



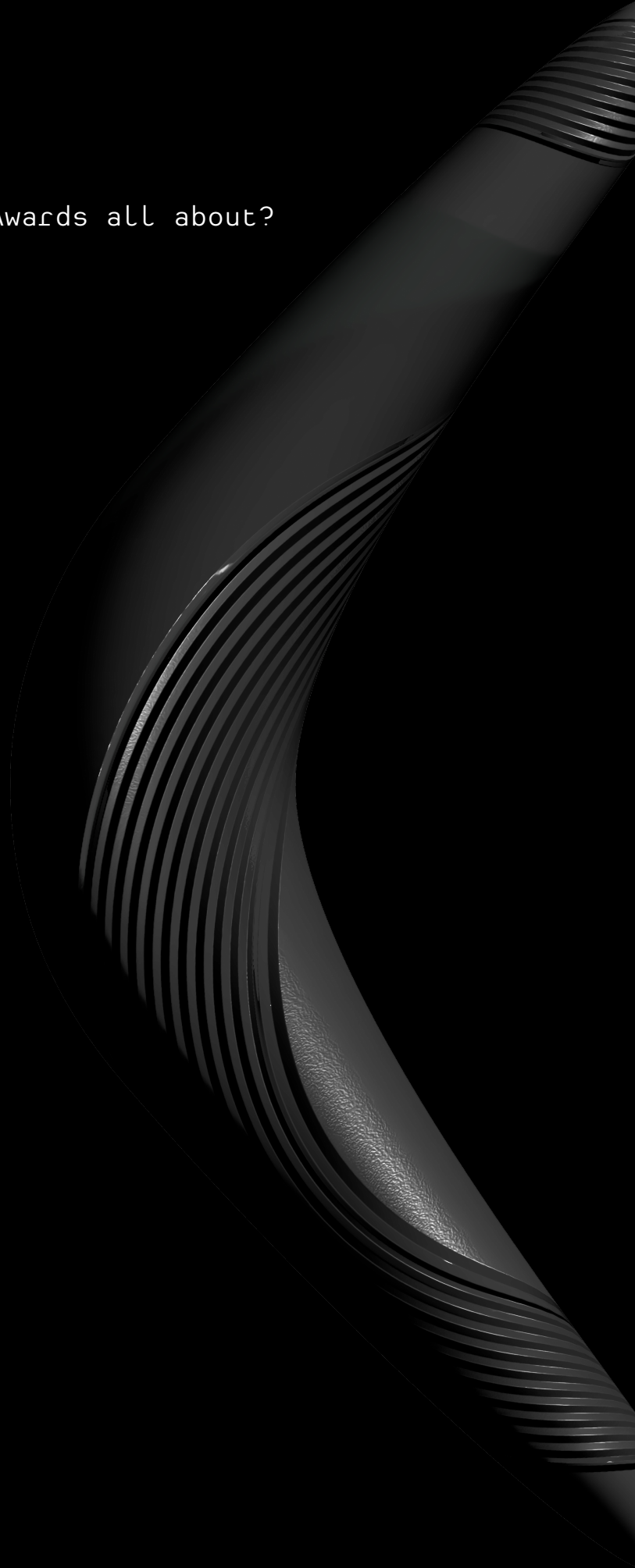
# transform

2023

**ENTRY KIT**

# WHAT'S INSIDE

- > What's the 2023 Boomerang Awards all about?
- > Judging and Criteria
- > Main Categories
- > Special Categories
- > Special Awards
- > Entry Guidelines
- > Entry Submission and Fees
- > Dates to Remember



# WHAT'S THE 2023 BOOMERANG AWARDS ALL ABOUT

In 2023, our show takes its first steps beyond Digital Marketing, towards Digital Transformation.

While we still prize Innovation, Creativity, and Impact, this year's theme **TRANSFORM** demands more than better engagement, greater reach, or an immensely imaginative campaign idea.

