CALL FOR ENTRIES

Deadline to enter: January 29, 2021

Entering the INMA Global Media Awards competition shines a light on your company’s best innovation and growth initiatives from 2020. It prioritises and galvanizes. It sets the table for benchmarking: best against best.

Winning the INMA Global Media Awards competition is about recognition, respect, and prestige for your company, your brand, your department, your agency — and you. Reward your company’s best ideas to:

• Unlock the door to a new world of ideas, innovation, and creativity
• Motivate and focus your staff, your agency, your stakeholders
• Benchmark your best efforts against your peers’ best efforts

What will happen if your company’s name is called?

What we reward
The INMA Global Media Awards competition will honour initiatives that produce:

• Breakthrough results
• Unique concepts
• Strong creativity
• Innovative thinking
• Winning synergies across platforms

You will be judged against peers of a similar segment and focus worldwide.

Online entry
The INMA Global Media Awards utilises an Online Entry Management System designed to save news media executives time and money.

The Online Entry Management System is a uniquely created database designed for you to upload all components (digital materials, print materials, television commercials, radio commercials, photographs, and more) direct to INMA via an online interface. Campaign objectives and results are also entered directly via the interface.
CATEGORIES

NEWS BRANDS

1. BEST BRAND AWARENESS CAMPAIGN

Campaigns used to enhance and shape the media company’s brand or image across media platforms.

WHAT JUDGES LOOK FOR:
Strong creative across media tend to stand out in this category, yet a critical tie-breaker will be concrete research pre- and post-campaign. Single-medium campaigns are eligible, yet judges tend to look at execution across media platforms.

TYPICAL MEDIA:
Television, radio, newspaper, direct mail, Web, outdoor.

2. BEST PUBLIC RELATIONS OR COMMUNITY SERVICE CAMPAIGN

Public relations, sponsorship, community service events, fundraisers, literacy programmes, and volunteerism campaigns presented by the news media company for the benefit of the company or community.

WHAT JUDGES LOOK FOR:
Because of the complexity of communication, suggest bringing all visuals and media together in a PDF overview of the event.

TYPICAL MEDIA:
Printed materials, newspaper, direct mail, video.

3. BEST USE OF AN EVENT TO BUILD A NEWS BRAND

The creative selection and execution of an event tied to and enhancing a news brand or key segments of a news brand and/or generating revenue. This can be an in-person or virtual event.

WHAT JUDGES LOOK FOR:
How to communicate to judges the totality of the event, the creativity behind the event, how the event connected to objectives, and how the event built on the news brand. A big bonus in judges’ eyes: how the event generated profitability. If you are submitting a virtual event, consider including how you mobilised your audience to join, how it kept engaged with your proposal over time, and which interaction features were most successful.

TYPICAL MEDIA:
Television, radio, newspaper, direct mail, video.

4. BEST IDEA TO ENCOURAGE READER ENGAGEMENT

Encouragement of the use of or engagement with a media company’s Web site, mobile site, tablet, apps, newsletters, text alert service, video, rich media, social network, print products, or the marketing or onboarding of features related to these assets. This can include encouraging usage or engagement with stories, sections, journalists, or other components.

WHAT JUDGES LOOK FOR:
Results, concept, and creativity are on equal footing as open rates, click throughs, page impressions, time spent, bounce rate, frequency, and percentage of page read. Overall customer satisfaction that can be measured over time.

TYPICAL MEDIA:
E-mail, Web site alerts, app messaging, newspaper, outdoor, television, radio, direct mail, mobile.
MEDIA PLATFORMS

5. BEST USE OF PRINT

Print is a vibrant platform that conveys emotion for readers and advertisers. This category rewards the creative use of print newspapers, magazines, supplements, or niche products for editorial or advertising purposes.

WHAT JUDGES LOOK FOR:
Outside-the-box creativity in print as well as any tangible results from the use of print such as: a) consumer uptake (metric: sales), profit margin, content engagement/response (from embedded calls to action); or b) contribution to sales uplift (measurable as percentage for client) generated from the print vehicle, value of publicity generated, consumer engagement levels from other embedded calls to action. Bonus if extension of/integrated with one or more non-print platform/channel such as digital, video, television.

