

# TENDER SPECIFICATIONS

## SEMPLE 2019



Sempler is a media strategy competition under the Sempl conference that will be held on 28<sup>nd</sup> and 29<sup>th</sup> November 2019 in Portorož, Slovenia. The conference and the brand are owned and organized by Media Pool.

### 1. Adequacy of the registered entries

Tender specifications shall be complied with by all communication projects that have been completed in terms of content, execution and time between 1<sup>st</sup> November 2018 (projects that started before 1<sup>st</sup> November 2018 and did not compete in Sempler 2018 can be registered as well) and 31<sup>st</sup> October 2019 and not have yet participated in the Sempler competition.

The tender is open for communication projects from any country.

Projects can be submitted by:

- agencies
- media
- advertisers
- production companies
- individuals

More than one applicant can be listed for each entry. The organizer shall make use of the data entered in the registration form for the purposes of the competition and the event.

All registered projects must be carried out with the knowledge/consent of the owner of the product's or the advertised brand's brand/copyright. Applicants shall be fully liable for the authenticity of the data in the registration form and the content of the registered entry.

After 13<sup>rd</sup> November 2019 projects can no longer be withdrawn from the competition.

If the organizer determines that a registered project does not comply with the tender specifications or advertising profession standards, the project may be excluded from the competition whereby the applicant shall not be entitled to repayment of the registration fee.

Exclusion from the competition shall be final. No appeal against the organizer's decision can be made.

All submitted materials become the property of the organizer who can make use of them for promoting the event and the competition.



## 2. Competition categories and required registration elements

All registrations must be submitted via a special online registration [form](#).

Entries can be registered and submitted only online.

All registrations must be in English only.

If an applicant registers more than one project for the same brand or the same client, a separate registration form must be filled out for each. The same also applies for the payment of registration fees. There are no restrictions with regard to the number of categories a project can be registered for.

A registration is included in the competition as soon as all the required registration elements have been complied with. These may be altered by the applicant following submission but by the final entry registration deadline at the latest. No further alterations shall be allowed afterwards.

Projects can be registered in the following **competition categories**:

### **Strategic use of the media mix**

Campaigns that are strategic and ingenious in their usage of media mix and communication channels. The jury will look for the integrated campaigns that show strategically and creatively strong implementation and effective use of the media mix. Rewarded campaign should deliver excellent results in terms of ROI and high level of involvement and engagement of the defined target group.

### **Innovative use of the communication channel**

Communication projects which innovatively use or upgrade the specifics of a certain medium or projects which creatively and ingeniously transform objects or factors that primarily have a different function, into a medium or a communication channel.

### **Best targeted campaign**

The jury will reward projects that show excellency in identifying and reaching its specific target group. This category is open to all campaigns that can be proven to successfully identify and target specific audience, both of demographic or specific nature (e.g. golf players, chocolate lovers etc.). The jury will focus on correctly implemented targeting, achieving a high response rate and inclusion of target group.

### **Best experiential campaign**

Projects that are successful and creative in establishing a direct, experiential way to consumers, through sensory perceptions or personal experience. This category includes events, projections, sponsorship placement, guerrilla marketing, BTL activities, direct mail etc. When done right it provides a sound affiliation with the brand, product or service and can result in increased brand image, awareness and loyalty. The experiences can be virtual or physical.

### **Best use of the digital world**

Projects that creatively use all the opportunities of the digital environment, including web, mobile, tablets, IPTV etc. The jury will reward the campaigns that will show the most efficient and correct definition of target group and will be executed through excellent use and combination of different digital platforms.

### **Best social media campaign**

Projects that are showcasing innovative and creative approach in fields of social media networks and are exceptional in understanding online consumer behavior. The rewarded campaign should be very target orientated and has to show fantastic results in terms of community building, involvement, engagement and high response rate from target group.

### **Best use of mobile**

Campaigns that innovatively reach and engage consumers, using any of the mobile channels. Each mobile media format will be considered, including mobile apps, mobile sites, mobile content or any other form of mobile advertising. The jury will be seeking campaigns that have used mobile platforms in a creative and engaging way to achieve excellent results based on clear objectives.

### **Best use of data or research initiative**

Campaigns that provide evidence showing the influence of research (qualitative or quantitative) or use of data on media planning, use of media and implementation as well

as its impact on the outstanding campaign outcome. Pre- and post-campaign statistics should serve as a useful benchmark for the jury that will look also for metrics such as lead generation or lead sales conversion, a reduction in CPA or improvement of ROI. Data can be used to provide insights, to monitor and improve the progress of the campaign, for segmentation, targeting or re-targeting. The winning strategy must clearly showcase positive impact of data on specific campaign results.

### **Best new media/media format**

This category includes new media and new media formats that enable advertisers better, more innovative and distinctive communication with consumers. Category is open to media owners, production companies, agencies etc.

### **Best PR strategy or promotion**

The jury will award the best and most effective special promotional event, PR campaign or other support activity, created to achieve specific objectives, such as influencing public opinion, changing behavior or (re)building brand perception. All named activities must be executed mainly through earned media and have to have significant and measurable impact for the brand, business and/or organization in terms of protecting and enhancing reputation or improving business or campaign results.

### **Best technology approach**

The most effective, innovative and creative use of AI, AR, VR, app or other high-technology tool with a goal to achieve engagement and raise brand recognition, brand loyalty or even to increase sales among target group. Any high-technology tool can be used as a part of a campaign or as an individual strategy. The jury will focus on the innovative nature of the technology used and how it was used for the benefit of the brand.

