Introduction

Cinema creates a shared media experience with real cultural moments. The power of the darkened room, immersive sound and premium content on the biggest screen offers something different for audiences. The unique, uncluttered environment adds a sense of escapism for viewers who have paid to pay attention. Amplifying the power of AV content, the emotional impact of cinema captivates and entertains, while driving brand value and sales growth.

To showcase the best in cinema, the annual Digital Cinema Media Awards, held in partnership with Campaign, celebrate and reward the most impactful advertising work created by our industry over the last year.

This year, our esteemed judging panel is chaired by Claire Beale, Global Editor-in-Chief, Campaign, and includes:

– **Anna Carpen**, Creative Partner, 18 Feet & Rising

– **Bridget Angear**, Joint Chief Strategy Officer, AMV BBDO

– **Dan Clays**, CEO, OMD

– **Davina Barker**, Sales Director, Digital Cinema Media

– **Gabrielle Bell**, Chief Strategy Officer, M&C Saatchi London

– **Grant Millar**, Chief Client Officer, Zenith Media

– **Jem Lloyd-Williams**, Managing Director, Vizeum

– **Jenny Biggam**, Co-Founder, the7stars

– **Karen Stacey**, CEO, Digital Cinema Media

– **Nick Baughan**, CEO, Maxus UK

– **Paul Davies**, Consumer Marketing Director, Microsoft

– **Rachel Forde**, CEO, Mediavest

– **Rick Hirst**, CEO, Carat UK

Key dates

Entry deadline:	Friday 7 July
Judging day:	Monday 4 September
Awards ceremony:	Wednesday 27 September

Prizes

Prizes include cinema tickets, exclusive hire of our screening room, a red carpet experience for four people and a cinema screen time campaign to the value of £100,000.*

To be used in Q1 2017. No barter. Production not included. Limited to 30" copy. All subject to DCM approval.

Award Categories

Six categories are open for entry, plus the Grand Prix which is chosen by the judging panel solely from the winners of the five main entry categories. All campaigns must have been exhibited in cinema within the judging period of July 2016 to July 2017.

– **Best use of cinema (small)**

– **Best use of cinema (large)**

– **Best long-copy cinema campaign**

– **Best newcomer to cinema**

– **Best use of innovation in cinema**

– **Best 'marketing for good' cinema campaign**

– **GRAND PRIX**

If you have any queries regarding your submission, please contact Anastasia Takis, Head of Events and Activations, DCM at **awards@dcm.co.uk or call 020 7478 6226.**

In association with: **campaign**

Award Categories

1. Best use of cinema (small)

This category rewards campaigns under £250,000 (DCM ratecard) which demonstrate the best use of cinema. As well as impactful big screen advertising, entries could include campaigns that employ tactical and topical messaging and engagement, proximity targeting or different touchpoints of the cinemagoing journey, for example digital 6 sheets, mobile or sampling.

If cinema has been planned as part of an integrated and multi-platform campaign, entries should explain the role of each chosen campaign element, including relative weights, timings and regionality and how they worked with and amplified each other to contribute to the overall success of the campaign.

As with all categories, the judges will need an explanation of the Background, the Idea, the Plan and the Results.

2. Best use of cinema (large)

This category rewards campaigns over £250,000 (DCM ratecard) which demonstrate the best use of cinema. As well as impactful big screen advertising, entries could include campaigns that employ tactical and topical messaging and engagement, proximity targeting or different touchpoints of the cinemagoing journey, for example digital 6 sheets, mobile or sampling.

If cinema has been planned as part of an integrated and multi-platform campaign, entries should explain the role of each chosen campaign element, including relative weights, timings and regionality and how they worked with and amplified each other to contribute to the overall success of the campaign.

 As with all categories, the judges will need an explanation of the Background, the Idea, the Plan and the Results.

3. Best long-copy cinema campaign

This category recognises long copy ads or branded content (60" and over) that uses cinema as part of its strategy.

Entries should demonstrate how the campaign maximised cinema's ability to screen longer-form, storytelling content and the contribution of cinema as part of a wider AV strategy.

As with all categories, the judges will need an explanation of the Background, the Idea, the Plan and the Results.

4. Best newcomer to cinema

This category is for new brands or brands who have not used cinema since before it went digital in September 2012.

Entries should demonstrate why cinema was chosen for the brand and the campaign, and how it contributed to the brand's objectives.

As with all categories, the judges will need an explanation of the Background, the Idea, the Plan and the Results.