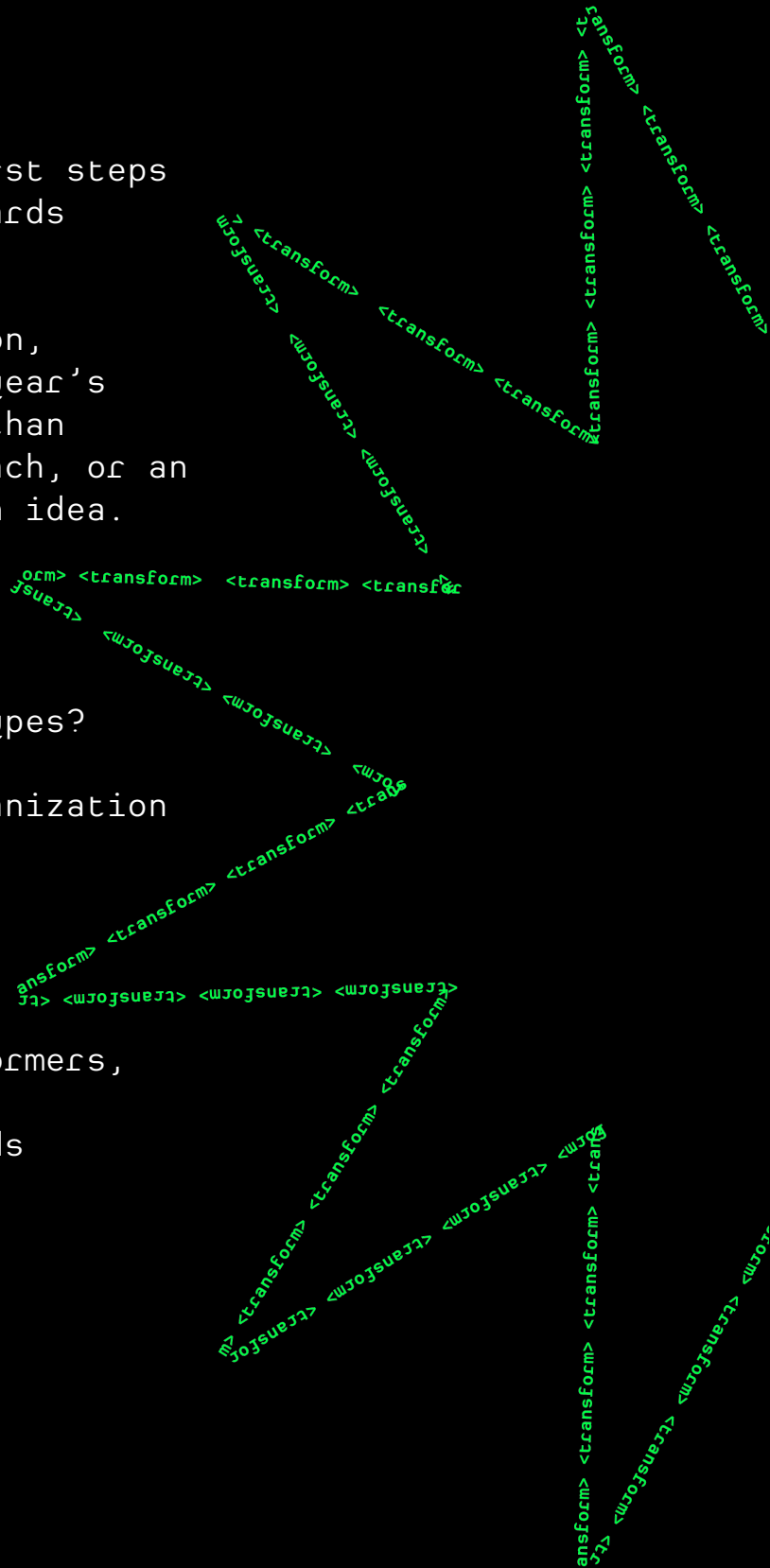
Did it change the brand for the better?

Did it crush cultural stereotypes?

Did it help a business or organization make a crucial pivot?

Does it have the potential to influence the way we live?

