



2018 ENTRY GUIDELINES

1. OBJECTIVES OF AWARD CATEGORIES

- Showcase the best strategic thinking and creativity in the new US Hispanic market and Culture Marketing
- Include categories that embody new industry trends, are strong, and increasingly debated
- Simplify and focus entries and judging process
- Elevate the market's strategic excellence

2. CONTENT OF SUBMISSION

A complete entry form (at the end of this document)

You may submit more than one entry, but each entry must be submitted with its own Entry Form, its own copy of the Written Case Study along with its own creative materials or video case study uploaded to designated cloud file (DROPOBOX) that will be given to you and a separate entry fee.

Select one of the following categories

1. **Best Cultural Insight** – when a cultural insight led to Campaign impact
2. **Mainstream Impact** driven by Cultural Insight – when a Latino-based insight led to mainstream market impact/results
3. **Culture Impact on Innovation** – when a culture based insight led to an innovation in product, service or brand offering.
4. **Pro-Bono** – when a culture -based insight led to an idea that drove results/impact for a cause, unpaid by any Client.

Eligibility

- These awards are open to mainland US-based agencies
- Only submissions where the media has run at some point since January 2017 may enter

Entry fee

- An entry fee of \$150 for Cultural Marketing Council members and \$200 for non-members.

Other

- Complete names of client and brand, product or service
- Contact information: this person needs to be available for questions prior to the judging sessions and most importantly during the judging sessions in case the jury needs clarification
- Signed form allowing HispanicAd.com to edit and publish the complete entry and accompanying creative materials
- The deadline for submission of entries is 5:00 pm EST, May 11, 2018

AWARD CATEGORIES

1- Best Cultural Insight - Latino – when a Latino insight led to Campaign impact

- Any strategy developed specifically for the Latino market:
 - a. Introduction or Repositioning of a product or service in the Hispanic market
 - i. New product/service introductions, as well as existing ones for the general market, that are newly introduced in the Hispanic market would compete in this category
 - ii. In addition to the obvious planning criteria, you need to demonstrate the strategic planning capacity to determine the opportunity for the brand in the Hispanic market, especially the novelty of its positioning, as well as its identification of the source of business and target consumer
 - b. Creative development for a product or service in the Hispanic market
 - i. Any strategic thinking for an established product or service for the Hispanic market (not introductory/no repositioning) would compete in this category. Here are the cases for brands that keep the same positioning and are building a relationship with the same consumers even if it is based on a different insight and a different creative concept

2- Mainstream Impact driven by Cultural Insight – when a Latino-based insight led to mainstream market impact/results

- Role of strategic thinking as critical for developing the fundamentals of the brand experience
- Any strategy that is based on an insightful and inspiring consumer journey, and comes to life in a brand experience that leverages meaningful intersections to connect with the consumer

3- Culture Impact on Innovation – when a multicultural insight led to an innovation in product, service or brand offering.

- Impact of strategic thinking on the creation of an innovative product or service for mainstream advertising, or of game changing ideas that are disruptive for the category
- Demonstrate the impact of the strategic thinking for an incremental or a radical innovation project on mainstream

4- Pro-Bono – when a culture-based insight led to an idea that drove results/impact for a cause, unpaid by any Client (all of the first 3 categories)

JUDGING CRITERIA

- Quality of the strategic process led by planning –thinking approach, originality of discovery, learning path – 40%
- Linkage between strategy and creative concept – 40%
- Impact on the market –results, repercussions – 20%

WRITTEN CASE STUDY

- A format to facilitate submissions is provided on Appendix I
- Include a descriptive and intriguing title for each case
- Write a 200-word compelling summary that highlights the thinking behind your entry and the reason why you believe it deserves an award
- The body of the case as per the format provided should not exceed 1,500 words (excluding the summary). If the entry exceeds this limit it will be automatically disqualified
- Please make sure to include ONLY the brand name, the title of your submission, and the category in which you are competing. DO NOT include the name of your agency or the individuals in the written

case study or any of the creative materials (you should only include this information in your entry form).

- Please submit via Dropbox instructions once number of entries has been communicated to gbryan@hispanicad.com

CREATIVE

Please submit Creative (along with the copy of your written case study): via Dropbox instructions

- A maximum of five individual creative elements per entry
- A maximum of three individual creative elements per medium
- The formats should be QuickTime (TV, radio, online audio and video), and PDF (Print, outdoor, online banners). For other kind of materials please use one of these two formats
- Entries submitted outside of these formats and guidelines will not be accepted

JUDGING PROCESS

Judging will follow a two-stage process designed to ensure a rigorous and fair review of all entries

Stage I – A jury of thought leaders from the Hispanic advertising community, including account planners, creative directors, and leading marketing professionals from the client side will receive all entries for their individual review and evaluation based on a previously established scoring criteria. In this first stage the jury will decide which of the entries will be short-listed for the next stage.

