

2010 Jay Chiat Awards & Strategy Festival

The Jay Chiat Awards are the first global advertising awards that recognize brilliant strategic thinking. And starting in 2010, the Jay Chiat Strategy Festival will become the first global celebration of strategic excellence, bringing innovative thinkers together to embrace the winning entries from each category.

Ten categories extend the awards beyond marketing communications: existing brand, new brand, new product, brand experience, media strategy, social media strategy, design, for good strategy, research innovation and creative technology.

These awards are open to strategic thinkers in any market and in any type of agency—traditional advertising agencies, media companies or digital agencies.

In addition to live presentations of the winning cases, the Strategy Festival will feature a star-studded list of industry luminaries who will chair the judging for each category and then deliver inspiring and provocative thought pieces on their area of specialization—before fielding questions from the audience.

We hope you agree that this sets the stage for the Jay Chiat Awards and Strategy Festival to become the industry leading programs they deserve to be. We look forward to reading your entries and seeing you at the Festival.

www.JayChiatAwards.com



2010 Jay Chiat Awards for Strategic Excellence

“To celebrate brilliant strategic thinking that clearly led to a powerful creative expression.”

2010 Categories & Chairs

- **Campaign for Existing Brand:** Best strategic idea that led to a marketing communications campaign for a brand that has existed in the marketplace for two or more years.
Chair—*Colin Mitchell, Chief Strategy Officer, Ogilvy*
- **Campaign for New Brand:** Best strategic idea that led to a marketing communications campaign for a new brand to the marketplace.
Chair—*Dagny Scott, VP/Director Cultural + Business Insights, Crispin Porter Bogusky*
- **Idea for New Product or New Content:** Best strategic thinking that led to the development of a new product, service or content idea.
Chair—*Gareth Kay, Director of Digital Strategy, Goodby Silverstein*
- **Brand Experience:** Best strategic thinking that led to a new brand experience or brand engagement idea.
Chair—*Sean Boyle*
- **Communications/Media Strategy:** Best strategic thinking that leverages and shows innovation at multiple touch points for a brand or service.
Chair—*Paul Woolmington, Founding Partner, Naked*
- **Social Media Strategy:** Best strategic thinking that led to engaging consumers with a brand through the use of social media/social networks.
Chair—*Peter Kim, Managing Director, Dachis Group*
- **Innovative Design:** Best strategic thinking that led to an impactful new design or redesign of an existing product, service, package or place.
Chair—*Russ Meyer, Chief Strategy Officer, Landor*
- **Research Innovation:** Best idea for use of an existing research technique or the development of a new research technique.
Chair—*TBD*
- **For-Good Strategy:** Best strategic thinking for social impact or corporate social responsibility.
Chair—*Dave Cobban, Marketing Director, Nike Sustainable Business & Innovation*
- **Creative Technology:** Best strategic thinking that led to the use of existing technology or development of new technology to contribute to an outstanding marketing / communications campaign.
Chair—*John Mayo-Smith, EVP Chief Technology Officer, R/GA*



Judging Criteria

The key criteria for winning an award are:

- A great strategic idea
- A powerful, creative manifestation of the idea
- A clear link between the two.

Judges will be asked to evaluate strategic excellence based on the following definitions:

- Was there genuinely original thinking in the paper?
- Was there a strategic leap that others have not previously taken and would not automatically take?
- Was there a great idea that was simply and clearly articulated?
- Was the manifestation of the idea well executed?
- Was thought leadership demonstrated for the category?
- Did the idea ultimately improve the success of the project?

We are looking for much more here than impressive sales charts or complicated logic. The thinking and the ideas in the paper should humble us all and leave us envious and inspired. Remember, the judges in each category have seen it all before and will have many other papers to read. Tell a simple and straightforward story that is truthful and compelling to read. Avoid spin and marketing-eze.

Timeline

- Regular deadline: June 25
- Last-chance deadline: July 9
- Short list announced: Week of August 23
- If your entry is chosen to be presented at the Festival, you will be notified by September 13.
- Awards and Grand Prix presentation: Jay Chiat Strategy Festival, October 12–13, Miami, Florida.



About the 2010 Strategy Festival

The 2010 Jay Chiat Strategy Festival will take place this October 12–13, in Miami, Florida.

For updated information on the Festival, go to the Upcoming Event section of the 4A's Web site, www.aaa.org.

Submission Information

Short-listed entries will be notified in writing via e-mail by Friday, August 23.

Gold, Silver and Bronze winners will be recognized at the Festival with a Jay Chiat Planning Award; short-listed entries will receive certificates. All winning papers will be published online.

Structure of Written Case Study

The specific structure of the written case study is not mandated but is expected to include:

- A title.
- A 200-word summary that highlights the thinking behind your entry and the reason it deserves an award. This is not a synopsis of the planning journey.
- A clear understanding of the background and the business challenge.
- A great story of how brilliant strategic thinking changed the course of the communications development.
- Clear evidence that the creative idea that resulted from this thinking was both original and impactful.