By celebrating Digital transformers, we hope to inspire everyone to take a leap of faith towards the Digital future.



# THE CRITERIA TO TRANSFORM: INNOVATION, CREATIVITY, AND IMPACT

## INNOVATION

A new way of thinking in the use of Digital that helps transform a brand, business, organization, or market.

Beyond being first in the market, we look for ingenuity that leads to sustainable, breakthrough, or disruptive innovation.

## CREATIVITY

Innovation that goes unnoticed cannot transform brands. Creativity is key to making it relevant to the market.

We look for big ideas and craftsmanship (art+copy+code) that bring meaning to innovation so it becomes irresistible.

## IMPACT

The effectiveness of a campaign, program, or execution that achieves the objectives set for the business.

We look for attributable impact to market performance and/or society, measuring "metrics that really matter."



# BEFORE ENTERING, TAKE NOTE

- > The Boomerang Awards are open to IMMAP and non-IMMAP member organizations.
- > Entrant organizations must be duly registered businesses in the Philippines.
- > Entries must have run between May 1, 2022 and June 30, 2023 to be qualified.
- > Each entry should be submitted by only one party (agency, client, publisher, or startup) in one category.  
If the same entry is submitted by more than one party, only the first entry will be accepted.
- > All submitted entries may be used for any purpose by the Boomerang Awards and/or IMMAP, including, but not limited to, promotions and awards database.

The background is black with a boomerang-like shape on the left and a series of curved, parallel lines on the right. Green digital rain text is scattered across the background. The word 'main' is written in large, white, lowercase letters.

# main

ALL 2023 Boomerang Awards categories are  
judged using the criteria of INNOVATION,  
CREATIVITY, and IMPACT.

# MAIN CATEGORIES

## **DIRECT MARKETING and CRM**

The digital transformation of direct marketing and CRM has meant an increase in innovative approaches, from acquiring first-party data, to novel takes on loyalty programs. This category recognizes innovation in customer targeting and acquisition, managing relationships and value throughout the customer life cycle, and more.

Materials and/or campaigns that can be entered:

- Digital Direct Marketing materials (mailers, chatbots, NFCs, etc.)
- CRM programs and campaigns
- Personalization campaigns
- Performance marketing campaigns
- Social CRM

## **COMMERCE**

As e-commerce adoption skyrockets, so do innovative approaches. This category recognizes fresh solutions built for e-commerce, or innovation related to commerce, like product assortment, social commerce, and more across B2B, B2C, and C2C.

Materials and/or campaigns that can be entered:

- In-platform materials and campaigns (within existing e-com platforms)
- Stand-alone / owned e-commerce platforms
- Online to Offline to Online campaigns (O2O2O)
- NFTs / Blockchain
- Social commerce

# MAIN CATEGORIES

## **ENTERTAINMENT (including Music, Films, Live Streaming, Events)**

How people entertain themselves continues to evolve, thanks to a changing world. This category rewards (1) innovation in creation of entertainment content, and (2) the creative use of environments, hardware, applications, platforms, and more to create content and experiences on which people spend their time, helping deliver tangible results based on objectives.

Materials and/or campaigns that can be entered:

- Streaming entertainment
- Music and audio
- Movies / Video content
- Long-form social content
- Metaverse
- Augmented / Virtual Reality

## **BRANDED EXPERIENCE**

Branded experiences – immersive, engaging, made possible by technology – are on the rise. From interactive entertainment to virtual sales rooms, innovation plays a big role in creating memorable, multi-sensory experiences that further brand objectives and deliver results.

Materials and/or campaigns that can be entered:

- Digital activation
- Immersive experiences
- Metaverse
- Augmented / Virtual Reality
- NFTs / Blockchain
- Internet of Things (IoT) Ecosystems

# MAIN CATEGORIES

## OMNICHANNEL

The “messy middle” and the of-the-moment nature of consumption and shopping have resulted in the transformation of channel marketing. This category recognizes innovative omni-channel strategies and solutions.

