketing Award - Specialist
- Best Content Marketing Award - B2B
- Best Content Marketing Award - Distribution Strategy
- Best Content Marketing Award - Social
- Best Content Marketing Award - Video Series
- Most Effective Use of Print (Multi-Media)
- Most Effective Use of Photography
- Most Effective Use of Content on Owned Media Channels
- Most Effective Use of Illustration
- Most Effective Use of SEO
- Best Content Marketing Award - International
- Most Effective Use of Data & Insights
- Content Marketing Rising Star 2020

How to Enter

When completing your entry, please follow these rules:

- All activities cited in support of your entries must have been ongoing **within the past 18 months** from the closing date of these awards.
- Please ensure your submission fits onto **no more than 5 A4** pages in portrait PDF format, including supporting materials such as pictures, graphs, testimonials, etc.
- Please **answer each of the key criteria points** allocated to the category that you are entering. This is what the judges base their scores on. Back up your key points with other information such as tables, graphics, figures, pictures etc.
- You may enter as many categories as are relevant, however each entry must be **tailored to meet the category criteria**.
- The entering party has to be a resident in the ROI or NI and the projects that support their entry must have taken place in these areas unless stated otherwise in the criteria.

You will need the following to complete your entry:

- Your **5 A4 page PDF** entry document.
- A **50 word summary** of your entry. This may be used in full in our Awards booklet or in our script. It must be relevant to the category you are entering. So, if you are entering a project, the summary must be about the project; if you are entering a person, it must be about that person.
- **2 high resolution landscape photos** (300 dpi) relevant to your entry and the category you are entering. So, if you are entering a project, the photos must be about the project; if you are entering a person, they must be of that person. No collages/logos/watermarks.
- These will be used as part of the AV presentation at the event, so choose photos that you are proud to display.
- A **jpeg** version of your organisation **logo**.
- The **name** of the person who will **accept the trophy** on your behalf in the event you should win. This may be used in post awards media coverage.
- **Please note:** All of the above items will be required in order to submit your entry, and **you will not be able to modify your entry once uploaded.**

Tips on Entering



1. Read the criteria and make sure you answer each point. The judges use the criteria points as a basis for their scores, so make sure you touch on each criteria point. You can use additional facts, figures and information to back up or add to these points. By following the criteria you stand a better chance of scoring highly and make the judge's job easier!

2. Enter the right categories. Some companies seem to enter certain categories, and then ignore the one that they would stand a much better chance of winning. To start, look through the categories carefully and choose the most relevant to you. This will give you a better chance of winning.

3. Facts are very powerful; and waffle or generalities cut very little ice with the judges. There are lots of ways of presenting data, and one may look a lot stronger than the others. We're not advocating you twist the truth; but we do feel it's within the rules for you to make the strongest possible case for your event/organisation.

4. Don't write more than you've been asked to supply. There is a limit on the number of pages you can submit (5 A4 Pages). Don't go above this as the judges won't read reams of supporting information. In the same way don't do ultra-minimal entries and simply rely on your profile to get yourself noticed.

5. Put yourself in the judges' shoes. Think about what would really impress them. What makes you special and distinctive. Our judges are all senior people and you need to think about your entry from their perspective. In many cases we see entries prepared by junior members of the team who can miss key selling points. The best entries have input from someone at Board level.

6. Check everything carefully. Many entries include fundamental errors – mainly spelling or grammatical errors.

7. Phone a friend. The entries team working on the awards are happy to talk through draft entries and are always willing to give guidance. So if you want to try something a bit different, and would like our thoughts on that before you submit your entry, give us a call – we'll do our best to give you a sensible steer.

8. Good presentation pays dividends. You are not judged on how pretty your entry looks, but busy judges are inevitably attracted to easy-to-read, neatly laid out entries. Some of the better submissions include simple, summary bullet points. The best presented entries often incorporate a range of small photographs, clever charts or graphs and other visual material that makes it very easy to absorb and digest.

9. Boast, don't be modest! Your positive opening words are crucial - so begin with the end! This is the hook which will encourage those judging to delve deeper. Don't ramble; get to the point, every word should count. Be proud of what you have done, this is one time when it is absolutely right to boast. Testimonials are very powerful too!

