

Introduction

The cinema medium proposition is stronger than ever. The power of the darkened room, big screen and immersive sound creates the best viewing experience for audiences who have paid to pay attention. This unique, uncluttered environment adds a sense of escapism for viewers who are emotionally and physically engaged, literally looking forward at the big screen with no distractions. Amplifying the power of AV content, the emotional impact of cinema delivers brand fame and drives long-term sustainable growth. It really is the best seat in media.

To showcase the best in cinema, the annual Digital Cinema Media Awards, now in their fourth year in partnership with *Campaign*, will showcase the best AV content on the big screen 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:

- **Alistair MacCallum**, UK CEO, M/SIX
- **Billy Faithfull**, Executive Creative Director, WCRS
- **Davina Barker**, Sales Director, Digital Cinema Media
- **Ed Smith**, General Manager Integrated Marketing EU, Amazon
- **Frances Ralston-Good**, CEO, Hearts & Science
- **Graeme Adams**, Media Director, BT
- **Hamid Habib**, UK Managing Director, Starcom
- **Karen Stacey**, CEO, Digital Cinema Media
- **Kerry King**, Director & Head of Investment, MediaCom North
- **Kevin Chesters**, Chief Strategy Officer, Ogilvy & Mather UK
- **Michael Florence**, Chief Strategy Officer, PHD UK
- **Nick Baughan**, EMEA CEO, Essence
- **Philippa Brown**, CEO, Omnicom Media Group
- **Pippa Glucklich**, CEO, Amplifi UK
- **Sally Weavers**, Founder, Craft Media London
- **Stephanie Marks**, Managing Director, Havas Media UK
- **Steve Gladdis**, Joint Chief Strategy Officer, MediaCom
- **Tom Firth**, Managing Director, M&C Saatchi London

Key dates

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|-------------------------|----------------------|
| Entry deadline: | Friday 13 July |
| Judging day: | Monday 3 September |
| Awards ceremony: | Tuesday 18 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 2019. No barter. Production not included. Limited to 30" copy. All subject to DCM approval.*

Award Categories

Seven categories are open for entry, including the Grand Prix which is chosen by the judging panel solely from the winners of the six main entry categories. All campaigns must have been exhibited in cinema within the judging period of July 2017 to July 2018.

- **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**

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, bespoke cinema copy, 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, bespoke cinema copy, 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 to cinema 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.

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 headings below. 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?

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. Two high resolution images must be submitted as part of your entry.

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 18 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 Phil Jones, Digital Cinema Media, Regent's Place, 350 Euston Road, London, NW1 3AX.