

2022 CMA
Awards
Submission
Guidelines



Entry Submissions

The CMA Awards celebrate Canada's leading marketing campaigns and professionals. Annually we bring the marketing community together to witness the best of the best and award creative excellence.

The Annual CMA Awards, celebrating 55 years of excellence in marketing, is now open for campaign entries. This iconic award show honors the best creative talent and ground-breaking campaigns across many different creative disciplines.

We are pleased to announce that Early Bird Pricing will be available on May 2, 2022.

CMA encourages submitting entries early by offering multiple deadlines with increasing entry fee rates. The early-bird deadline offers the lowest entry fee. Entry fees are increased for the final deadline with pricing surcharge for non-member taking effect in the last few days.

Type	Duration	Member Fee Per Entry	Non-Member Fee Per Entry
Early Bird	May 2 - June 17 <i>Deadline is June 17 at 12pm ET</i>	\$300	\$450
Regular	June 18 - July 8 <i>Deadline is July 8 at 12pm ET</i>	\$450	\$600
Final	July 9 - July 22 <i>Deadline is July 22 at 12pm ET</i>	\$450	\$700
Extensions	July 22 - July 26 <i>Deadline is July 26 at 12pm ET</i>	\$550	\$900

Regular Awards Deadline Extension Fees

The final deadline extension to submit is July 26th at 12pm ET. To request this extension please contact awards@thecma.ca prior to July 22nd.

The following Special Awards are complimentary to enter, deadline August 10, noon ET:

- Canada Post Integrated Marketing Award
- Environics Analytics Data-Driven Marketing Award
- Meta Business Equality Award
- LinkedIn B2B Marketing Award

The following Premiere Awards are complimentary to enter, Deadline September 13, noon ET:

- Kaiser & Partners Marketer of the Year Award
- IGM Financial Lifetime Achievement Award

Entry Submissions

In this guide you find screen shots of what to expect when completing your submission. This will provide you with a guideline of the type of information that you will need to collect.

At the end of this guide, you will find some FAQs.

We wish you the best of luck when entering your submission.

Disciplines

Discipline	Description
Brand Building	<p>Long-term marketing initiatives that drive brand health including awareness, perception, consumer behaviours, and attitudes. Campaigns should be in-market for a minimum of four months. Note: Short term campaigns should be submitted under Business/Brand Impact discipline.</p> <p>Success is defined by:</p> <ul style="list-style-type: none">• Achieving excellence in creativity and strategy, with the ability to show positive long-term business results based on stated objectives and KPIs. Results provided can vary (ex: sales, brand lift, measured insights, results and media).• Great campaigns can also showcase a range of media and technology: digital, social, broadcast, out-of-home, print, as well as direct (not mandatory).• Campaign can be a product launch or traditional brand category.
Business/Brand Impact	<p>Short term campaigns play a vital role in the success of building business through activating a rapid consumer response. As compared with “Brand Building”, these efforts are designed to generate immediate outcomes, within one day to four months in market.</p> <p>These campaigns should demonstrate:</p> <ul style="list-style-type: none">• Seasonal or tactical advertising• The ability to drive positive outcomes as stated by the client’s objectives including increase in sales, web or store traffic, event participation or rapid change in consumer behavior, increase in acquisition (which may include e-commerce success), conversation rates, retention and leads.• Provide as many KPI results as possible.• An insightful, creative, or innovative means of reaching the consumer in any form(s) of media including broadcast, social, digital, print, OOH, or direct.