Stage II – All members of the jury meet for an all-day group discussion and evaluation.

This stage will be developed within three different sessions:

- Session 1 – reevaluation and confirmation of short list
- Session 2 – decide on awards selection: gold, silver or bronze
- Session 3 – from all the gold winners, discussion and voting on Best of Show CAPE Award

NOTICE AND RECOGNITION

All winners from Stage II / Session 2 will be notified in writing via e-mail by week of 5/21/2018.

Each Good, Silver, Bronze, Honorary Mention winner will be recognized on HispanicAd.com.

All Gold winners will be advised immediately of their wins and be expected to produce a 5 minutes representative presentation to exemplify the process and the case study honored. Each will present at the Culture Marketing Council conference will be on Wednesday June 6, 2018.

SUBMISSION

This year, we have changed the submission process. Please contact gbryan@hispanicAd via email to advise the number of entries and in which categories you will submitting to create a personalized Dropbox file for your entries.

Please submit your entry fee of \$150 for Cultural Marketing Council members and \$200 for non-members, by 5 PM EST on May 7, 2018 via credit card. HispanicAd will send an electronic invoice that requires immediate payment to accept any number of entries via email for credit card payment.

QUESTIONS?

For more information please contact Gene Bryan at 917-854-1706 or gbryan@hispanicad.com



2018 ENTRY FORM – CAPE Awards

Deadline: 5:00 pm EST, May 11, 2018

The Basics

Planner Name (s):

Agency:

Contact person*:

Phone: Cell:

E-Mail:

Address:

Client Info

Client:

Brand/Product/Service:

Award Category (select one only)

1. **Best Cultural Insight - Latino** – when a Latino insight led to Campaign impact
2. **Mainstream Impact** driven by Cultural Insight – when a Latino-based insight led to mainstream market impact/results
3. **Culture Impact on Innovation** – when a multicultural insight led to an innovation in product, service or brand offering.
4. **Pro-Bono** – when a culture-based insight led to an idea that drove results/impact for a cause, unpaid by any Client (all of the first 3 categories).

Eligibility

1. My agency is a U.S. mainland based agency
2. Media for this campaign has run at some point since June 2017
3. A payment in the amount of \$150 per entry, for CMC members and \$200 for non-CMC members via credit card.

*This person must be available for questions prior to the judging sessions and most importantly during the judging sessions in case the jury needs clarification.

You may submit more than one entry, but each entry must be submitted with its own Entry Form, its own copy of the Written Case Study along with its creative materials as a separate entry and its own entry fee.

All nominations, information and materials received/submitted for this award program are the sole property of HispanicAd.com and Hispanic Media Sales, INC. *HispanicAd.com and Culture Marketing Council are authorized to edit and publish the complete entry and accompanying creative materials.*

Signature and Printed Name

1) OBJECTIVES:

- a) **General:** Brand challenges, consumer aspects that need to be changed
- b) **Performance:** Marketing and business objectives (volume, market share...)

2) STRATEGY:

Summarize your approach and process to developing a strategy that inspired a culturally relevant and impactful idea. Describe any relevant steps you took in your journey from the client's objectives to your creative brief and communications concepts.

Summarize the strategic decisions that have been taken during the process of transforming objectives into creative brief and a final creative concept, in a clear and concise manner.

EXECUTION:

Clearly demonstrate how your insights are reflected in the creative execution. Describe the strategic approach to channel selection stemming from your brief and insights.

EXECUTION:

Detailed description of the creative development in terms of content and channel activation

3) STRATEGIC RELEVANCE:

Demonstrate impact of strategic thinking on the creative solution:

- Content: Strategic link between the discoveries made during the strategic thinking process and the key creative elements
- Context: Working practices (collaboration + integration). Demonstrate the seamless integration of the planning teams with all the other disciplines involved in creating solutions

4) RESULTS:

What quantifiable success did the campaign drive? Quantifiable results can include sales lifts, share growth, brand health improvements, etc. How is the success linked to the creative and strategy in this submission?

5) INDUSTRY IMPACT

**How does this work contribute to advancing the understanding of multiculturalism in America?
How does this work promote the importance of multicultural strategic rigor?**