



PANATA BRAND EFFECTIVENESS AWARDS

The Award for Advertisers by Advertisers

Illuminate the Path to Brand Success on Our Crystal Anniversary:

The PANAta Brand Effectiveness Awards 2024 invites you to showcase your brand!

SUBMIT NOW AND SHINE

Early Bird Deadline
April 30, 2024

Final Call
May 8, 2024

Register Here: [PANAta Login](#)

ABOUT THE PANATA BRAND EFFECTIVENESS AWARDS 2024

On our 15th year, the PANAta Brand Effectiveness Awards celebrates the brands that have become benchmarks of innovation in Philippine advertising.

Join the prestigious ranks of the nation's most impactful advertisers with PANA - your partner in brand effectiveness excellence.

WHO CAN JOIN THE PANATA BRAND EFFECTIVENESS AWARDS 2024?

Whether you're a corporate giant, an innovative SME, a media powerhouse, or a visionary school, the PANAta stage is where your brand effectiveness achieves legendary status. A compelling, direct, clear, concise, and honest case is essential for making your brand's impact known.

Here, every sector gets to tell its most compelling brand stories.
These include:

- ◆ Advertisers (Large, SMEs, PANA Members and Non-PANA Members)
- ◆ Advertising agencies
- ◆ Media agencies
- ◆ Media entities
- ◆ Advertising suppliers
- ◆ Schools / School Organizations
- ◆ Government agencies
- ◆ Non-government organizations

WHAT ARE THE QUALIFICATIONS TO JOIN THE PANATA BRAND EFFECTIVENESS AWARDS 2024?

- ◆ Entries submitted must have materials that were aired or used in any form of media/ platform from **January 2023 through December 2023**.
- ◆ Entries must be submitted as originally released and cannot be modified for the competition.
- ◆ Only original materials are qualified. Syndicated, borrowed, stock, or re-run materials are automatically disqualified.
- ◆ All entries must have clearly defined objectives and must demonstrate proof of measurable results or outcomes in comparison to stated goals or objectives.
- ◆ Eligible entries may have been used for advertising, promotions, direct marketing, digital publicity, activation or events, employee or student communications, or public relations.

WHAT SHOULD BE INCLUDED IN THE ENTRY?

What's your story? In six slides, paint the picture of your brand's journey to success. Complement with a concise case summary, using video or infographics, and support materials that showcase the essence of your campaign.

Remember, authenticity shines brightest.

CHECKLIST

- Entry write-up: maximum of 6 slides, including the title slide, in a PDF file
- Case summary (this can be in the form of a **video or infographic** that highlights the major points of your case)
 - Video: maximum 2 minutes, MP4 file*
 - Infographics: single page, PDF file*
 - *Note that the execution of video summaries or infographics will not carry weight in the evaluation and judging of entries.*
- Support materials (e.g., documents, images, TVCs, etc.) should **follow specified formats.**
- For Agencies submitting entries on behalf of their clients, a **client approval letter is** in a PDF file.
- For School organizations interested in joining, a **school endorsement letter signed by their dean and/ or school president** in a PDF file

Your Entry Write-Up:

CRAFTING A COMPELLING ENTRY

Company Name/ School Name:

Campaign/Project Title:

[] Challenge

Clearly define the challenge by providing context on the brand's market position and competitive landscape, along with any relevant industry trends.

[] Execution

Link the communication strategy back to the insights & objectives. Describe how the strategy was executed and implemented. Indicate the role of the media used and the reasons why such platform(s) was/were used for the campaign.

[] Strategy

Should encapsulate the central message and the 'why' of the campaign, resonating deeply with the target audience's needs and aspirations. This idea should serve as the driving force behind the campaign's execution, ultimately leading to breakthrough results by generating strong engagement, brand affinity, and tangible business outcomes.

[] Results

Restate your objectives and explain why they led to success. Utilize clear, simple charts and tables to showcase results, ensuring they are accurately sourced and not inflated, while considering other relevant factors influencing the outcome.