Disciplines

Discipline	Description
Customer Experience & Shopper Marketing	<p>CX and shopper marketing drives sales and builds brand equity with customers using a number of channels and tactics throughout the relationship. These initiatives can be online or off-line and include:</p> <ul style="list-style-type: none"> • sweepstakes or contests • online couponing • digital engagement (email communications) • event activations • gifts with purchase (gwp) • loyalty rewards • retail and in-store activity • e-commerce and online activity • packaging • sampling • partnerships <p>Shopper marketing encompasses successful marketing campaigns with customers sometime throughout the shopper journey. The campaign may focus on new customer acquisition or activity to drive repeat purchase and increased customer loyalty or improve an existing customer experience/journey.</p>
Engagement	<p>Engagement is about the dialogue between brands and people – B2B, B2C, partners or employees. To manage long term relationships (quarterly or annually) or lifetime value driven (as opposed to one off tactics), the dialogue can use personalization, experiential techniques, content driven or target a community.</p> <p>Public Relations/social media are used to spark continued exposure (earned media, impressions, and interactions) with:</p> <ul style="list-style-type: none"> • current news items • public interest topics • influencer marketing • product promotions or organizational updates <p>Programs with a CRM or 1:1 focus on specific moments in the customer lifecycle such as:</p> <ul style="list-style-type: none"> • acquisition • welcome/activation • cross-sell/upsell <ul style="list-style-type: none"> • retention or win-back rate; or entire customer lifecycle management journeys

Disciplines

Discipline	Description
Innovative Media	<p>Winning campaigns that successfully use marketing to reimagine how customers interact with brands, in the way that media is harnessed to effectively communicate to consumers. These campaigns:</p> <ul style="list-style-type: none">• live beyond "the moment"• lay the groundwork for new media applications and approaches• will represent innovation within existing media channels or in emerging platforms• drive strong measurable business results <p>Entries need to outline how innovative media helped achieve the strategy. They use creative solutions and innovative media technologies to effectively influence or engage their target audiences and demonstrate how tech drove results. Successful submissions will represent innovation within media channels showing strong metrics supporting business KPI's. Strong entries will show innovation beyond the client brief or pivots from the traditional brand norms.</p>
MarTech	<p>Marketing Technology (MarTech) increasingly enables companies to run effective marketing operations at scale. Martech is a powerful business and brand-building tool and organizations that leverage the power of Martech grow faster and improve their revenue. Whether it takes the form of engaging content, mobile, websites, apps, tech-builds, digital messaging, or organization-wide technology stacks. Martech can help reach consumers in the right moment at the right time and with the right message.</p> <p>Successful campaigns or programs that excel in this discipline should demonstrate:</p> <ul style="list-style-type: none">• Quantifiable results against their brand/ business goals as it relates to the use of MarTech.• Results should be a mix of strategic and tactical, also should include customer acquisition or retention, accelerated brand growth and overall customer experience.• The use of new innovative technology (ex: customer data platforms, segmentation, visualization tools, AI) or use of existing technology platforms, to meet brand/campaign goals.• Use of marketing automation across multiple technology partners/tools to deliver highly successful campaign and how it worked in synergy with other marketing channels.• Activity that is data/analytics triggered and part of an always-on communications strategy.

Categories

Automotive	Business	Consumer Products & Services
<p>Product and services include:</p> <ul style="list-style-type: none"> • manufacturers • dealers • aftermarket • automotive services 	<p>B2B product and services include:</p> <ul style="list-style-type: none"> • information technologies (ex: hardware, software and networking system infrastructure) • transportation • delivery • professional services (ex: real estate, legal, etc.) • business self-promotion (a company promoting to other businesses) 	<p>Products intended for:</p> <ul style="list-style-type: none"> • personal care • for use in the home • these can include consumer goods, books, electronics, beauty products, consumer devices/software, sports/leisure equipment, clothing • entertainment services, cable, media, mobile, internet (not in a retail environment) <p>*Excluding F&B, automotive, financial and health care products. Refer to these categories.</p>
Financial	Food & Beverage	HealthCare
<p>All financial product and services from financial institutions and include programs developed around:</p> <ul style="list-style-type: none"> • lead generation • traffic building • customer service • order generation • database building • retention or acquisition • these can include all banking services, credit (cards), insurance, investment, new products and wealth management 	<p>Products intended for:</p> <ul style="list-style-type: none"> • consumer consumption <p>*Excluding products for health care, personal care or for the home.</p>	<p>Products (OTC included) and/or services intended for maintenance and improvement of physical and mental health campaigns supporting pharmaceutical, health & wellness clinics/centres and hospitals.</p>