10. Promote your business. It is not often you are given the chance to generate this kind of publicity; so encourage and praise your team and you might be surprised to discover that you can win one of the most prestigious awards in the sector. And if you win, think of the huge marketing advantage that will give you.

Judges & Judging Process

An independent panel of recognised industry experts will determine the winners of The Irish Content Marketing Awards. This includes judges based in Ireland as well as judges from further afield, bringing their international expertise and experience to the judging process.

To view who will be judging this year's Irish Content Marketing Awards, visit www.irishcma.ie.

Shortlisting

- Once the entry deadline is reached, all entries will be carefully examined and scored using the criteria by the shortlisting panel of experts.
- The highest scoring submissions will be selected to go forward to the shortlist for each category.
- You will receive an email from the Event Team letting you know if your entry was successful or not.
- The shortlist of finalists will be published on the Awards' website, www.irishcma.ie.

Judging

- Judges are divided into panels, based on their expertise, to ensure any possible conflict is avoided.
- All judges score finalists based on the relevant category criteria.
- Scores are then collected by the event team and collated.
- Scores are sent to the judging coordinator who checks and verifies all scores.
- The highest scoring entrant is declared the winner of that category.

The winners will be announced at the awards ceremony in the Ballsbridge Hotel, Dublin, on November 12th.

Categories & Criteria

BEST CONTENT MARKETING PROGRAMME

As content marketing becomes bolder, this award is for the campaign that had the most impact over a quarter or more and achieves a specific aim. In addition to demonstrating creativity, the winning entrant needs to show off the full range of content marketing skills - from creation to distribution to reporting. We'll also be looking for effectiveness KPIs that demonstrate outstanding performance in pursuit of defined business objectives.

Entry is by a 5 A4 page submission; the judges will be looking for clear information backed up by facts that pays particular attention to the criteria listed below.

- *Please provide details of the brand who ran the campaign.*
- *Objectives: Please provide specific details of the campaign: Key messages, Channels for delivery and Engagement strategy.*
- *Execution: Please provide details of how these objectives were met: Audience feedback, Differentiation, Brand awareness metrics, Media coverage and Engagement metrics*
- *Innovation: Please demonstrate the innovative aspects of this campaign. Please provide details on how this campaign is different to traditional content campaigns.*
- *Outcome & Results: Please explain why this is the best content campaign in Ireland, detailing the benefits it brings to all parties.*
- *Testimonials: Where possible, please include testimonials from the brand and from members of the intended audience.*

BEST CONTENT MARKETING AWARD - ANNUAL CONTENT STRATEGY

Advertising campaigns are scheduled for a finite amount of time. It's content that maintains a steady brand presence. We'll award this category to a long-term content strategy that keeps a brand going throughout the calendar year. Attention will be paid to outstanding creativity and great strategic thinking, allied to overall longevity and measurable results.

Entry is by a 5 A4 page submission; the judges will be looking for clear information backed up by facts that pays particular attention to the criteria listed below.

- *Please provide details of the brand who ran the campaign.*
- *Objectives: Please provide specific details of the campaign: Key messages, Channels for delivery, Tools for delivery and Engagement strategy.*
- *Execution: Please provide details of how these objectives were met: Audience feedback, Differentiation, Brand awareness metrics, Media coverage and Engagement metrics*
- *Innovation: Please demonstrate the innovative aspects of this campaign. Please provide details on how this campaign is different to traditional annual content strategy campaigns.*
- *Outcome & Results: Please explain why this is the best annual content strategy campaign in Ireland, detailing the benefits it brings to all parties.*
- *Testimonials: Where possible, please include testimonials from the brand and from members of the intended audience.*

BEST CONTENT MARKETING AWARD - FMCG

Content plays a critical role in reinforcing brand loyalty in the world of FMCG. Content varies from that which entertains to that which is functional and educates, across multiple touchpoints (print, social, mobile, websites, apps or events). We're looking for content that engages, retains and attracts consumers and attention will be paid to analysis will be paid to KPIs.

Entry is by a 5 A4 page submission; the judges will be looking for clear information backed up by facts that pays particular attention to the criteria listed below.