NOTE: Any information shared to the PANAta Brand Effectiveness Awards will be treated with the utmost confidentiality and will not be intentionally disclosed to any entity outside of PANA aside from the panel of judges.

ACCEPTED FORMATS

Use the following formats to ensure your entry is as polished as it is persuasive:

- ◆ **PDF file not exceeding 20 MB** - Write-up, print ads, press releases, support images, and other support documents (e.g. client's approval letter, ASC clearance, etc.)
- ◆ **MP4 file not exceeding 50MB** - All support video materials
- ◆ **MP3 file not exceeding 30MB** - All audio materials

NOTE: For all TVCs, radio ads, OOH materials, and digital materials (brand campaigns that belong to regulated categories and with superiority claim), please do not forget to include the **Certificate of Airing and/or ASC Permit** as part of the supporting material.

For digital and mobile materials, please provide **screenshots**. You may also include **links to the platforms used** and/or **URL of the website**, if available.

Keep your files sleek and accessible, just like your campaigns.

REMINDERS

Tips for a smooth submission:

- All entries should be submitted online via <https://applications.pana.com.ph/panata-awards/>
- Keep your filenames simple and clear, **avoiding special characters like &, #, and @.**
- Ensure your photos are properly labeled for easy identification. If you have multiple photos to submit, consider combining them into a single PDF file using Microsoft Word.
- If you're representing an advertising, supplier, or media agency, make sure you have the **client's approval letter** before submitting the entry.
- For school organizations, it's important to secure an **endorsement letter from your school signed by the college dean and/or school president.**
- Please note that advocacy ads featuring politicians as endorsers are not permitted if they clearly promote the politician's career.
- Remember, **all PANAta entries must include English translation or subtitles.**

By following these tips, you can streamline the submission process and ensure that your entry meets all necessary requirements.

ENTRY FEES

Invest in Your Brand's Legacy

As PANAta Brand Effectiveness Awards celebrates 15 years of Brand Effectiveness, we're recognizing established and emerging brands for their innovative strategies.

To support all brand builders, PANAta Brand Effectiveness Awards 2024 introduces tiered entry fees, empowering smaller brands and students to showcase their creativity alongside industry leaders.

The Early Bird gets the glory — and savings. Submit your entry early and secure your seat at the PANAta Brand Effectiveness Awards 2024, where brands of all sizes make history.

Fee is inclusive of one (1) seat during the Awards Night.

*** Payment options: Cash, check, or online bank transfer.*

	Early Bird Until April 30	Regular Rate May 1 - 8	Late Fee May 9 - May 15
Corporate (Large) Local or multinational corporations with more than 200 employees and with assets valued at more than P100 million (*Republic Act 9501)	P13,000.00	P15,000.00	P17,000.00
Corporate (SME) Any enterprise with 10 to 199 employees and/or assets valued from P3 million to P100 million	P10,000.00	P12,000.00	P14,000.00
Academe	P2,000.00	P3,000.00	P4,000.00

The Categories

BRAND BUILDER CATEGORIES

BRAND EFFECTIVENESS THROUGH BUSINESS GROWTH

This category welcomes brands that have leveraged information or research to identify, characterize, and utilize invaluable insights, leading to exceptional brand performance.

Whether through strategic pivots or operational improvements, entrants should showcase their data-driven decision-making and its impact on brand success.

Subcategories:

SMEs | Large (local and multinational corporations)

Citations: 3 Winners - Gold, Silver and Bronze (per subcategory)

BRAND EFFECTIVENESS THROUGH EFFECTIVE USE OF MARKETING CHANNELS

Showcase how the chosen medium was key in achieving your campaign objectives.

Single medium entrants may still opt to enter a different category, provided they can continue to substantiate the results for the medium used.

A different entry form is needed for the additional category.

