



# ENTRY KIT 2016

Organised by



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#careawards16

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## CARE AWARDS 2016

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This creative Award aims to recognise excellence in social marketing as part of EACA's overall commitment to promote Corporate Social Responsibility and ACT Responsible's mission is to inspire, promote and federate the actors of the advertising communications industry around social responsibility and sustainable development. The main aim of this annual award is to highlight the advertising industry's specific contribution to society by selecting and celebrating the most successfully creative social marketing campaigns.

The Awards cover subjects such as public health, environment, sustainable consumption, public safety, disability, human rights, domestic violence, child abuse, homelessness, education and other similar topical public issues.

This Awards is an initiative created by EACA and ACT Responsible in 2008. All submissions are included in the [ACT Responsible Online Gallery](#) accessible through the Care Awards and AdForum.com websites. The database gathers today over 11,000 ads on social and environmental issues.

### **More about ACT Responsible**

*ACT (Advertising Community Together) is a non-profit association promoting responsible communication on sustainability, equitable development and social responsibility. Since 2001, its work is to celebrated responsible advertising and creativity through smart partnership with key players of the advertising filed like EACA and other professional association, UN Department of Public Information as well and lately by creating the Good Report in cooperation with The Gunn Report. [www.act-responsible.org](http://www.act-responsible.org)*

### **More about EACA**

*The European Association of Communications Agencies (EACA) represents more than 2 500 communications agencies and agency associations from 30 European countries that directly employ more than 120 000 people. EACA members include advertising, media, digital, branding and PR agencies. They create and place adverts and develop brand-building campaigns. EACA promotes honest, effective advertising, high professional standards and awareness of the contribution of advertising in a free market economy and encourages close co-operation between agencies, advertisers and media in European advertising bodies. EACA works closely with EU institutions to ensure freedom to advertise responsibly and creatively. For more information, please go to [www.eaca.eu](http://www.eaca.eu).*

## 2016 CALENDAR

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Call for Entries	9 December 2015 - 11 March 2016
Early Bird Discount	9 December 2015 - 15 January 2016
Late Entry Deadline	12 March - 8 April 2016
Round 1 judging	15 April - 27 April 2016
Round 2 judging	May (tbc)
Awards Ceremony	June (tbc)

## FEES

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### 9 DEC - 15 JAN (EARLY BIRD DISCOUNT):

1st entry: € 300  
2nd entry: € 275  
3rd entry: € 250  
Any additional entries: € 200 each

### 16 JAN - 11 MAR

1st entry: € 350  
2nd entry: € 325  
3rd entry: € 300  
Any additional entries: € 250 each

### \*LATE ENTRY: 12 MAR - 8 APR

1st entry: € 400  
2nd entry: € 375  
3rd entry: € 350  
Any additional entries: € 300 each

You will enjoy a reduced entry fee when you enter more than one campaign!

Your entry is not valid until we receive confirmation of your payment.

\*Please email Sophie Guérinet on [careawards@act-responsible.org](mailto:careawards@act-responsible.org) to inform her if you are entering a late entry.

## ELIGIBILITY & RULES

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The EACA Care Awards are open to all agencies (whether members of EACA or not) for campaigns which ran in any country worldwide.

1. The competition is open to any agency, media owner, company, organisation or association.
2. You may enter as many campaigns as you like.
3. Entries can be paid online by credit card or offline by bank transfer.
4. Campaigns must have run between 1 January and 31 December 2015. Campaigns that were launched before 1 January 2015 and continue to run after 31 December 2015 are eligible only if they have run in the qualifying timeframe as well.
5. Each entry should be submitted in English although the creative work may be in any European language. Campaigns not in the English language must be accompanied by a complete translation and all creative material must be translated into English.
6. Any campaign can be submitted and all disciplines are welcome.
7. The length of the submission is limited by the entry form format.
8. It is suggested to upload your material well before the due date to avoid any possible system bottlenecks due to high traffic. The organisers will not be held liable for any cases received after the due date.
9. Entrants are required to complete & submit their entry by the closing date **08 April 2016** before 3 pm (GMT +1hr).
10. Campaigns or organisations appearing to Greenwash or Greensheen respectively will be automatically disqualified from the competition.