Categories

Retail/Consumer Businesses	Social Causes
<p>Initiated by:</p> <ul style="list-style-type: none">• retailers (off-line and online) including restaurants, gyms, and automotive retailers• distributors, delivery services• manufacturers• food services stores to build traffic and sales <p>These include catalogue and e-commerce websites and other interactive methods that include product information and ordering devices.</p>	<p>This includes:</p> <ul style="list-style-type: none">• NGO• PSAs• charities• fund-raising• causes• foundations <p>Associations, government, public sector supporting a specific social cause.</p>

Criteria

Background and Marketing Challenge/Objectives	Strategy/Insights
<p>Identify the key business challenge, market and competitive insights that led to this campaign. Could also be driven by an internal business challenge.</p> <p>Clarify if this campaign was a new initiative or an extension of a previous program.</p> <p>What were the quantifiable core business objectives (ex: "generate a lift of 2% in gross sales")?</p> <p>Provide KPI's that support the business challenge that this campaign set out to address.</p> <p>What were the campaign specific communication objectives (ex: "generate an increase in brand awareness of 5% points etc.)?</p> <p>Include any key market and competitive insights.</p>	<p>What was the strategic impetus and key consumer insight that shaped the campaign's direction?</p> <p>What problem were you trying to solve and how did this strategic insight shape this campaign?</p> <p>What was unique and different about your approach?</p> <p>Who was the core target market/audience?</p> <p>What behaviour or attitude were you trying to invoke?</p> <p>Research, insights, statistics, and any data supporting the strategy are key.</p>

Criteria

Creative Idea & Execution	Results
How did your strategy manifest into a creative look and feel? What was the inspiration behind the creative idea (can be tied to insights)? How did you leverage the many platform/media options to further amplify your creative product? And how did the creative idea manifest itself across various channels? What made it stand out and be noticed by your target?	Confirm how your campaign performed against the numbers provided in the objectives section in Question 1. Did you reach your objectives? Identify KPIs (key performance indicators) that proved your marketing initiative delivered a positive business impact for the advertiser. Understanding that some results are confidential, try to provide at minimum, comparisons like industry benchmarks, past results from the company, showing growth % etc.

Category + Discipline Selection

Category + Discipline Selection

Contact Details

Campaign Details

Agency/Client Details

Credit Details

Criteria

Attachments

Member Payment Details

④ Step 1 ▾

1. Choose a **category**

2. **Name** your entry

3. Select a **discipline**

If you would like to enter into multiple categories, feel free to copy your entry via *My entries*.

Category

Member ▾

Automotive ▾

Product and services include:

- manufacturers
- dealers
- aftermarket
- automotive services

Campaign Name

Test

Discipline:

Brand Building ▾

Long-term marketing initiatives that drive brand health including awareness, perception, consumer behaviours, and attitudes. **Campaigns should be in-market for a minimum of four months.**

Note: Short term campaigns should be submitted under Business/Brand Impact discipline.

Success is defined by:

- Achieving excellence in creativity and strategy, with the ability to show positive long-term business results based on stated objectives and KPIs. Results provided can vary (ex: sales, brand lift, measured insights, results and media).
- Great campaigns can also showcase a range of media and technology: digital, social, broadcast, out-of-home, print, as well as direct (not mandatory).
- Campaign can be a product launch or traditional brand category.

Save + next

Cancel

Contact Details

Category + Discipline Selection	Contact Details	Campaign Details	Agency/Client Details	Credit Details	Criteria	Attachments	Member Payment Details
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Company name

test

Country

CAN

Phone Number

12345678

Save + next

Save + close

Preview

Submit entry

Saved

Campaign Details

Category + Discipline Selection

Contact Details

Campaign Details

Agency/Client Details

Credit Details

Criteria

Attachments

Member Payment Details

Only entries whose campaign start and end dates fall within **December 1 2020 through June 1 2022** will be accepted.

Should the campaign continue after June 1, 2022, you may still submit as long as the results entered are within the above dates.