A maximum of 1,500 words is allowed (this word count *does not* include the 200-word summary.)

Do not include the names of the agency or the individuals in the written case study or at any time on-screen in your creative examples, including as a naming convention for any files. This information should ONLY be included on the entry form. Any papers exceeding the proper word count will be eliminated in Round 1.

How to Submit Entries

Submissions may only be made at www.jaychiatawards.com. All entrants must sign off on the online Terms & Conditions, which includes giving permission to publish your brief and creative.



Content of Submission

Your submission includes:

- Written Case Study
- Creative Materials
 - Maximum of 10 individual creative elements per entry, with no more than three individual creative elements per medium.
 - We strongly recommend that you enter a Case Study video, as an impactful way for judges to see your strategic brilliance come to life.
 - Accepted file formats: doc; pdf; mpg; mov; wmv; MP4, ppt.
 - Interactive: Submit linked still image (.doc, .pdf, .ppt) or video (.mov, .wmv).
 - Accepted file size: Files cannot be larger than 20MB; print can be 72 DPI.

You are encouraged to include any creative elements beyond traditional communications if they were employed as part of the execution (e.g., architecture, in-store design, uniform design, etc.)

Deadline/Entry Fees

There are two pricing tiers:

- Entry Fee: Entries received by Friday, June 25 (midnight, June 25 EST): \$500
- Last-Chance Entry Fee: Entries received by Friday, July 9 (midnight, July 9): \$750.

Agency offices submitting three or more entries will receive a complementary pass to the Festival.

Eligibility Requirements

Only submissions that were in the market at some point since January 2008 may enter. If you entered last year and your 2009 entry won an award, you may not re-enter the same category. You may, however, entry the case in another category, provided that there is substantial new information, insight and creative to make a strong case in another category.

If you entered last year and did not win an award, you may enter a re-written case, provided you re-submission includes new information in regards to insight, creative and/or effectiveness.



Resources & Tips

Writing a great paper is a time-consuming process.

Unfortunately, there aren't any shortcuts; winning papers show lots of attention, love and care. The biggest piece of advice we can offer is to start sooner than you think you should. If you finish early, you can always find hours of endless amusement in rubbing in that fact with your peers who will be frantic and incoherent in the last week.

- 1) While we understand the temptation, we caution you to resist the urge to simply re-edit a paper that was created for any other award program. The Jay Chiat Awards program is unique, with an emphasis on brilliant strategic thinking and the linkage of that thinking to creative expression. While effectiveness is important for the Jay Chiat Awards, we are most interested in your exceptional thinking. Papers written to highlight this will have a greater chance of success.
- 2) Tell an interesting story. Judges have to read a lot of submissions and yours will have a better chance of standing out if they are drawn in by it.
- 3) Make sure you clearly communicate how you broke new ground with your thinking. Don't assume every judge will understand the status quo in your category.
- 4) Make sure planning's impact on the outcome is visible. The best cases demonstrate a result that clearly would not have occurred had it not been for planning.
- 5) Don't overlook the art direction of the submission itself. Elegantly presented cases that are easy to read and exhibit a judicious use of graphics will rise to the top.
- 6) Finally, while 2010 celebrates today's brilliant thinking, it can also be very useful to look back. We would refer you to some previous winners of the awards for guidance.

Terms & Conditions

The person submitting this entry form(s) certifies that he or she has full authority to approve the rights granted contained in these Terms & Conditions. The 4A's holds no responsibility if an entrant falsely represents the authority to approve rights.

In order for an entry to be judged and considered for an award, entrant *must* agree to Term's & Conditions. Later refutation of the Terms & Conditions is not allowed and any award will be forfeit.

All submissions become the property of the 4A's. Entrants grant permission to the 4A's to show entries in supplementary presentations, and as often as the 4A's feels is advisable. Entrants also agree to hold the 4A's harmless of any claim that may be made against it for any reason in any presentation.

It is understood by entrants that the 4A's plans to publish the award-winning briefs, including creative. By agreeing to the Terms & Conditions, the agency agrees on behalf



of itself and its client that the 4A's can publish an edited (edited to conform to 4A's style) version of the complete entry and accompanying creative submissions in the book.

It is understood by entrants that the 4A's may charge a fee for use of these materials and can reproduce video and slide materials as needed. If a telecast of selected award winners is arranged with a network or local station, the entrant agency agrees to absorb such talent or other residual charges that may be incurred by inclusion of one or more of its award winners in such a program, provided that these charges are not waived by the individuals, firms, or unions involved. Before any such telecast, winners will be advised that their spots are to be included as part of said program.

WARC: WARC is partnering with the 4A's to publish shortlisted entries and creative. If you wish to opt out of having your entry published by WARC, you must notify 4A's Awards via e-mail (awards@aaaa.org), by July 16, 2010; you must cite your entry's category, brand and title in your opt-out request.

