

## International M&M Awards calls for entries

LONDON: The M&M Awards 2010 is now open for entry submissions with two new categories, Best Nation / Place Branding Campaign and Best International Communications Strategy added for this year's event. The entry site for awards will open on 26 May; the deadline for submitting entries is 16 June.



The awards gala dinner will take place on 9 September 2010 at the Grosvenor House Hotel in London.

### Two new categories for 2010:

Best Nation / Place Branding Campaign reflects the increasing importance of international advertising campaigns created by national governments and city authorities to drive tourism, inward investment and international commerce or to promote a nation or place brand around cultural or sporting events.

Best International Communications Strategy will celebrate the big idea that has enabled a brand to achieve success across international markets - our judges will be looking for campaigns that demonstrate clear consumer insight, a brilliant strategy and a precisely managed execution to engage the target audience.

### Full list of categories:

#### Entering categories

To be eligible for entry in the entering categories, a campaign must have run on pan-regional media and/or local media in two or more countries between 1 June 2009 and 31 May 2010. There is no limit to the number of categories one campaign can be entered in to, but ensure that your campaign entry write-up is specifically re-written and tailored to the criteria of each category.

- Best Campaign for Reaching Business & Political Decision Makers
- Best Campaign Reaching High Net Worth Individuals
- Best International Launch Campaign
- Best Use of Content
- Best Use of Digital
- Best Contribution to an International Campaign by a Media Owner
- The International Targeting Award
- The Effectiveness Award
- Best International Communications Strategy
- Best International Corporate Branding / CSR Campaign

- Best Nation / Place Branding Campaign

## **Non-entering categories**

The following categories do not invite entries - the winners are selected by either public vote, or jury vote c as a result of a consistently strong performance across the entering categories.

- International Marketer of the Year
- The Media Excellence Award
- Agency Network of the Year
- Campaign of the Year

## **Judging process**

A jury of senior executives representing client marketers, agency strategists, digital specialists and content gurus is currently being put together. Each juror will have direct experience of developing and managing international advertising and communication strategies and the judging process, involving not only an online shortlisting stage but also a digitally enabled final judging session, allows jury expertise worldwide to review work and select the winning entries.

For details on how to enter, go to [www.mandmawards.com/how](http://www.mandmawards.com/how).

For details on how to book a table at the gala dinner, go to [www.mandmawards.com/book\\_table](http://www.mandmawards.com/book_table).

For further information, go to [www.mandmawards.com/how](http://www.mandmawards.com/how).

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