Materials and/or campaigns that can be entered:

- Personalization campaigns
- In-platform materials and campaigns (within existing platforms)
- Multi-session experiences in stand-alone or owned platforms
- Online to Offline to Online campaigns (O2O2O)

## SOCIAL

Social platforms remain a growth area, as innovative uses of existing platforms and new platforms emerge.

This category recognizes innovations in the social space that demonstrate desired results, including the creative use of existing platforms, as well as the creation of new ones.

Materials and/or campaigns that can be entered:

- Organic or paid content
- Innovative and creative use of platform
- Chat bots
- Social commerce
- Social activations
- Use of AI or Machine Learning

# MAIN CATEGORIES

## SEARCH

Search is a tried and tested tool, but there remains room to innovate – especially as different platforms offer different approaches to Search. This category rewards the innovative use of Search that demonstrates tangible results in line with objectives.

Materials and/or campaigns that can be entered:

- SEM campaigns
- SEO solutions and optimization
- Personalization

## DATA (including Customer Care and Analytics)

While every startup is data-obsessive, it also pays to be innovative. This category rewards the unexpectedly powerful use of data to uncover user insights, improve targeting or segmentation, enhance a user or customer journey, lessen user acquisition costs, pivot a business model, and more.

Materials and/or campaigns that can be entered:

- Data visualization and/or application
- Segmentation, clustering, audience identification
- Personalization
- Campaign optimization

# MAIN CATEGORIES

## CREATOR AND INFLUENCER

Creators are on the leading edge of platform adoption, content creativity, and audience growth.

This category recognizes:

- > Innovation through collaborations with creators
- > Transformation of brands into creators and influencers themselves
- > Unlocking new styles of cut-through content through co-creation with creators
- > Individual recognition of creators and influencers for their innovative approaches to content creation and brand partnerships

Materials and/or campaigns that can be entered:

- Co-created content
- Innovative partnerships with affiliate/creative influencers
- Brand collaborations
- Use of AI or virtual influencers
- Brands as influencers or creators
- Individual creators and influencers who innovate their own content

## SMALL BUDGET

Recognizing that technology levels the playing field for big and small businesses alike, this category rewards innovation that delivers tangible results for under PHP 500,000.

Materials and/or campaigns that can be entered:

- Campaigns that fall under the regular categories of the Boomerang Awards, provided that the budget utilized is under PHP 500,000.



# MAIN CATEGORIES

## USER EXPERIENCE AND USER INTERFACE

Design thinking applied to user experience and interface has never been more commercially crucial, as options (and competitors) proliferate. This category recognizes innovation in the design and implementation of business-significant UX and UI solutions.

Materials and/or campaigns that can be entered:

- Websites, mobile apps, and/or physical and digital products that contribute to digital campaigns

## DIGITAL MEDIA

While digital media formats can be familiar, the huge growth of online audiences has created opportunities to innovate. This category rewards the creative, impactful, fresh use of technical innovation in digital media with tangible results.

Materials and/or campaigns that can be entered:

- Fresh and innovative media formats and executions such as, but not limited to, immersive, AR, VR, metaverse, rich media, interactive, programmatic, native, in-app, etc.

# MAIN CATEGORIES

## **GAMING <New for 2023>**

With the continuous improvement of gaming technology, people are enticed to devote more hours to gaming entertainment. This category recognizes brands that create new ways to integrate gaming platforms, influencers, creators, or communities into their campaigns to achieve their desired business results.

Materials and/or campaigns that can be entered:

- Content for gaming communities
- Partnerships with gaming influencers and creators
- Brand-led executions on gaming platforms
- Brand-led creation of games / gamified experiences
- Innovative use of gaming platforms, influencers, creators, or communities

## **APPLIED INNOVATION IN TRADITIONAL MEDIA <New for 2023>**

Tried and tested traditional media retains and grows audiences on the strength of innovative approaches, but still has room for growth to create new ways of capturing the attention of audiences. This category recognizes the use of digital and technological innovation applied to traditional media like TV, Radio, Print, and Out-of-Home to unlock new uses to reach existing and new audiences alike.

