

hape AWARDS

HISPANIC ACCOUNT PLANNING EXCELLENCIA

HispanicAd.com
The Tool for the Hispanic
advertising & media professional

HAPE AWARDS

CHANGING THE SUBMISSION CATEGORIES

It goes without saying that our business, our industry, and our society are changing by the minute, and that they have been doing so for some years now.

Accordingly, we thought it necessary to re-think the HispanicAD.com Planning Excelencia Awards to reflect these changes and the actual way agencies behave in the midst of this new context.

Among the many buzz-worthy words and themes in communications, we defined three new categories that we consider are the most influential and game changing.

They are:

- Innovation
- Brand experience
- Total market

At the same time, the former ones were streamlined under one category that we called

- Hispanic market strategy

You will find a tight definition of each of them in the following pages.

The judging criteria have also been adjusted to better match the new award categories, and a new guide for the cases' write-ups is being provided to simplify the submissions and the judging process at the same time.

We are aware that this is a lot of change, which is why we put together a small group of trailblazing planners to lead this project.

They are: Verena Sisa and Alex Pallete, working with Marta Insua.

This year, Marta will be presiding over the jury; Verena is one of the judges.

Alex Pallete, another of this year's judges, does not currently work within the US Hispanic market, but is still to blame for the very existence of the HAPE Awards.

His well-known international experience in judging the most important award festivals in our industry at large, such as Cannes (Creative Effectiveness), EFFIES (US and Spain), helped us in redefining 2014 HAPE's new categories and evaluation criteria.

Why Innovation, Brand Experience and Total Market?

Because they are representative of the new ways our work happens most every day.

Innovation, from a strategic thinking perspective, is inspired by the detection of new needs, spaces or occasions in consumers' lives, or on adding value to existing ones.

It is emotionally meaningful and has staying power, is transformative, and can impact different dimensions –a new product or line extension; a different use of an existing product; a different target audience; different distribution channels; different naming; etc.

Brand Experience is based on sound strategic thinking that inspires a program that would enable its intended audience to enjoy and share memorable, engaging, unexpected and synergistic experiences.

Finally, **Total Market**, a repertoire of attempts to market to the new American mainstream and its proverbial diversity. A way of thinking based on a holistic, ethnic-inclusive approach to the business in order to address ALL important consumers from onset, without concessions on effectiveness, yet sensitive to efficiencies.

We are looking for examples of partnering and collaboration among agencies/brands that target their efforts to any iterations of this "new mainstream".

Said outcome is defined as a campaign that resonates culturally, as opposed to just showing a diverse casting or other stereotypical executional cues.

Cordially,

Marta Insua - President of the Jury - 2014 HAPE

2014 ENTRY GUIDELINES

1. OBJECTIVES OF NEW AWARD CATEGORIES

- Showcase the best strategic thinking and creativity in the new US Hispanic market
- 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 on a separate CD and a separate entry fee

Select one of the following categories

- Hispanic market strategy
- Innovation strategy – Hispanic-centric
- Brand experience – Hispanic-centric
- Total market

Eligibility

- These awards are open to mainland US-based agencies
- Only submissions where the media has run at some point since June 2013 may enter

Entry fee

- An entry fee of \$150 must accompany each entry

Other

- Complete names of client and brand, product or service
- Complete names of planner(s) that should be recognized for the entry (as well as their age if they are 28 years old or younger)
- 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

3. DEADLINE

The deadline for submission of entries is 12:00 pm EST, March 31, 2014

4. AWARD CATEGORIES

1. Quality of strategic thinking for the Hispanic Market

- Any strategy developed specifically for the Hispanic market, including two categories under the former HAPE awards structure:
 - Introduction or Repositioning of a product or service in the Hispanic market
 - 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
 - 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
 - Creative development for a product or service in the Hispanic market
 - 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. Innovation Strategy – Hispanic-centric

- Impact of strategic thinking on the creation of an innovative product or service, 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
 - Incremental: new for the company but not new for the world
 - Radical: new for the company and new for the world

3. Brand Experience – Hispanic-centric

- 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

4. Total Market

- Ability to integrate strategic thinking and collaboration among agencies
- Any strategy based on a holistic, ethnic-inclusive approach to the business in order to address ALL important consumers from onset, without concessions on effectiveness, yet sensitive to efficiencies

5. JUDGING CRITERIA

- Quality of the strategic process led by planning –thinking approach, originality of discovery, learning path
 - For Total Market cases, the ability of planning to promote an integrated approach from the beginning of the process – 40%
- Linkage between strategy and creative concept – 40%
- Impact on the market –results, repercussions – 20%

6. 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 **10** corner-stapled 8-1/2" x 11" copies of your Written Case Study. An electronic version of the case study should also be included in a PDF or Word format on the Creative CD.

7. CREATIVE CD

Please submit 10 Creative CD-ROMS, each containing a set of creative materials (along with the copy of your written case study):

- A maximum of ten 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
- Please make sure to label the CD with ONLY the brand name and the category in which you are competing. DO NOT label the CD with your agency name or the name of the planner submitting the entry
- Entries submitted outside of these formats and guidelines will not be accepted

8. 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 HAPE Award

Gold winners will be contacted right after the session (on or around April 16, 2014) to be asked attend the AHAA Conference in downtown Miami from April 28 to April 30, 2014 to accept their awards in person at the Gala Event for the U.S.H. Idea Awards on Tuesday April 29, 2014.

9. NOTICE AND RECOGNITION

All winners from Stage II / Session 2 will be notified in writing via e-mail by April 15, 2014.

Each Good, Silver, Bronze winner will be recognized at on HispanicAd.com and will also be part of the AHAA Webinar.

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. Specific dates for the webinar will be coordinated through AHAA.

10. SUBMISSION ADDRESS

Please submit your entry, along with \$150 entry fee per entry, by 12 PM EST on March 31, 2014, to:

HispanicAd.Com Account Planning Excelencia Awards

Attention: Horacio Gavilan

8280 Willow Oaks Corporate Drive, Suite 600

Fairfax, Virginia 22031

(703) 296 5069

11. QUESTIONS?

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

2014 ENTRY FORM – HAPE Awards

Deadline: 12:00 pm EST, March 31, 2014.

The Basics

Planner Name (s): (specify if planner is under 28 years of age)

Agency:

Contact person*:

Phone: Cell:

E-Mail:

Address:

Client Info

Client:

Brand/Product/Service:

Award Category (select one only)

- Quality of strategic thinking for the Hispanic market
- Innovation strategy – Hispanic-centered
- Brand experience – Hispanic-centered
- Total market

Eligibility

1. My agency is a U.S. mainland based agency
2. Media for this campaign has run at some point since June 2013
3. A check in the amount of \$150 per entry, made payable to the Association of Hispanic Advertising Agencies, is enclosed

*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 on a separate CD 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 AHAA are authorized to edit and publish the complete entry and accompanying creative materials.*

Signature and Printed Name

GUIDE FOR SUBMISSION WRITE-UP

1) OBJECTIVES:

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

2) STRATEGY:

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:

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:

- Effect on people: reactions to work developed, differentiating General versus Performance objectives
- Commercial results: special emphasis will be placed on the intent to demonstrate ROI, in addition to performance results or brand metrics

5) PLANNING EXCELLENCE:

- Importance of planning excellence: how does this case help the industry better understand the role of account planning?