TYPICAL MEDIA:
Visuals of the print product and what makes them unique and different as an editorial, commercial, or branded content product.

6. BEST USE OF VIDEO

Creative use of video in a digital environment that improves the customer experience and engagement with the news brand. The video initiative may have appeared on social media platforms, digital platforms of media companies, or any other platform.

WHAT JUDGES LOOK FOR:
Show how video supports your news brand, while explaining concrete, achieved results. Your video initiative may refer to a product, a story, or a marketing campaign. The combination of creativity, visual storytelling, and viral impact in your community will be specially rewarded.

TYPICAL MEDIA:
Digital environment includes social platforms, Web, mobile. Please provide a link to your video initiative (i.e., YouTube) for more convenient judging reviews.

7. BEST USE OF AUDIO

Creative use of audio in a digital environment that engages customers such as podcasts via the brand’s Web site, smart speakers, or similar digital platforms. This traditionally would be an editorial product, yet could also be for marketing or advertising purposes.

WHAT JUDGES LOOK FOR:
Creative and authentic use of a social platform to drive measurable results for your news brand. How to take advantage of the peculiar nature of each platform, its style, its voice, and its audience.

TYPICAL MEDIA:
Screen captures of platform usage or direct links to your platform initiative.

8. BEST USE OF SOCIAL MEDIA

Creative use of social media platforms such as Facebook, Twitter, Instagram, LinkedIn, Snapchat, Pinterest, Tik Tok, or YouTube to meaningfully engage, tell stories, and/or grow your news brand’s presence.

WHAT JUDGES LOOK FOR:
Creative and authentic use of a social platform to drive measurable results for your news brand. How to take advantage of the peculiar nature of each platform, its style, its voice, and its audience.

TYPICAL MEDIA:
Screen captures of platform usage or direct links to your platform initiative.
SUBSCRIPTIONS

9. BEST INITIATIVE TO REGISTER USERS  NEW

Best practices to encourage a user to register for your Web site, how to get non-subscriber users to log in, creative ways to engage and add value for non-subscriber users, and how to get users to provide first-party data to enrich their profile are the focuses of this category.

WHAT JUDGES LOOK FOR:
Creative approaches and results in gaining new registered users are central to this category. Once you have a user, what unique enticements or incentives do you have in place to encourage their continued log-ins? What processes do you have in place to get that non-subscriber user to provide first-party data? What data do you ask for, and how to you acquire it? What is your offer for the data exchange?

TYPICAL MEDIA:
E-mail, Web or mobile alerts, social media.

10. BEST INITIATIVE TO ACQUIRE SUBSCRIBERS  NEW

Activities to acquire paid subscribers of a news brand or product. Special emphasis is on new concepts introduced to existing subscription initiatives or new subscription initiatives with creative twists to acquire new subscribers.

WHAT JUDGES LOOK FOR:
Clever ways to gain subscriptions for paywalls, paid apps, or cross-platform packages. Initiatives could include marketing campaigns that drive sales or new packs, paywalls, pricing, and access models.

TYPICAL MEDIA:
Direct mail, e-mail, television, Web, mobile, outdoor, newspaper, print.

11. BEST INITIATIVE TO RETAIN SUBSCRIBERS  NEW

Activities to retain paid subscribers of a news brand or product. Special emphasis is on new concepts introduced to existing subscription initiatives or new subscription initiatives with creative twists to retain subscribers and reduce churn.

WHAT JUDGES LOOK FOR:
Creative approaches and results in retaining paid subscribers is the focus of this category. This can include clever ways to retain subscriptions for paywalls, paid apps, or cross-platform packages.

TYPICAL MEDIA:
Share imagery or links to the products or services, as well as marketing material.

12. BEST SUBSCRIPTION NICHE PRODUCT  NEW

Once you have a subscriber, how do you keep them engaged, loyal, and/or potentially buying more? In this category, share creative niche products for subscribers such as newsletters, clubs, lecture series, and other subscriber niche products that engage or upsell.

WHAT JUDGES LOOK FOR:
Judges are looking for the creativity behind the niche product idea, the execution, and ultimately results that show subscriber engagement or revenue.