Materials and/or campaigns that can be entered:

- Creative application of digital and technological platforms, to create new experiences with traditional media
- Campaigns that use cross-media technology to establish offline-to-online or traditional-to-digital interactions such as QR codes, voice recognition, etc.

# MAIN CATEGORIES

## **EMERGING CHANNELS AND EXPERIENCES <New for 2023>**

The evolving universe of Digital continuously sees the emergence of new uses, platforms, and touchpoints. This category rewards those who have courageously embarked on different journeys to pursue new approaches ahead of others, experimented on new experiences, and managed to deliver business results.

Materials and/or campaigns that can be entered:

- Campaigns that showcase first-mover approaches in using new digital channels and media that are still not commonly used in the Philippine industry
- Integration of new technologies including but not limited to AI, metaverse, web3, and more into the mainstream marketing of brands and creation of branded experiences

## **DIGITAL PRODUCTION [Static and Moving Image, Design, Tech, Immersive Experiences etc.] <New for 2023>**

As the ease of publishing and creation of content on digital increase in speed, the beauty of craft should never be left behind. This category celebrates work that demonstrates dedication to craft and to the creation of beautiful visuals, design, experiences, and words, designed to appeal to the humanity in digital users.

Materials and/or campaigns that can be entered:

- Digital immersive experiences
- Made-for-digital artworks
- Craft in social and digital content (film, audio, design artworks, and copy)
- Design for digital



# special

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# SPECIAL CATEGORIES

## THE BLUE BOOMERANG

Powered by Meta Philippines

This award celebrates brands and businesses that truly embrace the transformative potential of Meta's platforms, not only enhancing the customers' experience today but by also putting themselves in the pole position for tomorrow. Through this award, Meta recognizes brands and businesses that leverage Reels to engage their audiences and customers.

Campaigns or materials that are entered must meet these qualifications:

- The use of Reels as a primary and integral channel or solution
- It was launched in the Philippines, whole or in part, between May 1, 2022 and June 30, 2023.
- It shows measurable campaign and/or business results through internal or 3rd party verification.
- The effectiveness must have been achieved by June 30, 2023.

# SPECIAL CATEGORIES

## THE CRYSTAL BOOMERANG

Powered by Google Ads

The Crystal Boomerang recognizes the best Performance Marketing campaign executed with Google AI.

Entries must utilize Search with Broad Match and/or Performance Max to multiply consumer connections and land multiple conversions across the full range of the Google Ads inventory.

The winning campaign demonstrates

- the suitability of the AI-powered performance solutions to the objective,
- optimization based on best practice,
- and campaign effectiveness

Campaigns or materials that are entered must meet these qualifications:

- It must have gathered a minimum of 20,000 ad clicks in the campaign.
- It was launched in the Philippines, whole or in part, between May 1, 2022 and June 30, 2023.
- It shows measurable campaign and/or business results through internal or 3rd party verification.
- The effectiveness must have been achieved by June 30, 2023.

