

Big Data Bigger Idea

The Boomerang Awards 2019

Organized by IMMAPP

Dear fellow digital practitioners,

The Boomerang has been THE award coveted by marketers, agencies, and other players in the digital ecosystem since 2007. On its 12th year, the show continues to evolve, revamping entire categories and adding new ones.

Its parent organization, the Internet and Mobile Marketing Association of the Philippines (IMMAP) recently released a framework for digital marketing excellence, which the Boomerangs now uses as a standard. The show recognizes digital marketing excellence across products and services, effectiveness, and craft achieved through the creative, innovative use of digital strategy, customer intelligence, commerce, and content and distribution.

This year's theme is "Big Data, Bigger Idea," recognizing that no matter how big the data gets, great ideas can only get bigger. Last year's Boomerang Award winners included brilliant ideas made possible by fresh approaches to consumer data and the creative application of technology. Manulife's Gradmaker, Group of Five's Marawi 360, and McDonald's McDelivery Pin took home our highest awards. Many awarded in the Boomerangs go on to win big internationally, demonstrating that the Philippines' best digital work can shine on the global stage.

This kit contains the information you need to complete your entries. Best of luck and hope to see you at the awards night!

The 2019 Boomerang Committee:

Mike Constantino

Chay Mondejar-Saputil

Leigh Reyes

&

Aye Ubaldo

The Boomerang Awards recognizes strategy, innovation, creativity, and effectiveness in the pursuit of digital marketing excellence.

STRATEGY: Perspective, process, and plans that are data-cognizant, possessed of outstanding business and human insight, and impressive in how they bridge the gap between current state and desired outcomes.

INNOVATION: Novel thinking and actions that add value to the business or the strategy.

CREATIVITY: Unexpectedness in execution, including emotional and aesthetic values.

EFFECTIVENESS: Direct outcomes, given the above.

GUIDELINES:

- The Boomerang Awards are open to both IMMAP and non-IMMAP organizations.
- An entering organization must be a duly registered business in the Philippines.
- Entries must have run between May 1, 2018 and April 30, 2019 to be eligible. Effectiveness measures cited must also fall between these dates.
- Each entry may be submitted by only one party (agency/client/publisher/startup/other). In the event that the same entry is submitted by two different parties, only the first entry received will be accepted.
- Organizers of the competition may move entries without notice to more appropriate categories, if necessary.
- Entries submitted will automatically be owned by the award-giving body and may be used for any purpose unless otherwise stated by the entrant.

DEADLINES AND FEES:

- The entry portal (boomerang.immap.com.ph) will open on June 17, 2019.
- Early bird rates apply from June 17, 2019 to June 30, 2019. Regular rates apply to all entries made after June 30. **Late fees apply after August 12. The third extended deadline for entries is August 19, 2019.**
- Each additional submission of the same material counts as a separate entry and will be charged accordingly.
- Entry fees (without VAT):

EARLY BIRD RATES:

IMMAP Member: Php 7,500

Non-IMMAP Member: Php 8,500

REGULAR RATES:

IMMAP Member: Php 8,500

Non-IMMAP Member: Php 9,500

LATE RATES:

IMMAP Member: Php 9,500

Non-IMMAP Member: Php 10,500

(It's not too late to become a part of IMMAP and take advantage of member-only entry fees! Register now at immap.com.ph)

Fees are subject to 12% VAT.

Product & Service

Case study must demonstrate digital marketing excellence within product and service verticals through outstanding results achieved through the creative, innovative use of digital strategy, customer intelligence, commerce, and content and distribution.

Entries can be campaigns, services, or internet-enabled products.

Automotive & Fuels

Beverages - Alcoholic

Beverages - Non-Alcoholic

Corporate Image

Electronics

Entertainment & Leisure (such as movies, sports, musical events, video games)

Financial Products & Services

Health & Wellness (including pharmaceuticals)

Home Care

Internet & Telecom

Media

Packaged Food

Personal Care

Professional Services (including delivery, errand services, accounting, salons, etc.)