TYPICAL MEDIA:
Direct mail, e-mail, television, Web, mobile, outdoor, newspaper, print.
BUSINESS
DEVELOPMENT

13. BEST IDEA TO GROW ADVERTISING SALES
Innovative, impactful, and creative activities used to support the sales or retention of advertising customers across platforms: digital, mobile, print, social, marketing services, and more. This category focuses on how media companies acquire or retain advertising.

WHAT JUDGES LOOK FOR:
Judges are looking for bottom-line results by advertising customers. While great creative is important, often it’s the smart strategy behind it backed by research and analytics. Single-medium or multi-media campaigns can succeed.

TYPICAL MEDIA:
Mobile, digital display, social PPC, e-mail, radio, TV, newspaper, direct mail, e-mail, outdoor, rack cards, posters.

EXAMPLES:
Print advertisements, digital advertisements, advertiser reward programmes, special advertiser events, advertiser promotions and incentives, planning calendars and brochures, trade journal advertising, media packets, advertising sales presentations, research findings, and more.

14. BEST EXECUTION OF NATIVE ADVERTISING
Seeking the most creative and effective use of native advertising, branded content, or sponsored content in a media company’s platform. Digital campaigns should match the form and function of the user experience that drives and delivers against a core marketing objective.

WHAT JUDGES LOOK FOR:
Call it “native advertising,” “branded content,” “sponsored content,” or “advertorial,” this category seeks creative use of the genre in digital or print formats. Judges seek a rich visual and editorial experience with clear labelling and placement.

TYPICAL MEDIA:
Web sites, mobile platforms, print newspapers along with supporting marketing platforms such as social media and e-mail.

15. BEST DIGITAL COMMERCE INITIATIVE
E-commerce and content-to-commerce initiatives that put media companies at the nexus of consumers and the transacting of goods and services is the focus of this category. Digital commerce initiatives cover a broad spectrum, ranging from transaction sites (e-commerce) to direct sales of product lines to content recommendations of products to content plays alongside transaction-oriented sales listings.

WHAT WE RECOMMEND:
This category comprises digital services and e-shop products, among others. You may also submit retailer products launched via your e-shop platform, preferably those you have launched in partnership with advertising customers. Strong advice: Keep an eye on digital commercial content which enables customers to purchase products in an easy, structured way, and with frictionless transactions.

WHAT JUDGES LOOK FOR:
Practices on digital commerce will be judged according to product and services sales volume as well as creativity of the initiative. How did your initiative drive transactions directly or generate sales away from your site? Also the wide acceptance among your customers is a judging criteria, measured by number of products sold in year-on-year comparisons. You should also include samples of products and services overviews, recommendations and reviews which makes easier to your readers find what they are looking for. Also important to show: How your digital commerce activities adapted to your audiences needs.

TYPICAL MEDIA:
Web sites, screen captures.

16. BEST PRODUCT AND TECH INNOVATION
Innovative mobile or desktop apps, Web sites, and digital products as well as clever application of Augmented Reality (AR) and Virtual Reality (VR) are the main focuses of this category. Further product and tech solutions will be also considered. Special emphasis is on what makes the new app or digital technology or product unique and different, including the concept, the target audience, usability, or results.

WHAT JUDGES LOOK FOR:
Overall quality of the app or digital product or digital technology, the concept, and the execution. Bottom-line results, including engagement, will bolster the entry in the eyes of judges. This category is for new apps, products, and technologies as well as significantly updated apps, products, and technologies.

TYPICAL MEDIA:
Screen shots or video of the app or digital product/technology will work, yet having direct access could prove a tie-breaker for judges.
17. BEST USE OF DATA TO DRIVE SUBSCRIPTIONS, CONTENT, OR PRODUCT DESIGN  NEW

Smart ways to use data analytics to provide insights into subscription segmentation and sales, editorial content development, or digital product design are the main focuses of this consumer-oriented category. Entrants should show how data analytics led to a demonstrable business or communications outcome.

WHAT JUDGES LOOK FOR:
Judges are looking for smart ways to use data analytics to provide insights into subscription segmentation and sales, editorial content development, or digital product design. Entrants should show how data analytics led to a demonstrable business or communications outcome.

TYPICAL MEDIA:
PowerPoint presentations, screen captures, dashboards, signage, real-time visualisation tools, reports/research that point to results.