Campaign Start Date

2022-03-14

Campaign End Date

2022-03-16

Save + next

Save + close

Preview

Submit entry

Saved

Agency/Client Details

Social Media Handles

Category + Discipline Selection Contact Details Campaign Details **Agency/Client Details** Credit Details Charter Attachments Member Payment Details

Agency Details

Agency Name	<input type="text" value="Text"/>
Agency Country	<input type="text" value="CAN"/> ▼
Agency Phone Number	<input type="text" value="1234567"/>

Client Details

Client Company	<input type="text" value="Text"/>
Client Country	<input type="text" value="CAN"/> ▼
Client Phone Number	<input type="text" value="1234567"/>
Client Approver Name	<input type="text" value="Text"/>
Client Approver Email	<input type="text" value="jward@thecma.ca"/>

Social Media

Agency Twitter Handle (Put N/A if not available)	<input type="text" value="Text"/>
Client Twitter Handle (Put N/A if not available)	<input type="text" value="Text"/>

[Save + next](#) [Save + close](#) [Preview](#) [Submit entry](#)

Social Media Handles

Social Media

Agency Twitter Handle (Put N/A if not available)

N/A

Client Twitter Handle (Put N/A if not available)

N/A

Save + next

Save + close

Preview

Submit entry

Credit Details

Category + Discipline Selection

Contact Details

Campaign Details

Agency/Client Details

Credit Details

Criteria

Attachments

Member Payment Details



Please ensure accuracy as these credits will be used on the awards website.

EXAMPLE: Chief Creative Officers: First Name Last Name - Executive Creative Director: First Name Last Name - Creative Directors: First Name Last Name

If you have multiples names under a title please seperate with a comma.

Team Members

Chief Creative Officer - Laura Brown
Executive Creative Director: Melanie Martin
Creative Director: Adrian Brown

Save + next

Save + close

Preview

Submit entry

Criteria

Category + Discipline Selection

Contact Details

Campaign Details

Agency/Client Details

Credit Details

Criteria

Attachments

Member Payment Details

📌 Important Note ▾

DO NOT include the agency name in the body of text entered in the fields below. **DO NOT** include if this campaign was done pro bono.

Background and Marketing Challenge/Objectives

0 / 1300 characters

- Identify the key business challenge, market and competitive insights that led to this campaign. Could also be driven by an internal business challenge.
- Clarify if this campaign was a new initiative or an extension of a previous program.
- What were the quantifiable core business objectives (ex: "generate a lift of 2% in gross sales")?
- Provide KPI's that support the business challenge that this campaign set out to address.
- What were the campaign specific communication objectives (ex: "generate an increase in brand awareness of 5% points etc.")?
- Include any key market and competitive insights.

Strategy/Insights

0 / 1600 characters

- What was the strategic impetus and key consumer insight that shaped the campaign's direction?
- What problem were you trying to solve and how did this strategic insight shape this campaign?
- What was unique and different about your approach?
- Who was the core target market/audience?
- What behaviour or attitude were you trying to invoke?
- Research, insights, statistics, and any data supporting the strategy are key.

Creative idea

0 / 1600 characters

- How did your strategy manifest into a creative look and feel?
- What was the inspiration behind the creative idea (can be tied to insights)?
- How did you leverage the many platform/media options to further amplify your creative product? And how did the creative idea manifest itself across various channels?
- What made it stand out and be noticed by your target?

Results

0 / 1200 characters

- Confirm how your campaign performed against the numbers provided in the objectives section in Question 1. Did you reach your objectives?
- Identify KPIs (key performance indicators) that proved your marketing initiative delivered a positive business impact for the advertiser.
- Understanding that some results are confidential, try to provide at minimum, comparisons like industry benchmarks, past results from the company, showing growth % etc.

Website Write Up:

0 / 350 characters

Should your campaign win GOLD, please include a write-up for the public CMA website. Please use full sentences.

EXAMPLE: Destination Pride launched globally with over 100 geographically individualized Facebook Ad campaigns running in 92 countries and in 46 languages. Each ad campaign targeted people interested in LGBTQ+ topics, groups and events, and travel. Ads were also contextual to local news events, such as the cancellation of the Pride parade in Uganda.

