



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: Awardees must meet the following criteria:

1. Campaign duration must fall within January 2023 to December 2023.
2. Use Meta, Inc. Platforms apps as one of/ or the main platform/s for the campaign:
 - a. Where Meta campaign is >30% of total Campaign media budget
 - b. Use of at least 2 apps: Facebook, Instagram, Messenger, and/or WhatsApp
3. Ad Creative Assets should follow Meta best practices (ie. Made for Meta platforms)
4. Meta Campaign utilized advertising solutions of Meta, Inc. Platforms – including but not limited to:
 - Use of Video solutions such as Reels and In-Stream
 - Use of Business Messaging (ie. Click-to-Messenger ads, Messenger Chat Bots, Lead Generation via Messenger)
 - Use of Meta's AI suite of solutions ([Meta Advantage Suite](#))
 - Use of Commerce Solutions (ie. [Collaborative Ads](#), campaigns driving online or offline sales)
 - Use of Creator Partnerships (ie. Ads that featured creators/influencers and utilized Partnership Ads)
 - Use of Augmented Reality (AR filters, experiences)
5. Meta Campaign drove meaningful, measurable results specific to brand equity, online or offline sales, and/or community impact quantified through one or more of the following:
 - a. Internal metrics (Sales Offtake, Brand Health Tracker, Sentiment Survey, et al)
 - b. Meta's measurement solutions (Brand Lift Study, Conversion Lift, et al)
 - c. 3rd party measurement (Retail Panel, Consumer Panel Data, et al)

Scoring:

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 Meta Excellence Award Nomination Form

Overview:

- Advertiser name:
- Brand name:
- Campaign name:
- Campaign duration:

Campaign Details:

- Business challenge / objective: *(Note: Can use the same guidance as in the Brand Builder Categories)*
- Campaign strategy: *(Note: Can use the same guidance as in the Brand Builder Categories)*
- Campaign execution: *(Note: Can use the same guidance as in the Brand Builder Categories)*
- Platforms used *(Checkbox, can select multiple options):*
 - TV
 - Radio
 - OOH (Out of Home)
 - Meta
 - YouTube
 - TikTok
 - Twitter
 - Others (please specify): _____
- % of total campaign spend on Meta:
- Meta solutions used *(Checkbox, can select multiple options):*
 - Video (Reels, In-Stream)
 - Business Messaging (i.e. Click-to-Messenger ads, Messenger Chat Bots, Lead Generation via Messenger)
 - Meta's AI suite of solutions ([Meta Advantage Suite](#))
 - Commerce Solutions (i.e. [Collaborative Ads](#), campaigns driving online or offline sales)
 - Creator Partnerships (i.e. Ads that featured creators/influencers and utilized Partnership Ads)
 - Augmented Reality (AR filters, experiences)
 - Others (please specify): _____
- Business Results: *Describe the impact of the campaign in terms of any of the ff.:*
 - * Internal metrics (Sales Offtake, Brand Health Tracker, Sentiment Survey, et al)
 - * Meta's measurement solutions (Brand Lift Study, Conversion Lift, et al)
 - * 3rd party measurement (Retail Panel, Consumer Panel Data, et al)
- Support materials (Video, PDF, etc.): *Please provide link/s to files.*