18. BEST USE OF DATA TO DRIVE ADVERTISING  NEW

Clever ways to use data analytics to provide insights for advertisers or support a media brand’s advertising sales efforts are the focuses of this category. Entrants should show how data analytics led to a demonstrable business or communications outcome.

WHAT JUDGES LOOK FOR:
Judges are looking for smart applications of data analytics in the acquisition or retention of advertising. This might mean using data for the benefit of advertisers, or this might mean the use of data for smart segmentation that leads to advertising sales.

TYPICAL MEDIA:
PowerPoint presentations, dashboards, signage, real-time visualisation tools, data books, printed materials, advertiser presentations, reports/research that point to results.

19. BEST USE OF DATA TO AUTOMATE OR PERSONALISE  NEW

Next-generation uses of data analytics are focused on automation and personalisation. In this “umbrella” category covering both outcomes, entrants should show how human activities are automated through data or how consumer experiences are becoming more personalised through the Web, newsletters, alerts, recommendations, and more.

WHAT JUDGES LOOK FOR:
What do data automation and personalisation have in common? They are the next generation for data. Show judges examples of product automation or examples of how you are automating a human function. Explain which functions are deliberately automated and which ones are kept in the staff hands (and why). Or, show judges of how you are using data to personalise a Web site experience or a newsletter or an alert on an app or Web site. Examples can be big or small, as the category is based on the idea and execution.

TYPICAL MEDIA:
Screen captures, real-time visualisation tools, Web site links

20. BEST DATA DASHBOARD  NEW

Dashboards are everywhere at media companies today — from big screens in newsrooms and advertising sales departments to mobile apps for journalists to customised CMS experiences. What makes your dashboard unique? How is it democratising access to data? How is it being used at a high level?

WHAT JUDGES LOOK FOR:
Originality of your dashboard and what differentiates your dashboard from others. Smart visualisation of data, clarity of communications, emphasising unique metrics for your company. What insights, outcomes, or segmentations has your dashboard yielded?

TYPICAL MEDIA:
Screen captures, dashboards, apps, real-time visualisation tools.
Under which brand/company segment should you submit your entries? The key question to answer when submitting an entry: From where did my campaign emanate? For examples on brand segments, please visit: https://www.inma.org/modules/awards2021/segments.html

SEGMENT 1: NATIONAL BRAND
A single brand that is nationally focused such as a newspaper, magazine, Web site, app, radio station, TV station. This brand is often multi-platform and often has global aspirations.

SEGMENT 2: REGIONAL BRAND
A single brand serving a city or homogenous region such as a newspaper, magazine, Web site, app, radio station, or TV station. This brand is often multi-platform.

SEGMENT 3: GROUP
A media group owns numerous companies involved in mass media enterprises. For the purposes of the Global Media Awards, we define a “group” as owning or operating 5+ different news brands across 5+ different cities/regions or nationally.
1. Competition Deadlines

- **November 1, 2020:** Competition opens for submissions
- **January 29, 2021:** Submission deadline
- **February 1-28, 2021:** Judging period for categories 1-20
- **March 1-15, 2021:** Judging period for “Best In Show”
- **March 10, 2021:** Finalists announced
- **June 3, 2021:** Winners announced

Please take note of the deadline date below. No extensions will be granted. **Friday, January 29, 2021**

2. Who may submit entries

The INMA Global Media Awards competition is open to news media companies and entities affiliated with the news media industry. Entries must be prepared and uploaded by the news media organisation, news media organisation representative, advertising agency, or public relations firm working on the company’s behalf.

3. Date of entries

Entries must have been executed during the **2020 CALENDAR YEAR**. If you are entering from an ongoing campaign that was entered in a previous year, you must submit new work from the campaign.

4. About each entry

- There should be no more than six files per entry.
- Each file must not exceed 20MB.
- Allowed file types are JPEG, PDF, MP3, WMA, WMV, MOV, GIF, PNG.
- Under “Objectives and Results”, there is a 330-word limit for each field.
- Due to the file size, if you have a video campaign that has been uploaded to YouTube or an online system of this nature, you can include a direct link to the video either in the Video Link field foreseen for this purpose (after “Results”), or you can provide your link in your PDF.
- INMA recommends consolidating the entry into a single PDF if possible. Judges tend to give bonus points for simplicity in entries.