Integrated

Combination of 2 or more mediums/platforms

Citation: 3 winners — Gold, Silver, and Bronze

Single Medium

- ATL (TV, Radio or Print)
- Digital (including websites, apps, blogs, vlogs, podcasts)
- OOH (static and digital billboards, transit ads,)
- BTL (activation - events, product sampling)

Citation: 1 winner per medium category (total of 4 winners)

BRAND EFFECTIVENESS THROUGH CSBT

(Corporate Sustainability and Brand Trust)

In this category, we seek entries showcasing programs and advocacies making a positive impact on communities.

Share your campaign objectives, support generated, and transformative consumer behaviors. Show how your brand uplifted communities.

Support materials such as internal memos, posters, flyers, and other communication materials would also help your entry.

Citation: 3 Winners - Gold, Silver, and Bronze

BRAND EFFECTIVENESS THROUGH CUSTOMER EXPERIENCE

This category honors brands that achieved significant engagement with their target audience.

Judges will assess campaign designs that effectively engaged consumers throughout the customer journey.

Activities may include activations, retail enhancements, gamification, interactive media, merchandising, direct mail, exhibits, user-generated content, and loyalty programs.

Entries should showcase communication materials, quantify engagement levels, and demonstrate impact on sales and brand image.

Citation: 3 Winners - Gold, Silver, and Bronze

BRAND EFFECTIVENESS THROUGH INNOVATION

Innovation is necessary for brands to adapt to and overcome the challenges of change. This category celebrates brands that have dared to blaze new trails, igniting growth, boosting productivity, and thrilling consumers along the way. It's all about showcasing a brand experience that transcends traditional advertising.

There are 3 subcategories:

Most Effective Product Innovation

This category celebrates brands adapting to changing market preferences and behaviors. It includes new product/service launches or modifications to design, utility, or packaging.

Most Effective in Creative Content Innovation

This award recognizes brands for unique and creative communication strategies. It emphasizes responsible brand building alongside innovation. It also honors brands that break from conventional patterns to offer fresh perspectives.

Most Effective Disruptive Innovation

Celebrates short-term, tactical, unconventional, and original campaigns. This is awarded to brands for executing creative and impactful campaigns. Campaigns must align with brand objectives and resonate with target audience's needs or interests.

Citations: 3 Winners - Gold, Silver and Bronze (per subcategory)

BRAND BUILDER AWARDS

THE JUDGING PROCESS

1. **Pre-screening** - The organizers will check all the entries for compliance.
2. **Pre-judging** - Members of the PANA and PANAF Board of Directors and Trustees will conduct preliminary judging of all entries.
3. **Final Judging** - All entries that passed the pre-judging stage will undergo final judging to determine the Gold, Silver, and Bronze winners in each category.

***Note:** All members of the PANA, PANAF Board of Directors, and the jury are advised to abstain from rating the entries if the entry is of their own company/brand or is a direct competitor.*

GUIDELINES FOR A SHINING ENTRY

Here are some insider tips straight from the judges themselves to help you craft your entry:

1. Keep It Authentic

Make sure your entry reflects the true core of your brand.

1. Show, Don't Just Tell

Use visuals, data, and real-life examples to bring your campaign to life.

1. Think Impact

Highlight how your campaign made a real difference, whether it's boosting sales, raising awareness, brand lift or changing perceptions.

4. Know Your Audience

Tailor your entry to resonate with the judges and showcase why your campaign stands out.

5. Nail The Presentation

Make sure your entry is polished, concise, and easy to understand. First impressions count!

6. Anticipate Questions

Get a fresh perspective by asking colleagues to review your case. Address any potential doubts or uncertainties the judges might have.

BRAND BUILDER AWARDS

All entries that garner a score of at least 75 points will be included in the shortlist, but only the top entries in their respective categories will be declared winners:

- Gold (must have a score of at least 90 points)
- Silver
- Bronze

NOTE: Trophies and plaques will be named after, and awarded to the entrant company, unless otherwise specified.