- *Please provide details of the brand who ran the campaign.*
- *Objectives: Please provide specific details of the campaign: Key messages, Audience segmentation, Channels for delivery, Engagement strategy.*
- *Execution: Please provide details of how these objectives were met: Audience feedback, Differentiation, Brand awareness metrics, Media coverage, Engagement metrics*
- *Innovation: Please demonstrate the innovative aspects of this campaign. Please provide details on how this campaign is different to traditional FMCG campaigns.*
- *Outcome & Results: Please explain why this is the best FMCG campaign in Ireland, detailing the benefits it brings to all parties.*
- *Testimonials: Where possible, please include testimonials from the brand and from members of the intended audience.*

BEST CONTENT MARKETING AWARD - FINANCE

The finance sector has embraced the notion that well considered content is the best way to get their brand into the hearts and minds of consumers, creating an engaging outlook that people can and do respond to. We're looking for the best examples of where creativity, excellent content and finely tuned strategy combine to build trust and subsequently engagement which drives enquiries and sales in the financial services arena.

Entry is by a 5 A4 page submission; the judges will be looking for clear information backed up by facts that pays particular attention to the criteria listed below.

- *Please provide details of the brand who ran the campaign.*
- *Objectives: Please provide specific details of the campaign: Key messages, Audience segmentation, Channels for delivery, Engagement strategy.*
- *Execution: Please provide details of how these objectives were met: Audience feedback, Differentiation, Brand awareness metrics, Media coverage, Engagement metrics.*
- *Innovation: Please demonstrate the innovative aspects of this campaign. Please provide details on how this campaign is different to traditional finance campaigns.*
- *Outcome & Results: Please explain why this is the best finance campaign in Ireland, detailing the benefits it brings to all parties.*
- *Testimonials: Where possible, please include testimonials from the brand and from members of the intended audience.*

BEST CONTENT MARKETING AWARD - TRAVEL

The travel industry produces some of the most innovative content seen in the commercial sphere. We'll be looking at content produced by a range of brands, from airlines and hotels to tourist boards and sports teams. The winning entry must demonstrate a fine eye for detail, smart brand positioning and provide the consumer with unique, practical and entertaining content. Attention will be paid to analysis will be paid to KPIs, including customer, including customer loyalty and the cross-selling of other products or services.

Entry is by a 5 A4 page submission; the judges will be looking for clear information backed up by facts that pays particular attention to the criteria listed below.

- *Please provide details of the brand who ran the campaign.*
- *Objectives: Please provide specific details of the campaign: Key messages, Audience segmentation, Channels for delivery, Engagement strategy.*
- *Execution: Please provide details of how these objectives were met: Audience feedback, Differentiation, Brand awareness metrics, Media coverage, Engagement metrics.*
- *Innovation: Please demonstrate the innovative aspects of this campaign. Please provide details on how this campaign is different to traditional travel campaigns.*
- *Outcome & Results: Please explain why this is the best travel campaign in Ireland, detailing the benefits it brings to all parties.*
- *Testimonials: Where possible, please include testimonials from the brand and from members of the intended audience*

BEST CONTENT MARKETING AWARD - RETAIL CONSUMER

This is one of the most hotly contested categories. Retail consumer entrants must prove beyond all doubt that they have created the most effective strategy, content and measurement mechanisms to offer strong commercial results to their client. We'll be looking for content that fits with the brand and understands its audience.

Entry is by a 5 A4 page submission; the judges will be looking for clear information backed up by facts that pays particular attention to the criteria listed below.

- *Please provide details of the brand who ran the campaign.*
- *Objectives: Please provide specific details of the campaign: Key messages, Audience segmentation, Channels for delivery, Engagement strategy.*
- *Execution: Please provide details of how these objectives were met: Audience feedback, Differentiation, Brand awareness metrics, Media coverage, Engagement metrics.*
- *Innovation: Please demonstrate the innovative aspects of this campaign. Please provide details on how this campaign is different to traditional retail consumer campaigns.*
- *Outcome & Results: Please explain why this is the best retail consumer campaign in Ireland, detailing the benefits it brings to all parties.*
- *Testimonials: Where possible, please include testimonials from the brand and from members of the intended audience.*

BEST CONTENT MARKETING AWARD - INTERNAL COMPANY ENGAGEMENT

Internal customers have as much a need for communication as external ones. Content produced for employees of an organisation must engage and educate about brand values. This is a delicate balance and the winning content needs to demonstrate how it builds a sense of pride within the organisation. Attention will be paid to creativity and editorial innovation.