Note: The system will allow certain files to be uploaded, but not all judges have the software that is capable of viewing files other than (JPG, PDF, MP3, WMA, WMV, MOV, GIF, PNG). Please convert your files to the supported formats or your campaign will not be judged in its entirety.
5. Entry segments

The objective in the “segments” is to judge like-sized and like-minded companies and brands against one another.

Entries must be submitted in one of three segments:

- **Segment 1 - National Brands:** Work emanating from national and global brands, Web sites, apps, and publications
- **Segment 2 - Regional Brands:** Work emanating from metro-, region-, and community-focused focused brands, Web sites, apps, and publications
- **Segment 3 - Groups:** Work emanating from media groups, central offices, or shared-service operations for multiple brands in multiple cities

6. Multiple entries

You may enter in as many of the 20 categories as you wish. If you are submitting an entry in more than one category, please submit it separately in each category, as it will be judged separately.

Entrants have the possibility to duplicate entries and submit them in other categories. At the end of the submission process there is the feature “Copy Entry,” which allows the duplication.

Companies may submit different entries to different segments depending on where the work emanates. For example, work done at a corporate headquarters or shared-service operation for multiple brands should be submitted in the Group segment. But work done by a national newspaper at the same company should be submitted in the National Brand segment (same logic for Regional Brands). Groups often operate national and regional news brands.

Companies may not submit the same entry in multiple segments. The reason is that the work emanates from only one place.

Note: A fee of US$150 applies per submitted entry.

Fees for entries will not be returned. INMA is not responsible for materials entered in the competition.

8. Confidential information

Please do not include confidential information in your entries to the INMA Global Media Awards competition. All entries will be publicly displayed in INMA’s Best Practices Archive

9. Web browser requirements

To make the entry process smooth within the Entry Management System, INMA strongly recommends upgrading to the latest version of the browsers below:

**Personal Computer (PC):**
- Internet Explorer
- Firefox
- Chrome

**Macintosh:**
- Safari
- Firefox
- Chrome

Syndicated material or campaigns that are not specifically prepared for your company are not eligible. INMA reserves the right to disqualify any entry that fails to conform to the rules. Disqualified entries will not be judged.
Login

To begin submitting entries, visit our Web site at www.inma.org/awards. You must create a record that includes your e-mail address, a password, and the contact information for the person who is officially submitting the entries on behalf of the company. Once you have a record, you may log in at any time and submit additional entries.

Submission steps

Upon login, follow the prompts. The entry submission process is in sequential order (see page 12 for Web site examples):

• Step 1: Log in to save entry, skipping Step 2.

• Step 2: If not registered, create account.

• Step 3: Company information.

• Step 4: Campaign details.

• Step 5: Media with the entry. See file details on page 9 rules: “About each entry.”

• Step 6: Review entry and save.

Questions

Within the Online Entry Management System, you will have complete contest and entry information at your fingertips. This includes rules, categories, and helpful hints. If you have questions in the entry submission process, please see page 15 and 16 for frequently asked.

INMA has created an Online Entry Management System that allows you to easily upload all of the necessary criteria and imagery necessary to participate in the INMA Global Media Awards.
HOW TO ENTER

STEP 1

INMA Global Media Awards Entry System

Get Started
Global entrant for the INMA Global Media Awards competition in minutes:
1. Login or Create an Account
2. Follow the simple 5 easy processes
3. Save your progress and return at any time
4. Enter awards form per offer
Contact Royce Hicks at awards@inma.org with questions.

Submit or Review Entries

Submit Best Practice
Company Information
Company Name
City
State / Province / Region

STEP 2

INMA Global Media Awards Entry System

Contestant Information
First Name
Last Name
Title
Company Name

Save My Awards Account
Please complete the Contestant Information to create an account.
Upload information, listing information or payment details for your awards account.