CRITERIA

Challenge	20 points
Strategy	25 points
Execution	25 points
Results	30 points
TOTAL	100 points

SPECIAL AWARDS

META

MEGAMOBILE

PANATA META EXCELLENCE AWARD

This accolade celebrates outstanding campaigns that brilliantly leveraged Meta's cutting-edge solutions, demonstrating a profound impact on brand development, or business success.

The recipients of this award exemplify the core values of PANA, embodying courage and authenticity throughout their innovative endeavors.

Criteria	Weight
Significant impact to brand equity, sales outcomes, or community	35%
Strategic use of Meta solutions as key driver of campaign	25%
Creative Assets followed creative best practices	20%
Meta solutions were used in new and innovative ways	20%

PANATA INNOVATIVE EXECUTION THROUGH MOBILE AWARD

This Innovative Execution Award showcases brands that took approaches to reach and engage their audiences as they navigated a complex and changing external environment through mobile technology.

To thrive in today's digital landscape, brands must innovate to meet changing user preferences, health and safety standards, and advancements in mobile technology. This could involve leveraging various tools such as SMS, mobile apps, chatbots and mobile advertising, among others.

CRITERIA

Innovative use of Mobile	50%
Audience Reach	10%
Audience Engagement	20%
Result	20%
TOTAL	100%

PEOPLE'S CHOICE AWARDS

There are four winners for each the People's Choice awards namely:

Favorite Brand

Favorite Campaign

**Favorite Brand
Ambassador**

**Favorite Celebrity
Endorser**

PEOPLE'S CHOICE AWARDS

Only campaigns that have been shortlisted qualify for this category.

As the name suggests, judging will be done by participating consumers. They will choose from the qualified entries which will be published in the PANA Facebook page for 2 weeks.

The participating entries may solicit support from their community to up their votes. The entry that gets the highest number of votes wins this category.

The winners of this award should have established memorable, engaging experiences and unique connections with the consumer.

There are four winners for each of the People's Choice awards namely:

CATEGORIES	CITATION
Favorite Brand	1 winner
Favorite Campaign	1 winner
Favorite Brand Ambassador	1 winner
Favorite Celebrity Endorser	1 winner

The background is a complex, abstract composition of overlapping, semi-transparent geometric shapes in various shades of blue and purple. The shapes resemble facets of crystals or facets of a low-poly mesh, creating a sense of depth and movement. Light rays and soft glows emanate from the intersections and surfaces of these shapes, giving the overall effect a shimmering, ethereal quality. The colors range from deep, dark blues to bright, vibrant purples and light blues.

MAJOR AWARDS

MOST EFFECTIVE USE OF BRAND AMBASSADOR

Brand ambassadors represent the "face and voice" of a brand, tasked with enhancing its reputation and image through marketing activities.

They can be celebrities, influencers, customers, or employees with significant influence in their communities or industries.

This category is given to the ambassador who has an exponential effect on the brand's audience.

NOTE: Striving for excellence, the PANAta Committee has set a high bar for winners, requiring a minimum score of 90 points for major and top awards. Only those entries that meet this exceptional standard will be celebrated as winners in their respective categories, inspiring all to reach new heights of creativity and effectiveness.

CRITERIA

Authenticity The ambassador should be genuine in their association with the brand, i.e., patronizing the brand and speaking positively about the brand.	20 points
Reach The ambassador should have a substantial reach and influence, either through their personal or social media following.	20 points
Trustworthiness The ambassador should be of good moral character and respected by their followers and peers.	20 points
Reliability The ambassador is committed to promoting the brand and upholding its values over a sustained period.	20 points
Compatibility The ambassador should be compatible with the brand's marketing goals and strategies. They should be able to work collaboratively with the brand's marketing team to achieve their shared objectives	20 points

CREATIVE AGENCY OF THE YEAR

A strong client-agency relationship thrives on trust, communication, and collaboration. Successful campaigns result from close collaboration with the client, aligning on vision, customer perception, and work ethics.

