



## Call for Entries

The MiAwards aims to identify the BEST in terms of media, marketing and communication agencies and teams across the whole of the UK.

In 2009, its debut year, we had a fantastic response, some incredible reports, worthy winners and a great time at the awards. This year MiAwards will be even better ... with more categories, individual awards, new judges and a fantastic line up for the night. You won't be disappointed!

We invite you to enter your best work from the past year to be in the running to win one of these coveted awards.



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Organised by:

Mi MARKETING  
INDUSTRY  
NETWORK

THE DAILY TELEGRAPH

Deadline for entries: **5pm Friday 13 August 2010**

# MiAwards 2010

## Call for Entries



### The MiNetwork

MiNetwork is the training and networking arm of The Drum magazine, created to help you grow your business and develop your career. We create connections through different mediums: live events ranging from informal drinks with peers and networking, to specialist training courses to business briefings, a mentors program and reports/white papers.

To find out about more benefits of joining please visit: [www.MiNetwork.me/join](http://www.MiNetwork.me/join). Becoming a member not only presents all of these benefits but also means you get discounts off entering the MiAwards.

### Who can Enter?

Entries are open to all digital agencies, creative agencies, media owners, throughout the whole of the UK including Scotland, England, Northern Ireland and Wales.

### Why Enter?

- Demonstrate your talent and skills to your company, clients and peers
- Stand out from the competitors as an award winning company
- Gain fantastic PR opportunities
- Boost morale throughout your company and reward your hardworking individuals and teams
- Reassure clients that you are the best company for the job

### What is eligible?

Entries that are made must be entered before 13 August 2010. All entries must have been live to market between 31st January 2009 and 10th July 2010. Entries do not have to be created within this timescale. Entries cannot have been entered previously.

### Entry Fees

<b>Non-members</b>	£118+VAT for first entry, £56 + VAT per subsequent entry
<b>IND/CORP Members</b>	£70 +VAT for first entry, £34 +VAT per subsequent entry
<b>ELITE members</b>	FREE for all entries

You may enter as many categories as are suitable, however each entry must be treated as a separate entry and payment must be made for each.

For more information on the MiNetwork and entries please contact Kimberley Baran on 0141 559 6078.

For more information please contact **Kim Baran** on **0141 559 6078** or [kim.baran@carnyx.com](mailto:kim.baran@carnyx.com)

### Judges

The 2010 judging panel will involve a number of respected MiNetwork mentors and industry professionals, some of whom include:

Brian Child, ex CEO of McCann Erickson Manchester  
Ray Hanks, ex Head of Creative at NWDA  
Peter Croome, MD of Rapier  
Mark Davies, MD of Outside The Box  
Carl Hopkins  
Brian Rees

### Awards Ceremony

The results will be announced at a gala award ceremony in Manchester in November 2010. This event will serve as a Grand Finale for the Awards season, the ultimate review of which businesses stand head and shoulders above their competitors.

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### Categories

#### 1 Grand Prix

Entries are automatically entered into this category. Chosen by the judges from all the entries and announced at the MiAwards ceremony.

#### 2 Chairman's Award

Entries are automatically entered into this category. Chosen by the Chairman as his personal favourite and announced at the MiAwards ceremony.

#### 3 Marketing Director of the Year (individual award)

NEW FOR 2010

MiNetwork members are automatically entered into this category. Voted by members of the MiNetwork - People Vote

#### 4 Marketing Personality of the Year (individual award)

NEW FOR 2010

MiNetwork members are automatically entered into this category. Voted by members of the MiNetwork - People Vote

#### 5 Rising Star of the Year (individual award)

NEW FOR 2010

MiNetwork members are automatically entered into this category. Voted by members of the MiNetwork - People Vote