5. Best use of innovation in cinema

This category rewards campaigns that can demonstrate innovative thinking, whether through new technology, new formats, new insight or planning.

Entries should explore new and effective collaboration, different ways of working, innovative thinking in communications planning and how the cinema medium can be used in a new way to deliver results for brands.

As with all categories, the judges will need an explanation of the Background, the Idea, the Plan and the Results.

6. Best 'marketing for good' cinema campaign

This category recognises campaigns that have delivered a tangible impact for good. We believe advertising is a force for good and we are keen to see entries that demonstrate how cinema contributed to delivering value to a cause or organisation, changed consumer attitudes and behaviour or delivered sustainable benefits to society or the environment.

As with all categories, the judges will need an explanation of the Background, the Idea, the Plan and the Results.

If you have any queries regarding your submission, please contact Anastasia Takis, Head of Events and Activations, DCM at **awards@dcm.co.uk or call 020 7478 6226.**

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Entry Deliverables

In no more than 1,000 words (or two sides of A4), supplied as a Word document or pdf, please structure your entry around the following headings. The judging criteria will be based on these headings so you MUST cover off these four areas.

1. The Background:

Clearly state the business, marketing and communications objectives that lay behind the campaign.

– What was the position of the brand and its market history?

– What were you trying to achieve and why?

– Ensure your objectives are clear. It will be crucial to match your final results to these objectives.

2. The Idea:

Tell us about your strategic solution.

– What was the big idea?

– How did you get to the final idea and why?

– What role did cinema play within the campaign and why was it critical to its success?

3. The Plan:

Outline how your strategic solution was implemented.

– How did you make the most of today's dynamic and multi-platform cinema environment?

– Describe how cinema was integrated with other marketing activity.

– Ensure you include enough detail about the plan including seasonality, scheduling, film choices and frequency where relevant.

– Be as clear as possible about how the different elements of the plan contributed to its success and what its main virtues were.

4. The Results:

Detail the results of the campaign against the objectives set.

It is critical to include evidence that your plans hit the objectives that were set and that the results include shifts in awareness, attitudes and commercial results such as uplifts in revenue, profit, market share, sales and ROI.

– What were the results of the overall activity?

– How do you know the campaign worked?

– Was it possible to isolate the specific impact made by cinema?

– Can you specify results such as shifts in awareness, attitudes, ROI, revenue, profit or market share?

– Do you have an endorsement from the client?

If you have any queries regarding your submission, please contact Anastasia Takis, Head of Events and Activations, DCM at **awards@dcm.co.uk or call 020 7478 6226.**

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Entry Requirements:

Please structure your award entries as a Word document or pdf so they include the following elements and are presented in the most compelling way possible. Give your entry the best possible chance by making it read well, look good and be easy to digest.

Contact:

Please include a lead contact for the entry including a Contact name, Job Title, Company Name, Contact Number and Email address.

Category:

Clearly state which category you are submitting for. Entries can be submitted for multiple categories apart from the Grand Prix which is selected by the Judging Panel.

Entry title and credits:

Please give your entry a title and credit all the relevant collaborative partners who have worked on the campaign.

Summary:

Each entry should have a summary sentence of no more than 30 words.

Each entry should have an executive summary of no more than 250 words.

Entry:

Please state your word count on the first page of your submission. No entry should exceed 1,000 words or two sides of A4 (including the summaries), but can be as short as you wish. Please also supply a supporting YouTube or Vimeo link and two high resolution images.

Judging criteria:

Each entry MUST cover off the four areas outlined: Background, Idea, Plan, Results to correspond with the judging criteria. In the event of any dispute, conduct or results of this competition, the decision of the judges will be final.

Award recipients:

Please indicate who would accept the award on behalf of a winning campaign at our Awards Ceremony on 27 September.

Case study:

We would like to amplify the success of your campaign by turning your entry in to a case study. If you would rather your campaign entry was not used as a case study please indicate this when submitting your entry form.

Publicity:

Digital Cinema Media and Campaign reserve the right to use the name, company and details of the winner and their photographs in any publicity and to publish winning entries online and in the awards brochure.

How to enter:

Submit your entry form to *awards@dcm.co.uk*. Don't forget to include a link to your campaign ad via YouTube or Vimeo. If you'd like to send printed copies and a USB, please post to Anastasia Takis, Digital Cinema Media, Regent's Place, 350 Euston Road, London, NW1 3AX.

If you have any queries regarding your submission, please contact Anastasia Takis, Head of Events and Activations, DCM at **awards@dcm.co.uk or call 020 7478 6226.**

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