The Creative Agency of the Year is selected based on their body of work with clients, maintaining harmonious relationships with them and industry partners, and showcasing consistent creativity.

Supporting documents of two (2) to three (3) campaigns can be submitted. Only the client may nominate for this award.

Only the **CLIENT** may nominate for this award.

CRITERIA

Strategic Thinking (Market Insight, Consumer Insight)	15 points
Client Relations	15 points
Industry Partner Relations	15 points
Creativity and Bravery	15 points
Results of the Campaigns	40 points

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MEDIA AGENCY OF THE YEAR

This award celebrates innovative media ideas from media agencies that have been instrumental in the success of marketing programs. It recognizes those who have transformed how a specific media channel is utilized or have introduced entirely new channels.

Entries should highlight 2-3 campaigns that demonstrate innovative use of a medium, engaging the target audience in unconventional ways.

Only the **CLIENT** may nominate for this award.

CRITERIA

Strategic Media Planning (Media Insight, Trend)	15 points
Challenge (Media Planning/Buying/Negotiation)	15 points
Accuracy of Media Implementation	15 points
Client Relations/Industry Partner Relations	15 points
Attainment of the Media Objectives	40 points

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MEDIA NETWORK OF THE YEAR

This category is awarded to the network (Broadcast, Print, Digital) that has demonstrated an inspiring and innovative execution of the media idea.

The implementation should have led to an enhanced and amplified relationship between the agency, the brand builder, and their audiences.

Two (2) to three (3) campaigns may be submitted as support documents.

Only the **CLIENT** may nominate for this award.

CRITERIA

Strategic Thinking (Marketing & Consumer Insights, Data and Innovation)	15 points
Challenge (Competition and Relevance)	15 points
Accuracy of Campaign Implementation	15 points
Client Relations/Industry Partner Relations	15 points
Results of the Campaign	40 points

NOTE: Striving for excellence, the PANAta Committee has set a high bar for winners, requiring a minimum score of 90 points for major and top awards. Only those entries that meet this exceptional standard will be celebrated as winners in their respective categories, inspiring all to reach new heights of creativity and effectiveness.



TOP AWARDS

ROOKIE BRAND BUILDER OF THE YEAR AWARD

Brand managers use customer and trend research to create strategies to maximize customer engagement. This involves *overseeing the 4P's*, and ensuring that branding is consistent across platforms, markets, and communications.

Nominations should be from the brand/communications/marketing supervisor or upper management.

Nominees must be at *least 2 years* in the current company as brand manager.

Nominees should be able to demonstrate their direct or indirect role in the shortlisted entry and participation in the development, enhancement, turn-around, or brand growth as reflected by brand impact and business results (sales, market share, and other business objectives).

CRITERIA

Strategic and Critical Thinking	20 points
Creativity/Outside-the-Box Thinking	20 points
Communication Skills/Attention to detail	20 points
Adaptability and Flexibility	20 points
Leadership Skills	20 points

This is a “privilege” award for brand builders with 2-3 years of work experience. Only those whose campaigns have been shortlisted may be invited to the Rookie Brand Builder of the Year. As such, the company will receive a notification if they are qualified to enter a nominee.

NOTE: Striving for excellence, the PANAta Committee has set a high bar for winners, requiring a minimum score of 90 points for major and top awards. Only those entries that meet this exceptional standard will be celebrated as winners in their respective categories, inspiring all to reach new heights of creativity and effectiveness.

BRAND BUILDER OF THE YEAR AWARD

This award honors an exceptional individual who has driven inspiring work and significantly contributed to brand building through creativity and innovation. Reflecting the values of the PANAta Brand Effectiveness Awards, the winner will also be nominated by PANA for the WFA Brand Builder of the Year award.

