

World Media Awards seek entries from Africa

The World Media Group has announced that the World Media Awards (WMAs) will be back for a second year in 2017 following the success of their inaugural year in 2016. The global awards celebrate the effectiveness of cross platform, cross border, content-driven advertising.



VIRAL VIDEO & SOCIAL MARKETING

Image by 123RF

The awards are open to anyone involved in creating bold, creative strategies that engage with international influential audiences - from advertisers to media agencies, creative agencies and PR agencies, along with publisher brands for the entertainment & media category.

Entry is free and category winners will see their work celebrated in an advertising campaign valued at €500,000 running across the World Media Group's leading international media brands.

Rupert Turnbull, president of the World Media Group and vice president EMEA, Time Inc, said: "We could not have been more pleased with the breadth, depth, quality and geographical spread of entries to the World Media Awards in our first year - but we want to make year two even bigger and better.

"We are therefore delighted, once again, to have recruited a high calibre judging panel that extends across international advertisers, agency experts and editorial specialists, and to have extended entry categories to include publisher brands. We hope that anyone involved in creating bold, creative strategies for engaging with international, influential audiences will enter. We've seen fantastic work coming out of the Middle East and Africa and would love to see even more entries originating from there."

How to enter

For the second year running, entry to the WMAs at www.wm-awards.com is totally free. Entries open on Thursday, 1 December 2016 and all categories can be entered by advertisers and their media, PR and creative agencies while media owners are only permitted to enter the new Entertainment and Media category directly.

Campaigns must have intentionally targeted audiences in at least four countries and 75% of activity needs

have been implemented in 2016. There is no requirement for campaigns to have run in any of the World Media Group brands. The closing date for entries is Thursday 16th February 2017.

Judging

To reflect the importance of collaboration in creating successful international, content-driven advertising campaigns, the independent jury will number over 20 heavy-weight judges from brands, agencies and media owners and is presided over by three co-heads: Ian Armstrong, global head of advertising at Land Rover, Sanjay Nazerali, global chief strategy officer with Dentsu Aegis, and Raquel Bubar, director T Brand Studio at the *New York Times*.

Judge, Sanjay Nazerali commented, "We will be looking for work with a truly international reach and which creates debate, informs, inspires, engages with specific communities or otherwise really gets people talking."

"Campaigns which demonstrate innovative ways of weaving their story across multiple touchpoints will be highly regarded and, although great creativity is incredibly important, ultimately what we will need to see is proof of effectiveness. I'm really looking forward to judging these awards and getting the inside view on the world's best cross-border, content-driven ad campaigns."

Categories

There will be eight Award categories and a Grand Prix selected by the jury from amongst the category winners, as follows:

- Financial Services
- Travel & Tourism
- Foreign Direct Investment and Economic Development
- Technology and Telecoms
- Lifestyle & Luxury
- Automotive
- Corporate Influencer
- (New) Media & Entertainment

The winners of the Awards will be announced at the exclusive World Media Awards Reception at the Ham Yard Hotel in London on 6 April 2017. All shortlisted entrants will receive two free tickets to join the celebration as guests of the World Media Group, and additional tickets will be available for purchase.

For more, visit: <https://www.bizcommunity.com>