Real Estate & Property Services

Restaurants

Retail

Software & Apps

Travel & Tourism

Campaign & Service For Good (The Good Boomerang)

Case study must demonstrate change for the good achieved through the creative, innovative use of digital strategy, customer or stakeholder intelligence, commerce, and content and distribution.

Entries can be campaigns, services, or internet-enabled products.

Brands

Work for good on behalf of brands and brand purpose

Not-for-profit

Work for good on behalf of a non-profit organization or cause

MINIFAQ

Can a campaign be entered in both The Good Boomerang and its own product category (for example, purpose-led work for Packaged Food)?

Yes. What can't be entered under Product & Service is work on behalf of a non-profit or cause.

Can a campaign be entered in two Product & Service categories (for example, Corporate Image AND Electronics)?

Yes, and it will be judged based on the others in its category. We recommend that the case study highlight what is appropriate.

REVAMPED AND NEW CATEGORIES FOR 2019

CHANGELOG:

Entries must have run between May 1, 2018 and April 30, 2019 to be eligible.

Effectiveness measures cited must also fall between May 1, 2018 and April 30, 2019.

Programs, services, and internet-enabled products can now be entered in the same categories as campaigns.

Product categories have been added.

There are no longer web/mobile/integrated classifications.

Work for good on behalf of brands and causes now has a separate category.

Effectiveness now has two broader subcategories: Campaign Results, and Campaign Context. Results has been streamlined.

Context recognizes the tactical, agile nature of digital marketing.

Craft now includes UX and Journey Design, Digital-led Overall Experience Design, and Data Visualization and Storytelling.

Effectiveness

Case study must demonstrate exceptional effectiveness across product and service types, achieved through the creative, innovative use of digital strategy, customer or stakeholder intelligence, commerce, and content and distribution.

Entries can be campaigns, services, or internet-enabled products.

A. CAMPAIGN RESULTS

Awareness and Engagement (impressions and reactions, view-through rate, completion rate, earned attention and discussion)

Brand Lift (directly-attributable lift in brand-valued metrics)

Conversion (turning views into leads, leads into customers)

Reputation Management (managing negative sentiment, creating and sustaining positive sentiment towards a brand or an organization)

Customer Relationship and Loyalty (increasing customer lifetime value)

Sales (directly-attributable service or product sales lift)

Utility (creating or increasing the usefulness of a brand, beyond communication)

B. CAMPAIGN CONTEXT

Product or Service Launch (the introduction of a new product or service)

Small Budget Campaign (total budget < P1,000,000)

Digital Activation (tactical digital campaign with a specific KPI)

Online to Offline Campaign

MINIFAQ

Can a campaign be entered in multiple categories under Effectiveness? For example, our campaign achieved both awareness and engagement, and sales. Yes, and it will be judged based on the others in its category. We recommend that the case study per category highlight what is appropriate.

Can a campaign be entered in both Results and Context categories? Yes, please make sure that the relevant information is highlighted in the case studies.

What's the difference between Awareness and Engagement, and Brand Lift? Brand Lift can include metrics that the marketer uses on top of or as part of a marketing stack which cannot be measured directly on-platform or via distribution channel. For example, "Our Brand Tracker showed a breakthrough lift in "great place to dine with friends" amongst millennials." Awareness and Engagement uses mostly platform-led metrics. For example, "View-through rate of this long-form video exceeded category benchmark by 30%."

Craft

This category will be judged based on excellence in execution and craft.

Single entries do not require case studies.

Campaign entries under Digital Illustration, Video / Moving Image, and Music / Sound Design need to have a 60s or less video that explains the idea or intent behind the campaign.

For other categories, case videos are optional, but submit if you believe that will improve understanding of the entry. Otherwise, submit a URL or a slide presentation of no more than 10 slides.

Digital Illustration

- Single
- Campaign (set of 3 or more)

Video / Moving Image

- Single
- Campaign (set of 3 or more)

Music / Sound Design

- Single
- Campaign (set of 3 or more)

UX & Journey Design

Digital-led Overall Experience Design

Data Visualization & Storytelling

Innovative Use of Technology

MINIFAQ

Can a campaign be entered in multiple categories under Craft? For example, our campaign features both Video and Sound Design.