STEP 3

INMA Global Media Awards Entry System

Submit Best Practice
Company Information
Company Name
City
State / Province / Region

STEP 4

INMA Global Media Awards Entry System

Submit Best Practice
Company Information
Company Name
City
State / Province / Region

Media With This Entry
Step 1: Add Visual Media With This Entry
- An important stage to successfully show your entry
- Maximum two pages, 350 words, 10 images
- Maximum of 2MB submission file per entry

Video Link

STEP 5

INMA Global Media Awards Entry System

Submit Best Practice
Company Information
Company Name
City
State / Province / Region

Media With This Entry
Step 1: Add Visual Media With This Entry
- An important stage to successfully show your entry
- Maximum two pages, 350 words, 10 images
- Maximum of 2MB submission file per entry

Video Link

Website
1. Criteria
Judging is based on the initiative’s concept, creativity, and results.

2. Judging process
The judges evaluate entries through an online Awards Entry System created by INMA that allows them to view text, video, audio, PDFs, and still images. The judges meticulously score each entry on a scale of 1-50 and leave comments. Because judging is done online using digital images, companies should take care in selecting entries that are viewable via computer screen. Small type, poor image resolution, and materials best not viewed on a computer are strongly discouraged.

3. Who are the judges?
INMA will select a representative panel of 40+ highly qualified executives worldwide to judge the Global Media Awards. These judges come from media and marketing fields as well as experts in specific categories. While the judges are anonymous in the year of judging, click here to view a list of judges from recent years.

4. Selection of winners
Generally, one First Place, one Second Place, and one Third Place will be awarded for each category (20) within each segment (3). In some cases, judges may omit awards or advise additional awards.

5. Top awards
Judges will designate a “Best of Show” winner among First Place recipients, along with regional winners for Africa, Asia/Pacific, Europe, Latin America, Middle East, North America, and South Asia. There must be a First Place recipient from a region to qualify; otherwise, INMA may combine regions for the purpose of rewarding regional excellence.

6. Non-English entries
Most judges speak and write fluent English, which is the official language of the judging process. Every effort will be made by INMA to translate non-English entries in advance of the judging. But there are no guarantees. Submitting entries in English is strongly encouraged.
1. Fee per entry

A non-refundable fee of US$150 per entry is charged. Refunds or credits will not be granted once you have submitted your entries.

2. Payment method and instructions

Entries may be paid via credit card, bank transfer, or check:

- **Credit card:** At the conclusion of the entry submission process, you may pay online via Visa, MasterCard, or American Express.

- **Bank transfer:** Print or save a copy of your invoice at the conclusion of the entry submission process. Please transfer funds to the bank account.

- **Check:** Print out your invoice at the conclusion of the entry submission process and send via check in U.S. dollars drawn on a U.S. bank, made out to Contest Coordinator, INMA.

3. Where to send payment

For check payments, mail/post to:

Contest Coordinator
INMA
P.O. Box 740186
Dallas, Texas 75374 USA

HELP

The staff at INMA can answer any questions you may have about the INMA Global Media Awards competition.

As the **global contest coordinator**, Raquel Meikle is available to you via e-mail, awards@inma.org, and by telephone, +1 214 269-7485 or +49 170 3015197. Languages: English, Español, Deutsch.

If you prefer to discuss INMA Awards with your regional coordinator, please contact:

Europe Division: Tom Corbett, Antwerp, Belgium
tom.corbett@inma.org,
+32 486 37 13 36

Latin America Division:
Ana Gutiérrez,

San Salvador, El Salvador, ana.gutierrez@inma.org,
+503 7857 5742

North America Division:
Katy King, Dallas, United States,
katy.king@inma.org,
+1 214 373-9111

South Asia Division:
Madhavi Sekhri,
New Delhi, India
madhavi.sekhri@inma.org,
+91 99716 00632
1. Who is eligible to enter the INMA Global Media Awards competition?
The competition is open to newspapers, magazines, TV and radio stations and networks, news Web sites, online classified Web sites, and others broadly in the “news media” field. We are seeking best practices in audience, revenue, and brand growth at news media companies regardless the platform. Further questions about eligibility may be directed at awards@inma.org.

2. How many words am I allowed to enter in the objectives and results fields?
There is a 330-word limit for each field.

3. How many files can we upload per entry?
The database allows 6 files per entry. However, compiling one PDF with all files is a bonus in the judges’ eyes as a better way to review and judge the entries. Please bear in mind the 20MB size limit.