#### 6 Advertising Agency of the Year

#### 7 Design Consultancy of the Year

#### 8 Digital Agency of the Year

#### 9 Integrated Agency of the Year

#### 10 DM/Sales Promotion Agency of the Year

#### 11 B2B Agency of the Year\*

#### 12 Public Relations Consultancy of the Year

#### 13 Market Research Firm of the Year

#### 14 Media Sales Team of the Year

#### 15 Media Agency or Team of the Year

#### 16 Marketing Team of the Year

#### 17 Newspaper of the Year

#### 18 Events Company of the Year

#### 19 Production Company of the Year

#### 20 New Start of the Year

#### 21 Social Marketing Agency or Team of the Year

NEW FOR 2010

#### 22 Media Owner of the Year\*- NEW FOR 2010

#### 23 Consumer Brand of the Year\*- NEW FOR 2010

#### 24 B2B Brand of the Year - NEW FOR 2010

#### REGIONAL AWARDS

#### 25 Scottish Company of the Year

#### 26 North East Company of the Year

#### 27 Yorkshire Company of the Year

#### 28 North West Company of the Year

#### 29 Midlands Company of the Year

#### 30 South West Company of the Year

#### 31 South East Company of the Year

#### 32 Welsh Company of the Year

#### 33 Northern Ireland Company of the Year

\*Brand awards will not be judged anonymously

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For more information please contact **Kim Baran** on **0141 559 6078** or **[kim.baran@carnyx.com](mailto:kim.baran@carnyx.com)**

### How to Enter

1. Visit [www.MiAwards.me](http://www.MiAwards.me)
2. Browse the categories to decide which category suits you best
3. If you are a MiNetwork member then log-in, if not then visit [www.MiNetwork.me/join](http://www.MiNetwork.me/join) to find out more about membership and how to enter the MIN Awards.
4. Follow the on screen instructions to up-load your entries and make your payment.
5. Once your entries are received and payment is authorised, conformation will be sent to you via email.
6. An invoice will be sent by post for your records after this step.

If you wish to pay by cheque, please make it payable to Carnyx Group Ltd, please leave your entries in your basket, post the cheque to Kimberley Baran, MiAwards, 4th Floor, Mercat Building, 26 Gallowgate, Glasgow, G1 5AB.

### Writing your report

It aims to be as simple and as easy to enter as possible. Those taking part simply have to write a 1000 word paper detailing their businesses success over the last 12 months. The judges will be looking for examples of:

- Innovative thinking
- Excellent service
- Strong results (wherever possible backed up with financial evidence)

### Your entry should:

- Contain no more than 1000 words

Be split into the following sections:

- **Executive Summary** - (250 words) The purpose of the executive summary is to ensure the judges go on and read your full report
- **Challenges you faced** - (250 words)
- **What you did** - (250 words)
- **What you achieved** - (250 words)
- **Contain financial evidence** to support results; papers with this information will be favoured by the jury where appropriate
- **You may include up to three images** saved to a high resolution (300dpi) JPEG

### Important

Judging is done blind, so please do not include your logo, company name or address.

### MIN Tips

- When writing your report don't assume the judges know your company.
- Give clear concise statements in the report.
- If not commercially necessary please do not add additional password protection.



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### General Rules

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1. All entries must have been live to market between 31st January 2009 and 10th July 2010. Entries do not have to be created within this timescale. Entries cannot have been entered previously.
2. Do not include password protection.
3. All submissions must be made online.
4. Work entered into more than one category must be treated as a completely separate entry.
5. Multiple entries can be made but payment must be made for each.
6. All entries must be supplied and conform to category rules/submission formats. Entries must be received by no later than 5pm Friday 13 August 2010. Please note that we cannot guarantee that entries received after this deadline will be considered.
7. Entries are open to all digital agencies, creative agencies, media owners or clients who work within the digital field, provided they are based in the UK or Ireland.
8. The judges reserve the right to re-allocate entries that in their view are entered in an incorrect category.
9. The organisers reserve the right to publish/exhibit screen grabs and/or submitted report in relation to the awards.
10. The judges' decision is final.
11. All entries submitted must be legal. Any entries containing offensive material will be disqualified.

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