Save + next

Save + close

Preview

Submit entry

Attachments

Category + Discipline Selection

Contact Details

Campaign Details



Agency/Client Details

Credit Details

Criteria

Attachments

Member Payment Details

 Attachments information 

Accepted File Formats

PLEASE NOTE: Agency names MUST NOT appear on any submitted materials, except in the **Information** tab. Please check document headers and footers carefully before submitting files and set up an alias for website URL's hosted by an agency. Client hosted URLs are accepted.

- Video (mpg, mov)
- Audio (mp3)
- Image (pdf or jpeg only)
- Website (URL) – website URLs are accepted. For websites that cannot be accessed publicly (i.e. intranet websites), entrants are recommended to take screenshots and assemble them in a multi-page PDF file. Please be sure to alias your website URL's away from addresses that identify the submitting agency. Client URLs are accepted.
- Documents (pdf)

Important:

- No video attachment required to enter.
- Maximum size for any upload is 1GB and no longer than 2 minutes in length.
- Should your entry have a commercial, please upload the commercial as it would have aired with sound and no added result overlays.
- When uploading attachments please include only the most relevant creative examples that are supporting this entry.

NO MORE THAN 6 CREATIVE ELEMENTS WILL BE ACCEPTED
(this includes file attachments **and** URLs.)



Drag your files here
or

Select attachments

Add URL

Save + next

Save + close

Preview

Submit entry

FAQs

Question	Details
Where do I submit entries and how do I create an account?	<ul style="list-style-type: none">All submissions will be entered on Awards Force.
What is the cost and entry deadline?	<ul style="list-style-type: none">CMA encourages submitting entries early by offering multiple deadlines with increasing entry fee rates.The early-bird deadline offers the lowest entry fee.Entry fees are increased for the final deadline with pricing surcharge for non-member taking effect in the last few days.
CMA Awards Entry Deadlines 2022	<ul style="list-style-type: none">Early-Bird Deadline June 17, 2022 @ 12PM ET Member Pricing: \$300 Non-Member Pricing: \$450Regular Deadline July 8 @ 12pm ET Member Pricing: \$450 Non-Member Pricing: \$600Final Deadline July 22 @ 12pm ET Member Pricing: \$450 Non-Member Pricing: \$700
Deadline Extension Fees	<ul style="list-style-type: none">The final deadline to submit is July 26th at 12pm ET. If you require an extension below is a list of the fees. To request an extension please contact awards@thecma.ca.Member - \$550Non-Member - \$900
Special Awards	<ul style="list-style-type: none">Annually, we present a series of Special Awards that are complimentary to enter. This year's Special Awards are the following:Canada Post Integrated Marketing AwardEnvironics Analytics Data-Driven Marketing AwardMeta Business Equality AwardLinkedIn B2B Marketing AwardKaiser and Partners Marketer of the Year AwardIGM Financials Lifetime Achievement Award

FAQs

Question	Details
Why are there multiple deadline dates?	<ul style="list-style-type: none">• CMA encourages submitting entries early by offering multiple deadlines with increasing entry fee rates.• The early-bird deadline offers the lowest entry fee. Entry fees are increased for the final deadline with pricing surcharge for non-member taking effect in the last few days.
When does Early Bird Pricing End?	<ul style="list-style-type: none">• Early bird pricing will end on June 17th at 12pm ET.
How do I know if I'm a CMA member?	<ul style="list-style-type: none">• CMA membership is assigned to companies. Therefore, if your organization is a CMA member, you are a CMA member.• Find out if you/your organization is a CMA member by viewing the member directory.
How do I know if I'm a CMA member?	<ul style="list-style-type: none">• CMA membership is assigned to companies. Therefore, if your organization is a CMA member, you are a CMA member.• Find out if you/your organization is a CMA member by viewing the member directory.
What is the cancellation/refund policy for entries submitted?	<ul style="list-style-type: none">• Refunds can be made only if written notification of the entrant's wish to withdraw their entries reaches the CMA office before June 24. Refunds made up until this date will be subject to a \$95 administrative cancellation fee. No refunds will be considered by the CMA after June 24, regardless of any extension to the entries deadline. Entries can only be cancelled by the CMA and cannot be cancelled or removed from the CMA Awards in any way after June 24.