### **Best use of influencer marketing**

This category is open to all campaigns that include an influencer, celebrity or ambassador as a part of a cross-channel, digital or social media marketing campaign. Integrations may include takeovers, partnerships, sponsorships, viral video, among others. This award will place the spotlight on the very best influencer marketing campaign from the region, rewarding excellence in design, execution and development while showcasing creativity, innovation, clear KPIs and objective(s).

### **TOP SEMPL Award: Media Manager of 2019**

The Media Manager Award seeks to recognise the media owner or media manager (CEO) who has made significant contribution and long-lasting impact on the media industry in his/her country of origin or abroad.

The winner is selected by the organizer and a special jury consisting of eminent individuals from the media industry or business.

#### **TOP SEMPL Award: Future Media Star of 2019**

The Future Media Star award seeks to recognise a young individual (under 32) who, in the opinion of the judges, has made a lasting and significant contribution to the media industry in his country of origin, whether with his/her year-to-year contribution or with a single, outstanding project.

Applications can be submitted by the candidates themselves or by the 3rd party over [nomination form](#).

This category is open to all staff at media agencies, media departments or media owners, under the age of 32 on the 31<sup>st</sup> October 2019.

The winner is selected by the organizer and the jury.

Applicant can submit parts of the same project or whole project in several different categories, but must pay a separate fee. The jury may decide to place a particular entry in different category than selected from the applicant. About the change of category the organizer will inform the applicant. The jury's decision is final.

Every single registration must contain **two content sets, namely project description and presentation**. Both sets shall form an integral part of each registration form and must be submitted in the form of appendices. Registrations without either or both appendices shall be deemed incomplete and shall also be judged as such.

#### **Project description**

Is the text in which the applicant describes the submitted project. The project is described on the template, compiled by the organizer ([Application form for entry SEMPLER](#)), whereby the applicant must fill out all the elements required pursuant to instructions and limitations. An unduly or deficiently filled out project description means that a registration is incomplete and shall also be judged as such.

### Project presentation

Is video content or graphic material that demonstrates the elements and content of the registered project as well as reasonably and creatively complements and builds upon the project description. Technical requirements must be taken into account. Each registered entry can be presented with one presentation only. You may choose a presentation in the form of a video or in the form of graphic material.

## 3. Technical requirements

### Project description:

- Project descriptions must be compiled and submitted on the form compiled by the organizer ([Application form for entry SEMPLER](#)). Descriptions must be compiled in English only. All mandatory elements must be filled out.
- The description must not include any logos, titles or any other representations that would indicate the identity of the project applicant or author. This does not apply in cases when project applicant is also the client and used logos and/or titles relate to the registered project.
- Save the document as **.DOC** or **.DOCX** document. Please use the Unicode script.

### Project presentation:

- The project may be presented in the form of a video presentation or in the form of graphic material.
- Video presentations should be compiled in **MP4** format, of maximum 3 minutes in length and of maximum 30 MB in size, with an 16:9 aspect ratio. All audio (radio advertisements, etc.) and video (TV advertisements, etc.) materials must be included in the video presentation.
- Graphic project presentations with accompanying textual descriptions (a few images and a description) should be compiled in aspect ratio 16:9 then converted and submitted in **PDF** format of maximum 10 MB in size.
- The presentation must not include any logos, titles or any other representations that would indicate the identity of the project applicant or author. This does not apply in cases when project applicant is also the client and used logos and/or titles relate to the registered project.

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## 4. Jury and awards

Registered entries shall be judged by a professional jury composed of regional experts in advertising, marketing and communication. The jury shall be appointed by the organizer. Its work shall be subject to the Sempler Competition Jury Operation Instructions.

Judging shall take into consideration the following criteria:

1. **Media campaign concept**
2. **Appropriate targeting and understanding of the consumer**
3. **ROI - comparison between defined goals and achieved results**
4. **Innovative approach in seeking of (new) communication channels/approaches**
5. **Activation and motivation level of the target group through media strategy, implementation and execution**

The jury shall decide in two rounds. In the first one, all registered entries shall be assessed and reviewed. The jury shall select shortlisted finalists for each category. In the second round, the best entry shall be selected among the finalists in each given competition category and awarded the GOLDEN SEMPLER.

The absolute winner shall be selected among all highest-ranking entries and awarded the GRAND SEMPLER.

**The jury shall award the following:**

- SEMPLER DIPLOMA (shortlisted entries)
- GOLDEN SEMPLER (victory in any of the competition categories)
- GRAND SEMPLER (best media strategy of the year)

**TOP SEMPL** Award is selected by the organizer and a special jury consisting of eminent individuals from the media industry or business.

## 5. Registration fee

**Registration fee** for every single registered entry: € 270 (+ 22 % VAT).

**Registration fee** for every single registered entry in category TOP SEMPL award is **free of charge**.



**Benefits:** if you submit three (3) works to the Sempler competition, the fourth (4<sup>th</sup>) shall be registered free of charge.

## 6. Payment

Organizer Media Pool d. o. o. shall issue an invoice for every submitted entry, foreseeable within three working days. In order for a jury to assess the entry the registration fee has to be paid.

## 7. Registration deadline

Entries must be submitted no later than Monday 11<sup>th</sup> November 2019.

## 8. Withdrawal

Registered entries cannot be withdrawn after 13<sup>rd</sup> November 2019.

## 9. Contact information

If you have any questions, we are available to you:

**Nadja Štimac** or **Valerija Prevolšek**

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