Entry is by a 5 A4 page submission; the judges will be looking for clear information backed up by facts that pays particular attention to the criteria listed below.

- *Please provide details of the brand who ran the campaign.*
- *Objectives: Please provide specific details of the campaign: Key messages, Channels for delivery and Engagement strategy*
- *Execution: Please provide details of how these objectives were met: Audience feedback, Differentiation, Brand awareness metrics, Media coverage and Engagement metrics*
- *Innovation: Please demonstrate the innovative aspects of this campaign. Please provide details on how this campaign is different to traditional internal company engagement campaigns.*
- *Outcome & Results: Please explain why this is the best internal company engagement campaign in Ireland, detailing the benefits it brings to all parties.*
- *Testimonials: Where possible, please include testimonials from the brand and from members of the intended audience.*

BEST CONTENT MARKETING AWARD - SPECIALIST

The specialist category is for content that doesn't fit any of the traditional categories. Content that has been created as a unique, one-off solution and pushes the boundaries is what we're looking for here. We're platform agnostic, but we're looking for the wow factor.

We're seeking innovation and high levels of creativity that perfectly answers the client's brief, as well as strong KPIs.

Entry is by a 5 A4 page submission; the judges will be looking for clear information backed up by facts that pays particular attention to the criteria listed below.

- *Please provide details of the brand who ran the campaign.*
- *Objectives: Please provide specific details of the campaign: Key messages, Channels for delivery and Engagement strategy.*
- *Execution: Please provide details of how these objectives were met: Audience feedback, Differentiation, Brand awareness metrics, Media coverage and Engagement metrics*
- *Innovation: Please demonstrate the innovative aspects of this campaign. Please provide details on how this campaign is different to traditional specialist campaigns.*
- *Outcome & Results: Please explain why this is the best specialist campaign in Ireland, detailing the benefits it brings to all parties.*
- *Testimonials: Where possible, please include testimonials from the brand and from members of the intended audience.*

BEST CONTENT MARKETING AWARD - B2B

B2B marketers have long been aware of the value good content provides. We'll be looking for outstanding examples of B2B content and effectiveness, regardless of platform, that enhances customer experience and education. Further attention will be paid to see how the content demonstrates sector understanding brand insight to meet defined objectives.

Entry is by a 5 A4 page submission; the judges will be looking for clear information backed up by facts that pays particular attention to the criteria listed below.

- *Please provide details of the brand who ran the campaign.*
- *Objectives: Please provide specific details of the campaign: Key messages, Channels for delivery and Engagement strategy.*
- *Execution: Please provide details of how these objectives were met: Audience feedback, Differentiation, Brand awareness metrics, Media coverage and Engagement metrics.*
- *Innovation: Please demonstrate the innovative aspects of this campaign. Please provide details on how this campaign is different to traditional best B2B campaigns.*
- *Outcome & Results: Please explain why this is the best B2B campaign in Ireland, detailing the benefits it brings to all parties.*
- *Testimonials: Where possible, please include testimonials from the brand and from members of the intended audience.*

BEST CONTENT MARKETING AWARD - DISTRIBUTION STRATEGY

Content creation means nothing without amplification. Great content marketing includes a distribution strategy that maximises reach and amplification across any channel. We'll be looking to see how platforms were chosen, content was scheduled, released and adjusted, optimised for distribution and the effects on relevant KPIs.

Entry is by a 5 A4 page submission; the judges will be looking for clear information backed up by facts that pays particular attention to the criteria listed below.

- *Please provide details of the brand who ran the campaign.*
- *Objectives: Please provide specific details of the campaign: Key messages, Channels for delivery, Tools for delivery and Engagement strategy.*
- *Execution: Please provide details of how these objectives were met: Audience feedback, Differentiation, Brand engagement metrics, Media coverage and Referral traffic statistics.*
- *Innovation: Please demonstrate the innovative aspects of this campaign. Please provide details on how this campaign is different to traditional distribution strategy campaigns.*
- *Outcome & Results: Please explain why this is the best distribution strategy campaign in Ireland, detailing the benefits it brings to all parties.*
- *Testimonials: Where possible, please include testimonials from the brand and from members of the intended audience.*

BEST CONTENT MARKETING AWARD - SOCIAL

Brands use social to amplify their reach and engage with consumers. As the platforms multiply beyond Facebook, LinkedIn and Twitter, so the opportunities for strategic and executional innovation increase. We'll be looking for examples of great social content that places brands at the centre of consumer interests and amplifies their messaging.