FAQs

Question	Details
What are the dates for campaign eligibility for 2021?	<ul style="list-style-type: none">• Your campaign must have results tabulated between December 1, 2020 and June 1, 2022. We have extended the campaign eligibility period to allow companies to enter campaigns that they could not submit last year due to the COVID-19 pandemic.• Entries containing results tabulated after June 1, 2022 may be disqualified at the discretion of the judging committee and CMA. CMA is not responsible for any entrant submission error. The decision of the judging committee and CMA is final.
What is the criteria for submitting an entry?	<ul style="list-style-type: none">• Criteria for different disciplines and categories can be accessed through the entry form in Awards Force. Please note that there is a character limit (that includes spaces).
How many creative files will be accepted?	<ul style="list-style-type: none">• A maximum of 6 supporting files will be accepted. Attachments are optional (including videos) and the maximum file size for any upload is 1GB and no longer than 2 minutes in duration.• If a PDF is submitted with multiple creative elements, each creative element is counted as 1 attachment.• The following file formats accepted are: mpg, mov, mp3, pdf, jpeg, and the website URL.
How many times can I enter a campaign?	<ul style="list-style-type: none">• CMA limits the submission of each unique campaign to 5 times or less. The campaign can be submitted across any of the disciplines/categories.• This limit does not apply to special awards (Integrated Marketing Award, Data-Driven Marketing Award, Business Equality Award and B2B Marketing Award).• Organizations can submit an unlimited number of unique campaigns.
My campaign ran in the US, is it still eligible?	<ul style="list-style-type: none">• Campaigns that ran in Canada or campaigns that ran in other markets but were developed by Canadian marketers for Canadian clients are eligible for entry. CMA reserves the right to reassign the entry discipline or category at any time.

FAQs

Question	Details
Who can help me decide which category my campaign should be submitted into?	<ul style="list-style-type: none">• Contact awards@theCMA.ca for assistance in determining into which category(s) your campaign should be entered. We are happy to help!
Why is my text cut off in one or more of the boxes for campaign details?	<ul style="list-style-type: none">• Each section contains a maximum character count.
When will I find out if my submission has been shortlisted?	<ul style="list-style-type: none">• Notifications will be emailed to the individual listed as the contact person for each entry that is shortlisted by early October.
PayPal won't accept or process my credit card. Who do I contact for assistance?	<ul style="list-style-type: none">• If you are having difficulties processing payment through our PayPal account online, please contact awards@theCMA.ca.
I can't upload my supporting documents. Who do I contact?	<ul style="list-style-type: none">• Please contact Award Force technical support at support@awardforce.com.
How do I enter the Integrated Marketing Award? What is the entry fee?	<ul style="list-style-type: none">• The Integrated Marketing Award is free to enter. Please review the requirements carefully to ensure your entry is eligible.

FAQs

Question	Details
How do I enter the B2B Marketing Award? What is the entry fee?	<ul style="list-style-type: none">• The B2B Marketing Award is free to enter.• Please review the requirements carefully to ensure your entry is eligible.
How do I enter the Data-Driven Marketing Award? What is the entry fee?	<ul style="list-style-type: none">• The Data-Driven Marketing Award is free to enter.• Please review the requirements carefully to ensure your entry is eligible.
How do I enter the Business Equality Award? What is the entry fee?	<ul style="list-style-type: none">• The Business Equality Award is free to enter.• Please review the requirements carefully to ensure your entry is eligible.
How do I nominate someone for the Marketer of the Year Award or Lifetime Achievement Award? What is the entry fee?	<ul style="list-style-type: none">• The Marketer of the Year or Lifetime Achievement Award is free to enter.• Please review the requirements carefully to ensure your entry is eligible.

Thank you!