



## 2008 ENTRY GUIDELINES

### 1. AWARD OBJECTIVES

- Showcase the best strategic thinking and creativity in the US Hispanic market
- Demonstrate the business value of the account planning discipline
- Reinforce and establish the relevance of the account planning discipline in today's agency model
- Help raise the bar of strategic thinking and motivate member agencies to truly implement the discipline within their organizations

### 2. CONTENT OF SUBMISSION

**A complete entry form** (at the end of 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 on a separate CD and a separate entry fee.

#### **Select one of the following categories**

- Introduction or Repositioning
- Creative development
- Integrated Communications
- Pro Bono

#### **Eligibility**

- These awards are open to mainland US-based agencies
- Only submissions where the media has run at some point since June 2007 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, August 1, 2008**

### **4. AWARD CATEGORIES**

#### **1) Best strategic thinking for the 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. Also, cases related to mature brands that are changing their positioning to reach a new/different target than in the past communication efforts will be included in this category.

In these cases, 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, specially the novelty of its positioning, as well as its identification of the source of business and target consumer.

#### **2) Best strategic thinking in the creative development for a product or service.**

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 brand that keep the same positioning and are building a relationship with the same consumers even if it is based in a different insight and a different creative concept.

In this case, in addition to the obvious planning criteria, you need to demonstrate the ability for account planning to keep the brand relevant for its consumer by identifying insights that are valued by our consumers and by inspiring the development of outstanding creativity.

#### **3) Best strategic thinking in the development of an integrated communications plan.**

The cases that are called to compete in this category are the ones for brands with a multiplatform communication strategy- that means, the execution of the strategy ran in two or more forms of communication: advertising, promotions, digital, experiential, public relations, etc.... This award is for cases that demonstrate the capacity of the strategic thinking to inspire and develop big ideas that can live in different communication forms and beyond the advertising as well as the exploration of multiple consumer apertures and points of contact and engagement with the brand.

In these cases, in addition to the obvious planning criteria, you need to demonstrate the capacity of the account planning discipline to develop multi-target/multi-audience strategies and/or to analyze and determine apertures in the different moments in the purchase cycle and/or define and fulfill multiple communication objectives.

#### **4) Pro Bono: Best contribution of planning to a pro bono brand.**

In some cases, it may not be easy to determine which category you should be in (e.g., a campaign that follows the communications strategy from the general market, but its creative expression is so different that it seems like a different strategic approach). In this case, we leave it up to you to enter in the category that feels right for your entry to be judged.

## **5. JUDGING CRITERIA**

The key criteria for winning an award are:

**Insight** - great strategic thinking > 40%

- Is there a true insight born from the consumer that could potentially impact the communication?
- Does it present a new perspective to a common category challenge?
- In what way it is enriching the general market strategic approach? Is there a clear need to develop something different?

**Creative** – powerful, impactful creative expression > 40%

- Could this creative have happened without the guidance from account planning?
- Is the creative capturing the most inspiring elements from the brief?
- Is this great, unexpected, original creative?

**Effectiveness** [impact vs. results] > 20%

- Is there a clear link between the thinking and the creative?
- Did this work have an impact, either in the market or in some other measure?

Additionally we will consider the specific values for the cases to be awarded in the specific categories as is described in number 4. We are also considering three recognitions:

- Recognition to the Best Young Planner (best case made by a planner under the age of 28)
- Recognition to the Best Usage of Research in the development of the strategy for the brand.
- Recognition to the Best Urban Market case for strategies that reach more than one ethnic target: young Latinos + young African American and/or + Young Asian.

These recognitions are not considered categories. Cases in any category would be recognized with these special mentions.

## **6. WRITTEN CASE STUDY**

Although you may follow your own structure based on the nature of your entry, the following are some elements that the jury will expect to see when evaluating your case:

- A descriptive and intriguing title
- A 200-word summary that highlights the thinking behind your entry and the reason you believe why it deserves an award
- A clear understanding of the background and the business challenge
- A great story of how brilliant 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 (plus the summary) is allowed. If the entry exceeds this limit it will be automatically disqualified.

Please make sure to include ONLY the brand name and the category in which you are competing (4a, 4b, 4c, or 4d from above listing). DO NOT include the name of your agency or the individuals in the written case study or on any of the creative materials (you should only include this information in your entry form).

**Format:** 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 and radio), and PDF (Print, outdoor). For other kind of materials please use one of these two formats.

Please make sure label the CD with ONLY the brand name and the category in which you are competing (4a, 4b, 4c, or 4d from above listing). 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 account directors and a guest planner from the general market will receive all entries for his/her 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 Grand Prix HAPE Award

Gold winners will be contacted right after the session (on or around August 25, 2008) to be asked to present their cases in person during the Account Planning session that will take place at the AHAA creative and account session during the AHAA conference in Los Angeles from September 10 – 12, 2008.

## **9. NOTICE AND RECOGNITION**

All winners from Stage II / Session 2 will be notified in writing via e-mail by August 25, 2008.

Each Gold, Silver, Bronze winner will be recognized at the Account Planning session during the AHAA conference in Los Angeles from September 10 – 12, 2008.

All Gold winner will be advised immediately of their wins and be expected to produce a 2 minutes representative video in a 5 day period prior to the awards luncheon to exemplify the process and the case study honored.

## **10. SUBMISSION ADDRESS**

Please submit your entry, along with \$150 entry fee per entry, by 12 PM EST on August 1, 2008 to:

HispanicAd.Com Account Planning Excelencia Awards  
8400 Westpark Drive, 2nd Floor  
McLean, VA 22102  
703-610-9014

## **11. QUESTIONS?**

For more information please contact Gene Bryan at 917-854-1706 or [gbryan@hispanicad.com](mailto:gbryan@hispanicad.com) ; Rocio Fernandez at 214-800-3500 or [rfernandez@dieste.com](mailto:rfernandez@dieste.com).



**2008 ENTRY FORM --- HAPE Awards**

**Deadline: 12:00 pm EST, August 1, 2008**

**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:

**Awards Category (select one only)**

Introduction or Repositioning for product and services in the Hispanic Market \_\_\_\_\_

Creative development for established brands in the Hispanic Market \_\_\_\_\_

Best integrated Communication campaign for a product or service in the Hispanic Market \_\_\_\_\_

Pro Bono \_\_\_\_\_

**Eligibility**

1. My agency is a U.S. mainland based agency
2. Media for this campaign has run at some point since June 2007
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 and are authorized to edit and publish the complete entry and accompanying creative materials.*

\_\_\_\_\_  
Signature Printed Name