## ➤ REASONS FOR DISQUALIFICATION

### 1. *Data not sourced (if applicable)*

If you supply evidence of results data, facts, claims and research, they **must** be sourced. EACA reserves the right to verify the data with the source referenced.

### 2. *Agency names*

The Care Awards is an agency-blind competition. Therefore, agency names should **not** be cited in the online entry form, evidence of results or any other materials that will be seen by judges. Please ensure that any files uploaded, do not contain the name of the agency.

### 3. *Incomplete entries*

The entry will only be submitted when all parts of the online entry form have been fully completed and received. If you have no information available for some sections, please indicate that with “N/A”.

The information on the entry form must be 100% accurate as it cannot be changed once submitted.

### 4. *No client approval*

Ensure that you have client approval before entering the competition and for ALL material submitted. Please note that all material submitted will be for the judges’ eyes only. No information will be given to third parties or published without the agency’s and client’s permission.

### 5. *Creative material not translated*

Each entry should be submitted in English although the creative work may be in any European language. Campaigns not in the English language must be accompanied by a complete translation and all radio and television commercials must be translated into English to make judging possible.

➤ **CONFIDENTIALITY**

Information in the entry form will remain confidential until the end of both judging rounds. Before any information is published, we request approval from the agency and the client.

Creative material, when submitted, becomes the property of EACA & ACT Responsible. EACA & ACT Responsible reserve the right to make copies of selected creative material for educational and publicity purposes.

Each winning entry receives one Care Award trophy as part of the entry fee. This will be received by the winning agency at the EACA & ACT Care Awards Ceremony (date to be confirmed) in Brussels. If the agency and/or the client cannot attend the Ceremony, the trophy will be shipped to you at your own expense.



## CATEGORIES

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The categories are split into two groups: Organisations & Authorities and Corporate Governance (CSR).

### 1. Non-profit Organisations and Non-governmental Bodies

An organisation which exists for educational or charitable reasons and from which its shareholders or trustees do not benefit financially.

An organisation created by private persons or organisations with no participation or representation of any government.

### 2. Government Bodies and Related Organisations

An organisation that is the governing authority of a political unit, the ruling power in a political society and the apparatus through which a governing body functions and exercises authority.

### 3. Local and Regional Authorities

Government departments which make decisions on a local or regional level e.g. ministries, district, borough or city councils, regional development agencies.

### 4. Corporate Governance (CSR)

Corporate campaigns that promote care for safety, youth, communities and the environment.

### 5. Healthy Lifestyle Promotion

Campaigns which promote healthy eating, physical exercise and lifestyle which combat obesity.

*Unsure which category to enter in?*

If you are unsure in which category to enter, please email Marianna Tzaerli ([marianna.tzaerli@eaca.eu](mailto:marianna.tzaerli@eaca.eu)) with a brief description of the campaign you wish to enter followed by your questions.

## SUBMITTING A SUCCESSFUL ENTRY

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It is important to provide judges with material that is interesting to read and easy to follow. Here are a few tips on how you can submit award-winning entries without making it too long a process and too complicated.

- **Tell a story.** Presenting your case as a story will immediately draw the judges in to your case and will make it easier to understand what your objectives, strategy and achievements were. Giving personality to your case makes for a more stimulating read.
- **Quality not quantity.** It is not about how much material you submit or how many words your entry counts, it's about the quality, clarity and simplicity of the material. Including clear and relevant information makes the judging process smooth. Jury members will be more sympathetic to those campaigns that have a clear structure, consistent derivation and simple language. Less is more!
- **Proof read.** Review your case for grammatical errors, spelling mistakes and wrong mathematical calculations. Ask multiple colleagues/strong editors to proof read your case before submission to avoid any mistakes. It is helpful to ask someone who is not familiar with your brand or campaign to read the case to check if the flow has a logical pattern.
- **Know the rules.** Before registering, ensure that your campaign is eligible to enter the Awards programme. Please read the Eligibility & Rules section on pages 5 & 6 of this Entry Kit.