Yes, and it will be judged based on the others in its category. We recommend that the entry highlight what is appropriate.

Can a campaign be entered in both UX & Journey Design and Digital-Led Experience Design?

Yes, please make sure that the relevant information is highlighted in the optional case studies, at the URL, or in the slide presentation.

Where do I enter a GIF that's also a digital illustration?

You can choose to enter it in both Digital Illustration and Video / Moving Image.

What's Innovative Use of Technology?

This used to be "Bleeding Edge." Entries here must display previously-unexplored applications of new or existing technology in the pursuit of digital marketing excellence.

THE JUDGING PROCESS

All Boomerang entries will be screened and reviewed by a Board of Jurors selected by IMMAP. An entry can be a finalist. A finalist can stay a finalist or move on to Bronze, Silver, and Gold. A category may have one, multiple, or no winners per metal.

Entries must present the case for digital marketing excellence clearly, and beyond reasonable doubt.

Special Awards may be given at the discretion of the Board of Jurors. These can be given to entries that exemplify the peak of excellence in any of the four criteria: Strategy, Innovation, Creativity, and Effectiveness.

There can also be a Best of Show.

Best of Show cannot be awarded to entries under the Good Boomerang category. However, the jury can give separate recognition (Best of Show for Good) as they deem fit.

ENTRY SUBMISSION

Beginning June 17, 2019, register to get a login and password at boomerang.immap.com.ph. You can edit your entries after submission. **The entry dashboard will be live between June 17, 2019 and August 19, 2019.**

Ready the following:

Entrant Company

Contact Person at Entrant Company

Client/Advertiser

Contact Person at Client/Advertiser

Category > Subcategory

Case Video:

Only the Craft category makes case videos optional. All other entries must have a case video in .mp4 of up to two minutes in length. The case video will be the primary basis for judging the entry.

Case Study Write-up:

The case write-up must expound on the challenge and objectives (max. 150 words), the solution (max. 150 words), and the results (max. 150 words). The jury can refer to the write-up if there are any questions arising from the case video.

Case Presentation Slide:

This is a single slide summary of the case and must not contain information on top of what is in the case video and write-up. PDF or high-resolution image exported from Powerpoint or Keynote preferred. This slide is for easy review or reference during the judging process.

A SPECIAL NOTE FOR ENTRIES SUBMITTED IN CRAFT

The jury will need to appreciate your entry as it was meant to be experienced by the user. Please make sure you have a working demo of the app that can be installed, or a site that can be accessed during the judging. If the campaign is no longer running, have it accessible at an agency-provided URL. Please note if you will provide hardware during the judging.

VERIFICATION LETTER

Provide a letter from the company for whom the campaign, product, or service was run or created. If the entrant company is also the advertiser or campaign/product/service owner, a letter is still needed. The letter must be signed by the most senior client, equivalent to Marketing Manager, Marketing Director, or higher. Only verification letters following the template will be accepted.

Include:

Summary of objective and results

Signature of client representative

Contact details of client representative

PDF required.

USAGE

If your write-up contains information you deem sensitive, mark these as “NOT FOR PUBLIC RELEASE.” Do not use these restrictions excessively.

Unless otherwise noted, the entrants grant permission to the Boomerang Awards to use submitted case study videos for publicity and educational purposes.

REFUNDS

Refunds will NOT be accepted once entries have been submitted, even if entries are disqualified during screening or judging for failure to meet the integrity of the entry criteria.

JUNE 17 - JUNE 30, 2019

EARLY BIRD RATES:

IMMAP Member: Php 7,500

Non-IMMAP Member: Php 8,500

JULY 1 - AUGUST 12, 2019

REGULAR RATES:

IMMAP Member: Php 8,500

Non-IMMAP Member: Php 9,500

AUGUST 13 - AUGUST 19, 2019

LATE RATES:

IMMAP Member: Php 9,500

Non-IMMAP Member: Php 10,500

SEPT. 12-13, 2019

JUDGING

OCTOBER 18, 2019

AWARDS NIGHT AT THE PICC