**\*\*This special category is free to enter only during its inaugural year.**



# SPECIAL CATEGORIES

## THE GREEN BOOMERANG

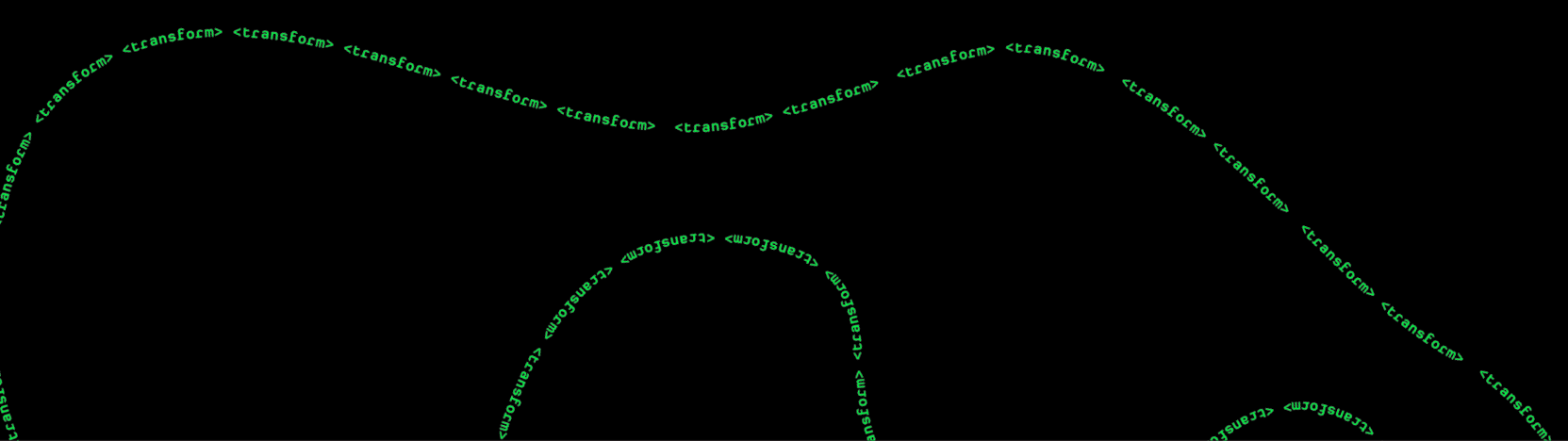
For Retail Media Network campaigns

Powered by GrabAds

Retail media networks (or RMNs) are exciting marketers and brands globally. Touted by analysts such as eMarketer as the biggest wave in digital advertising after search and social, RMNs are projected to hit 160B by 2027. To continuously adapt to the evolving needs of consumers in the retail space, brands and agencies utilize the strength of retail platforms—first-party data, valuable audience, full-funnel strategy, and the retail ecosystem—to deliver the best customer experience. That's why they get the best business results and maybe, just maybe, the GrabAds' Green Boomerang for Retail Media Network campaigns.

Campaigns or materials entered must meet the following qualifications:

- Use of a retail media network must have a positive and transformative impact on brand or business objectives.
- It was launched in the Philippines, whole or in part, between May 1, 2022 and June 30, 2023.
- It shows measurable campaign and/or business results through internal or 3rd party verification.
- The effectiveness must have been achieved by June 30, 2023.





# SPECIAL CATEGORIES

## THE PURPLE BOOMERANG

For Diversity, Equality, Inclusivity (DEI)

The Purple Boomerang goes to the transformative brand-led, commercial campaign that courageously challenges inequalities based on gender, sexuality, disability, religion, ethnicity, and other social conditions in support of the brand's audiences and customers.

Campaigns or materials that are entered must meet these qualifications:

- It must prove positive and transformative impact on brand or business objectives.
- It was launched in the Philippines, whole or in part, between May 1, 2022 and June 30, 2023.
- It shows measurable campaign and/or business results through internal or 3rd party verification.
- The effectiveness must have been achieved by June 30, 2023.

## THE WHITE BOOMERANG

For Pivotal Transformation

Sometimes, a business or a brand meets a challenge that can only be overcome by transforming its product or business model. This award recognizes the pivot to or within a digital ecosystem, that is possible only with innovation, creativity, and of course, impact.

Case studies that are entered must meet these qualifications:

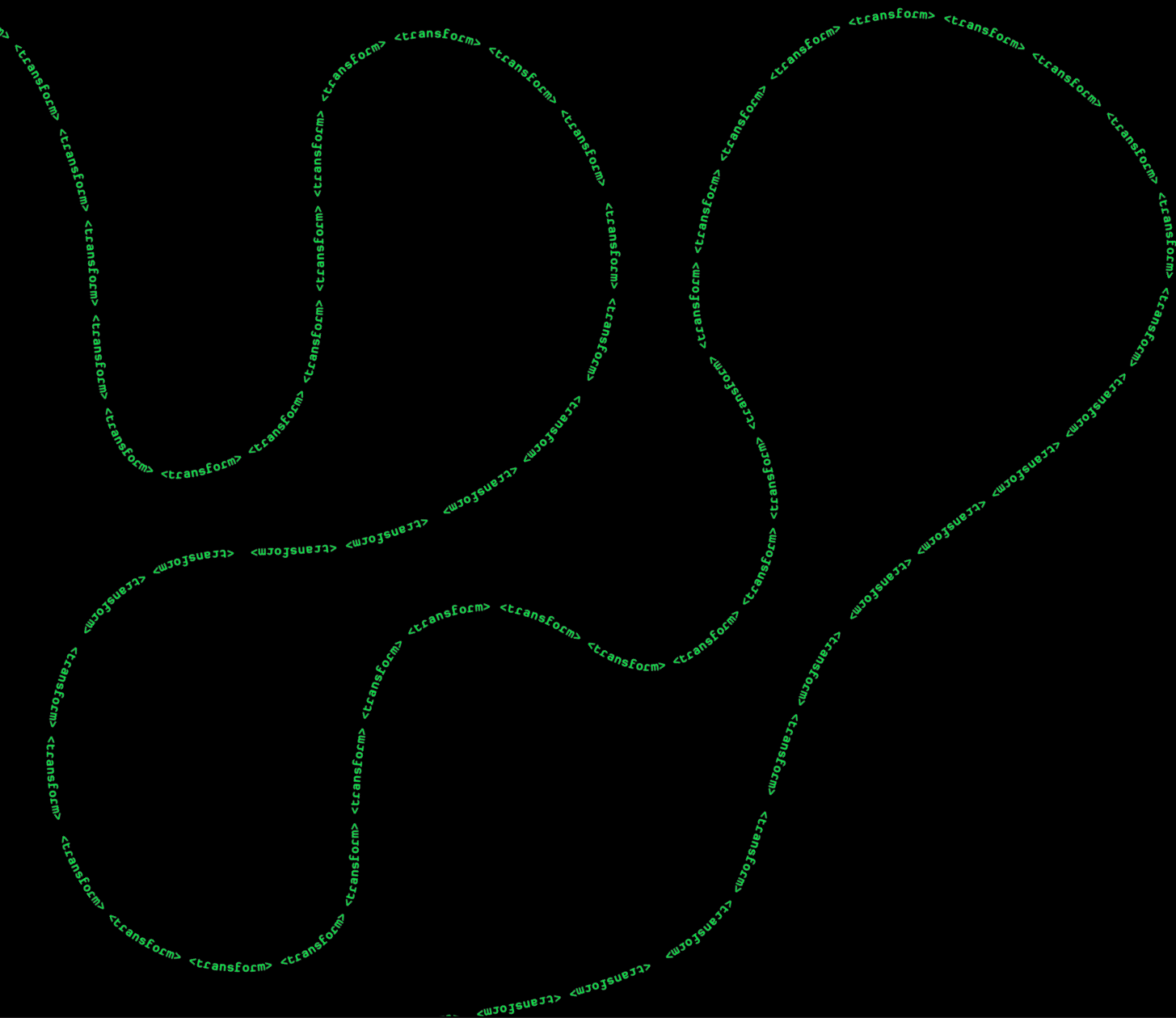
- It was launched in the Philippines, whole or in part, between May 1, 2022 and June 30, 2023.
- It shows measurable campaign and/or business results through internal or 3rd party verification.
- The effectiveness must have been achieved by June 30, 2023.

# SPECIAL CATEGORIES

## THE ORANGE BOOMERANG DIGITAL LEADERS OF THE YEAR

Powered by Hyper Island  
A new category for digital professionals

As the Boomerang Awards embrace excellence in Digital Transformation beyond Marketing, it recognizes that one doesn't have to be a brand or a business to drive digital transformation. In this inaugural competition, it celebrates the skills and achievements of 10 individuals in brand, agency, technology, PR, media, production, or platform organizations between May 1, 2022 to June 30, 2023. Nominees must demonstrate proven track record in leading digital transformation within their organizations.