Entry is by a 5 A4 page submission; the judges will be looking for clear information backed up by facts that pays particular attention to the criteria listed below.

- *Please provide details of the brand who ran the campaign.*
- *Objectives: Please provide specific details of the campaign: Key messages, Audience segmentation, Channels for delivery, Tools for delivery and Engagement strategy.*
- *Execution: Please provide details of how these objectives were met: Audience feedback, Differentiation, Brand awareness metrics, Media coverage and Engagement metrics.*
- *Innovation: Please demonstrate the innovative aspects of this campaign.*
- *Outcome & Results: Please explain why this is the best use social campaign in Ireland, detailing the benefits it brings to all parties.*
- *Testimonials: Where possible, please include testimonials from the brand and from members of the intended audience.*

BEST CONTENT MARKETING AWARD - VIDEO SERIES

Brands as broadcasters are a strategic part of content marketing. This award will recognise a video series (three videos or more) that produces outstanding results. As well as creative excellence, we'll be looking for a series with narrative values, served to customers at different stages of the purchase journey. The series may well appear on multiple channels. Attention will be paid to metrics, including reach, engagement, time viewed and contribution/perception of the business objectives.

Entry is by a 5 A4 page submission; the judges will be looking for clear information backed up by facts that pays particular attention to the criteria listed below.

- *Please provide details of the brand who ran the campaign.*
- *Objectives: Please provide specific details of the campaign: Key messages, Audience segmentation, Channels for delivery and Engagement strategy.*
- *Execution: Please provide details of how these objectives were met: Audience feedback, Differentiation, Brand awareness metrics, Media coverage and Engagement metrics.*
- *Innovation: Please demonstrate the innovative aspects of this campaign.*
- *Outcome & Results: Please explain why this is the best video series campaign in Ireland, detailing the benefits it brings to all parties.*
- *Testimonials: Where possible, please include testimonials from the brand and from members of the intended audience.*

MOST EFFECTIVE USE OF PRINT (MULTI-MEDIA)

Print remains a powerful communication tool and plays different roles in the content mix, from brand awareness, reward, sales, community or thought leadership. We'll be looking for outstanding examples of print for this award, including design, visual impact, editorial, brand execution and affinity, and ROI.

Entry is by a 5 A4 page submission; the judges will be looking for clear information backed up by facts that pays particular attention to the criteria listed below.

- *Please provide details of the brand who ran the campaign.*
- *Objectives: Please provide specific details of the campaign: Key messages, Audience segmentation, Channels for delivery and Engagement strategy.*
- *Execution: Please provide details of how these objectives were met: Audience feedback, Differentiation, Brand awareness metrics, Media coverage and Engagement metrics.*
- *Innovation: Please demonstrate the innovative aspects of this campaign.*
- *Outcome & Results: Please explain why this is the best use of print within a multi-media campaign in Ireland, detailing the benefits it brings to all parties.*
- *Testimonials: Where possible, please include testimonials from the brand and from members of the intended audience.*

MOST EFFECTIVE USE OF PHOTOGRAPHY

Great images make or break a piece of content. This category recognises the vital part photography plays in enhancing creative value of a brand. We'll look at how imagery fits with the editorial of the brand as a whole, as well as the planning, skill and vision that went into the photoshoot.

Entry is by a 5 A4 page submission; the judges will be looking for clear information backed up by facts that pays particular attention to the criteria listed below.

- *Please provide details of the brand who ran the campaign.*
- *Objectives: Please provide specific details of the campaign: Key messages, Audience segmentation, Channels for delivery and Engagement strategy.*
- *Execution: Please provide details of how these objectives were met: Audience feedback, Differentiation, Brand awareness metrics, Media coverage and Engagement metrics.*
- *Innovation: Please demonstrate the innovative aspects of this campaign.*
- *Outcome & Results: Please explain why this is the best use of photography campaign in Ireland, detailing the benefits it brings to all parties.*
- *Testimonials: Where possible, please include testimonials from the brand and from members of the intended audience.*

MOST EFFECTIVE USE OF CONTENT ON OWNED MEDIA CHANNELS

Most brands possess significant owned media assets, such as websites, YouTube channels, apps, physical real estate (packaging, in-store, in-branch), social feeds and print. Content produced exclusively for the Owned channel plays an important part in the overall marketing mix. We'll be looking for outstanding work in this category and will take into account its overall fit with integration into Paid and Earned channels.