4. How do you distinguish between a “National” brand and a “Regional” brand?
National brands serve an entire country and not just a few geographic regions within a country. In smaller countries, virtually all news brands are national. Regional brands serve cities, communities, and regions — a fixed geography within a country.

5. My brand is owned by a media group. Should I submit in the Group Segment or the Regional Segment?
From where did the work emanate? If it was created at your corporate office or a shared-services operation, then it is a “Group” entry. If it was created by your Regional brand team, then it is “Regional” entry. If you are part of a Group, you likely will be submitting in multiple segments depending the work’s emanation.

6. My campaign was created by our group office for execution across our regional newspapers. Should this be submitted in the Group Segment or the Regional Segment?
Since the work emanated from the group office, it’s a Group Segment entry.

7. Does INMA accept entries from non-media companies like news industry suppliers, press associations, or consultants?
INMA takes an open-minded view of what a “media company” is. Generally, we would suggest press associations or consultants submit entries in the region they serve (national, regional). If you are a supplier or consultant representing a media company, we suggest submitting the entry under the media company’s name.

8. Are we able to set up multiple accounts, each representing a different department within my company where each department would have a different contact person?
Yes, each department can submit their own entries separately and would have a unique login and password. The contact person for that specific department is listed under that unique login and password.

9. What time frame is involved for the initiative being submitted?
All entries submitted must have been executed during the 2020 calendar year.

10. Is it required that both the creative and content is new from a previous year’s entry?
The initiative must have been executed during the 2020 calendar year.

11. Can one PDF file have numerous pages contained within it?
Yes, one file can have numerous PDF pages representing various creative elements for the campaign. Make certain the size of the file does not exceed 20MB and the sections do not exceed the 300-word limit. Consider your submission as a story consisting of an introduction, an explanatory section with the “why’s” (the challenge to overcome) and its outcome. Please don’t forget to include how you solved your challenge, which helps judges get a better picture of the internal creative process. Avoid long texts, be explicit, and to the point. Photos, videos, and audiovisual material also contribute to get the spirit of your initiative at a glance.

12. Once my files are uploaded, am I able to confirm the image has been uploaded and see the actual image?
Once you have uploaded all your files, click “Review and Submit” on your screen. You will be able to review content you have entered for each entry. If you click on the hyperlink associated with your files, you will be able to view the image.

13. When attaching files with an online entry, do we need to attach the whole page or screen or palette on which the advertisement or initiative ran, or can we just attach the artwork?
You can submit the whole page, just the artwork, or both if you prefer. Submit the creative that best represents your campaign.
14. I was able to upload a file that is not supported in the database. Will it still be judged?
The system will allow certain files to be uploaded, but not all judges have the software that is capable of viewing files other than (JPG, PDF, MP3, WMA, WMV, MOV, GIF, PNG). Please convert your files to the supported formats, or your campaign might not be judged in its entirety.

15. Do I need to include login details for the judges to access my site?
Yes. Judges will have access to your Web site to properly evaluate your entry and therefore you need to provide a special login. There’s a special box in your Awards Account foreseen for this purpose. This login will be only available for judges to judge entries. It won’t be made public.

16. Do I have to be a member of INMA to submit entries in the awards competition?
No, anyone can submit entries in the competition.

17. What is the cut-off time on the deadline date? Can I still submit my entries on the deadline date or must I submit my entries by close of business the day before?
Entries must be submitted by your close of business on the deadline date of Friday, January 29, 2021, regardless of your time zone.

18. What is the cost to submit an entry?
The per-entry price is US$150.

19. The “Bill To” information on my invoice is not correct. How do I ensure the proper “Bill To” company information is listed?
When submitting your entry, you will automatically receive your Global Media Awards participation invoice per e-mail. This invoice is also available in your Awards account. To receive an updated invoice, please e-mail INMA at awards@inma.org and provide the correct “Bill To” information (company name, address, and tax ID). You will then receive a corrected invoice by e-mail.

20. For entries that require the objectives and results to be translated into English, how do we ensure INMA receives these translations for each campaign?
Please document your objectives and results in English and send them by e-mail to awards@inma.org. You must reference your company name, entry name, and entry number(s) in the document.