Nominees must have at least 5 years of marketing/brand experience and hold global or regional roles as head of marketing/brand or CMO for at least 2 years in their current company.

Nominees should be able to demonstrate his/her direct or indirect role in the shortlisted entry and leadership in the development, enhancement, turn-around, or brand growth as reflected by brand impact and business results (sales, market share, and other business objectives).



This is a World Federation of Advertisers (WFA) Supported Award.

A "privilege" award for brand builders. Only those whose campaigns have been shortlisted may be invited to nominate for Brand Builder of the Year. As such, the company will receive a notification if they are qualified to enter a nominee.

CRITERIA

Business Growth	Nominee should be able to demonstrate his/her contribution to the growth and profitability of the shortlisted entry	25%
Leadership Effectiveness	Overall, nominee shows influence in creating a positive work environment through adapted values like work-life balance, diversity, inclusion, and sustainability	30%
Innovation & Creativity	Nominee plays a significant role in advancing and transforming the marketing field through innovation and creativity	20%
Local and Global Impact	Nominee is recognized and respected by peers in the industry as a trailblazer in creating next-generation marketing & sales practices and through active participation in other fields, i.e., academe, community involvement, and/or government affairs.	25%

NOTE: Striving for excellence, the PANAta Committee has set a high bar for winners, requiring a minimum score of 90 points for major and top awards. Only those entries that meet this exceptional standard will be celebrated as winners in their respective categories, inspiring all to reach new heights of creativity and effectiveness.

BRAND TEAM OF THE YEAR AWARD

This award is given to the team whose strategic direction and vision, coupled with great execution, have made their brand grow not only in awareness but also in revenue.

Only those whose campaigns have been shortlisted may be invited to nominate for Brand Team of the Year. As such, the company will receive a notification if they are qualified to enter a nominee.

To assess the healthy relationship with the third-party suppliers, questionnaires will be provided to the chosen entities. The filled-out forms are to be uploaded by the entrant as support documents for their entry.

CRITERIA

Performance of the campaign	Positive brand growth in awareness and significant revenue returns	35%
Client-Supplier Relations	Gleaned from the questionnaire—Supplier rated team highly on the aspects of being easy to work with, showing professionalism in terms of punctuality, attentiveness, dependability, adaptability, and trustworthiness	25%
Strategic Partnership	Team demonstrated advanced organizing and planning skills, remained open to effective collaboration and creative approaches, while uncompromising with their company standards	25%
Vision and Leadership	Suppliers assessed the Brand Team for clear, concise, and consistent directions at all times	15%

NOTE: Striving for excellence, the PANAta Committee has set a high bar for winners, requiring a minimum score of 90 points for major and top awards. Only those entries that meet this exceptional standard will be celebrated as winners in their respective categories, inspiring all to reach new heights of creativity and effectiveness.

GRAND PANAta BRAND OF THE YEAR AWARD

This award is given by the PANAta Jury to the brand with the campaign they believe has executed the most game-changing, innovative, and effective strategies in promoting their brands to achieve outstanding results within the year of competition.

Only those campaigns that have won GOLD in the Brand Builder Awards Categories are eligible to win the Grand PANAta Brand of the Year.

CRITERIA

Business Growth	30%
Marketing Communications	20%
Innovation	15%
Corporate Sustainability and Brand Trust	15%
Customer Experience	20%

NOTE: Striving for excellence, the PANAta Committee has set a high bar for winners, requiring a minimum score of 90 points for major and top awards. Only those entries that meet this exceptional standard will be celebrated as winners in their respective categories, inspiring all to reach new heights of creativity and effectiveness.

The Crystal Stage Awaits Your Brand's Defining Moment

In our 15th year, craft an entry that resonates with clarity and brilliance. Claim your place in the radiant legacy of PANATA Brand Effectiveness Awards.

JOIN THE PANATA BRAND EFFECTIVENESS AWARDS 2024



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THANK YOU!