Entry is by a 5 A4 page submission; the judges will be looking for clear information backed up by facts that pays particular attention to the criteria listed below.

- *Please provide details of the brand who ran the campaign.*
- *Objectives: Please provide specific details of the campaign: Key messages, Channels for delivery and Engagement strategy.*
- *Execution: Please provide details of how these objectives were met: Audience feedback, Differentiation, Brand awareness metrics, Media coverage and Engagement metrics.*
- *Innovation: Please demonstrate the innovative aspects of this campaign. Please provide details on how this campaign is different to traditional use of content on owned media channels campaigns.*
- *Outcome & Results: Please explain why this is the best use of content on owned media channels campaign in Ireland, detailing the benefits it brings to all parties.*
- *Testimonials: Where possible, please include testimonials from the brand and from members of the intended audience.*

MOST EFFECTIVE USE OF ILLUSTRATION

This category rewards illustration that can elevate content into art that delights and captivates the reader. The winning entry in this category will demonstrate technical and creative skill aligned with a good understanding of the brand and the aims of the content.

Entry is by a 5 A4 page submission; the judges will be looking for clear information backed up by facts that pays particular attention to the criteria listed below.

- *Please provide details of the brand who ran the campaign.*
- *Objectives: Please provide specific details of the campaign: Key messages, Audience segmentation, Channels for delivery and Engagement strategy.*
- *Execution: Please provide details of how these objectives were met: Audience feedback, Differentiation, Brand awareness metrics, Media coverage and Engagement metrics.*
- *Innovation: Please demonstrate the innovative aspects of this campaign.*
- *Outcome & Results: Please explain why this is the best use of illustration campaign in Ireland, detailing the benefits it brings to all parties.*
- *Testimonials: Where possible, please include testimonials from the brand and from members of the intended audience.*

MOST EFFECTIVE USE OF SEO

Content and links remain the bedrock of SEO. This prize recognises the best demonstration of the role content plays in search and how it drives and improves ranking. We'll be looking for evidence of how clear strategic thinking woven into content marketing, significantly improves search performance, including CTR and conversion.

Entry is by a 5 A4 page submission; the judges will be looking for clear information backed up by facts that pays particular attention to the criteria listed below.

- *Please provide details of the brand who ran the campaign.*
- *Objectives: Please provide specific details of the campaign: Key messages, Audience segmentation, Channels for delivery and Engagement strategy.*
- *Execution: Please provide details of how these objectives were met: Audience feedback, Differentiation, Brand awareness metrics, Media coverage and Ranking metrics.*
- *Innovation: Please demonstrate the innovative aspects of this campaign.*
- *Outcome & Results: Please explain why this is the best use of SEO campaign in Ireland, detailing the benefits it brings to all parties.*
- *Testimonials: Where possible, please include testimonials from the brand and from members of the intended audience.*

BEST CONTENT MARKETING AWARD - INTERNATIONAL

This award recognises content produced on the island of Ireland for an international campaign.

We're seeking innovation and high levels of creativity that perfectly answers the client's brief, as well as strong KPIs.

Entry is by a 5 A4 page submission; the judges will be looking for clear information backed up by facts that pays particular attention to the criteria listed below.

- *Please provide details of the brand who ran the campaign.*
- *Objectives: Please provide specific details of the campaign: Key messages, Audience segmentation, Channels for delivery, Engagement strategy.*
- *Execution: Please provide details of how these objectives were met: Audience feedback, Differentiation, Brand aware-ness metrics, Media coverage, Engagement metrics.*
- *Innovation: Please demonstrate the innovative aspects of this campaign. Please provide details on how this campaign is different to traditional membership campaigns.*
- *Outcome & Results: Please explain why this is the best membership campaign in Ireland, detailing the benefits it brings to all parties.*
- *Testimonials: Where possible, please include testimonials from the brand and from members of the intended audience.*

MOST EFFECTIVE USE OF DATA & INSIGHTS

The overwhelming majority of marketers use customer data to inform their content marketing strategies. But first-party data such as this only scratches the surface. Increasingly, there is more data than ever that can be used. We're looking for innovation in marrying data and insight at the heart of brilliant content.