## EVIDENCE OF RESULTS

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Although the campaign was created on a limited budget (most likely), submitting any kind of results can help the jurors understand how successful the campaign was. Results are not compulsory to enter the competition, however if these are available, it is great to share these with the jury.

### Important

- If you are submitting Evidence of Results data (copy, tables and graphics), we ask you to upload only one PDF document;
- The file name should not include the agency name;
- Click on the Evidence of Results button to upload your file on the online entry system. You can only attach 1 document to the entry form. Please only upload when this document is finalised.

## CREATIVE MATERIAL

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The creative material that you submit should showcase the idea behind your campaign. It is mandatory to submit a case movie (max. 3 minutes).

### DO NOT

- Use the agency name in the file names
- Submit too many files. If your campaign ran in many European countries, it is not necessary to send print/video/audio files from each country.

For use in judging, show presentation, ACT Responsible, Adforum and WARC websites:

### Video Files:

MOV & MP4

### Audio Files:

MP2, MP3 & WAV

### Image Files

JPEG & GIF

### Web link:

URL link

### Interactive

SWF & GIF

### Other

PDF, PPT, TXT & DOC

Information in the entry form will remain confidential until the end of both judging rounds. Creative material, when submitted, becomes the property of EACA & ACT Responsible. EACA & ACT Responsible reserves the right to make copies of selected creative material for educational and publicity purposes.

## JUDGING PROCEDURE

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The jury will consider a shortlist of campaigns drawn from direct submissions by agencies and will decide on the winning entries in a range of categories. Judging of the Care Awards takes place in two rounds.

### Round 1

Round 1 is considered a pre-selection of the 25 (approx.) top scoring campaigns. The selection committee formed by European Association of Communications Agencies (EACA), ACT Responsible (ACT), European Advertising Standards Alliance (EASA) and agency representatives will favour those campaigns demonstrating strengths in the following areas:

1. Topicality of core message: relevance of, and contribution to, public issues.
2. Quality and relevance of content: potential impact on public opinion, achieving the right tonality.
3. Creativity & Execution
4. Assumed effectiveness
5. Personal best. How am I personally touched by this campaign?

Each entry is scored on a 1-10 scale per criterion (1 = poor, 10 = excellent). 50 is the maximum score that can be given for each entry.

**Round 1 is handled entirely online.**

### Round 2

Round 2 will take place in Brussels as (approx.) 25 finalist cases will be evaluated by Members of the European Parliament, advertising agencies and trade press professionals.

**MEP Dita Charanzová (ALDE)** is the Jury Chair for the EACA Care Awards 2016.

Each entry is scored on a 1-10 scale per criterion (1 = poor, 10 = excellent). 50 is the maximum score. Round 2 criteria are:

1. Topicality of core message: relevance of, and contribution to, public issues.
2. Quality and relevance of content: potential impact on public opinion, achieving the right tonality.

3. Creativity & Execution
4. Assumed effectiveness
5. Personal best. How am I personally touched by this campaign?

Jurors are allocated cases that do not prove a conflict of interest. Before the judging begins, they are advised to inform the moderator if they are allocated a case they shouldn't be scoring.

The judging process does not permit jury members to discuss the entries in Round 1. Discussion is however an important component of the judging event in round two but the jury votes remain anonymous and confidential. Jurors are asked to sign a confidentiality form before the judging begins.

It is important to note that not all categories produce winners and if a category has one finalist it does not mean that this campaign is a winner.

## WHAT JUDGES ARE LOOKING FOR

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Below you will find a set of questions that you should ask yourself when writing your case. These are there to help you understand in what way to formulate your answers in order for your written case to be readable for the judges.

1. A clear and concise presentation: what were you trying to do? What happened? How did you do it? How easily can any reader understand it? Keep jargon and choice of language simple.
2. Scale of task: be obvious about what you did that was so great and that no-one else managed to do before.
3. Innovation: what was clever? What was new?
4. Use of media channels: which did you use and why? How did they fit together? How did each contribute to the success of the campaign?

## CONTACT US

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**For any questions regarding entry procedure and eligibility in ACT Responsible please contact:**

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