Entry is by a 5 A4 page submission; the judges will be looking for clear information backed up by facts that pays particular attention to the criteria listed below.

- *Please provide details of the brand who ran the campaign.*
- *Objectives: Please provide specific details of the campaign: Key messages, Channels for delivery and Engagement strategy.*
- *Execution: Please provide details of how these objectives were met: Audience feedback, How data informed content creation & amplification, Differentiation, Brand awareness metrics, Media coverage and Engagement metrics*
- *Innovation: Please demonstrate the innovative aspects of this campaign. Please provide details on how this campaign is different to traditional data driven content campaigns.*
- *Outcome & Results: Please explain why this is the best use of data & insights campaign in Ireland, detailing the benefits it brings to all parties.*
- *Testimonials: Where possible, please include testimonials from the brand and from members of the intended audience.*

CONTENT MARKETING RISING STAR

Calling our content millennials! This is for anyone under 30 years of age, working in a content marketing function, either agency or client-side. To win, entrants will be required to demonstrate an outstanding contribution to content marketing, learnings, skills and career progress made during the previous 18 months.

Entry is by a 5 A4 page submission; the judges will be looking for clear information backed up by facts that pays particular attention to the criteria listed below.

- *Career: Please provide a one-page CV that describes the nominee's career to date and qualifications (as part of the 5 A4 page entry).*
- *Innovation: Please include details of any unique efforts or uses of technology introduced by the individual that successfully improved the performance of the campaign or organisation.*
- *Demonstrate their achievements, what makes this individual stand out from colleagues (above and beyond the standard courses/qualifications expected at this stage of their career) and how have they added value to the business.*
- *Impact: Summarise the individual's overall contribution to the growth and success of the organisation as a whole, quantifying where possible. This may include outstanding achievements, benefits of the work carried out to the client/ company, ROI and/or challenges faced and how they were overcome.*
- *Please include a testimonial from the individual's head of department or supervisor where possible*

Sample Entry Template

Introduction

Company Background

Summary of Project Team

Main Body of Entry

Address the Category Criteria Points:

- *Point 1*
- *Point 2*
- *Point 3*
- *Point 4*
- *Point 5*

Supporting Materials

Graphs, Tables, Pictures, Screenshots,
Testimonials etc. that support the entry

Summary

Main Outcomes & Achievements
of Submission

The Awards Ceremony

The Irish Content Marketing Awards 2020 will take place in the Ballsbridge Hotel, Dublin, on November 12th.

The Awards is a 'business casual' luncheon where the cream of Ireland's content marketing discipline will be recognised and celebrated in front of a room of their peers.

The event will begin with a drinks reception.

A 3 course meal will then be served.

Once dinner has concluded, we get on to the main event and announce the winners in the Awards Ceremony.

When all winners have been crowned, we finish off the afternoon with light entertainment and networking.



What the People Say

"It's a brilliant night, you're meeting a lot of really interesting and great people from the industry: your meeting total leaders, great brands, the people who are really at the forefront of content marketing in Ireland, so it was great to be a part of."

-Cian McDonagh, #TheCallUp - Three Best Content Marketing Programme 2018

"The overall objective of this campaign was to get out there, to get the nation cooking from scratch. We feel that cooking from scratch is a really healthy way for people to approach life and approach health. We had fantastic success with the campaign and this award is the icing on the cake for us."

-Emma Henry, Get Ireland Cooking – SuperValu Ireland

Grand Prix & Best Content Marketing Award – Real-Time Activation

"Diversity and Inclusion is really important to us as a firm and winning an award (like Best Content Marketing Award – B2B) is great validation of that. I think this is a great example of a couple of teams coming together to deliver something they're all passionate about, so I think when you get recognised for that it's really a fantastic feeling."

-Karen Lowey, Diversity & Inclusion Advisory Services – EY Ireland

Best Content Marketing Award – B2B

Opportunities

Business River is the network solutions arm of Event Strategies and owns a large suite of large, medium and small scale events across many industries and sectors.

Some of our other event properties are listed below.

Our Sponsorship is a comprehensive collection of marketing and communications that create the platform for you to have important business conversations with your target market.

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