# special awards

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# SPECIAL AWARDS

Given to exemplary entries based on the sum of points earned from all relevant criteria and categories.

- Agency of the Year
- Advertiser of the Year
- Tech Innovator of the Year
- Tech Innovation of the Year
- Tech Production Partner of the Year
- Production Partner of the Year
- Boomerangs Best of Show

# JUDGING AND CRITERIA

The 2023 Boomerang Awards are chosen by two kinds of juries:

## THE MAIN CATEGORY JURY

The Main Category Jury uses its expertise across all Digital disciplines to determine the shortlists. The same jury will award the finalists and the metal winners.

## THE SPECIAL CATEGORY JURY

The Special Category Jury decides the winners in special categories, such as the Blue Impact Boomerang, Crystal Boomerang, and the Orange Boomerang. For categories that are powered by specific organizations, representatives from these organizations champion their values in the jury deliberation.

Regardless of category, each entrant is judged against the criteria of INNOVATION, CREATIVITY, and IMPACT.

entire

submission

# ENTRY SUBMISSION

## Main and Special Categories

### 1. INFORMATION

- Entrant Company / Client / Advertiser
- Contact Person and Designation of Entrant Company / Client / Advertiser
- Categories Entered

### 2. CASE STUDY WRITE-UP

The write-up must describe the challenge and objectives, the solution, and the results. In not more than 450 words. This will be used as the reference of the jury if there is any unclear information in the case presentation slide.

### 3. CASE PRESENTATION SLIDE

The case presentation slide is the primary basis for judging the entry. The case must be summarized in a single slide. File must be a PDF or high-resolution JPEG exported from Powerpoint or Keynote. The slide is for easy review of the jurors.

### 4. CASE VIDEO (Optional)

Submission of a case video is now optional. It can be up to two (2) minutes long, using the mp4 format. Case videos may only mention the clients. They must not include the names of any agency, production house, or media partner. Case videos must use English subtitles for Filipino dialogue, in consideration of international jurors.



# ENTRY SUBMISSION

## Main and Special Categories

### 5. CERTIFICATION LETTER

Provide a letter in PDF format from the company whom the campaign, product, or service was created. A letter is still needed if the entrant is the advertiser.

As long as the letter states that the results indicated in the case presentation slide are accurate, there is no need to re-state the results in the actual letter. The letter should be signed by one of the most senior officers (VP Marketing / Chief Marketing Officer / Marketing Director / Marketing Director, Marketing Manager, or higher). An e-signature is accepted. The letter must state the name of the client representative with his/her contact details including the email address.

[Download the Certification Letter here.](#)

**Booms Site**

[booms.immap.com.ph](http://booms.immap.com.ph)

# ENTRY SUBMISSION

## The Orange Boomerang Digital Leaders Special Category

- If you are entering the Orange Boomerang Digital Leaders category as a freelance or self-employed professional, please select "Freelancer" for Company/Organization.
- If entering in both the regular/main categories and the Orange Boomerang Digital Leaders Special Category, please use a different account for each category.
- Submission Guideline: maximum of 10 A4 pages, using Arial 11 points, PDF format
- The Client Certification Letter applies to the entrants in the Orange Boomerang Digital Leaders Special Category.

[Download the Orange Boomerang  
Digital Leaders entry form here.](#)

[Download the Certification Letter here.](#)

**Booms Site**  
[booms.immap.com.ph](http://booms.immap.com.ph)

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# IMPORTANT REMINDERS

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# IMPORTANT REMINDERS

## MAKE YOUR SUBMISSION HASSLE-FREE

- 1 Please review the definition and requirements for the category before you submit your entry. Should you enter the wrong category, the organizers and the jury will not re-categorize your entry. Once it is submitted, you are not entitled to a refund.
- 2 We highly recommend that you use Google Chrome in the registration and entry submission process at <https://booms.immap.com.ph> for easier check-out.
- 3 When submitting a case video, please do not include hashtags or any special characters in the case study video file name.
- 4 Each entry should be submitted by only one party (agency, client, media or platform partner, startup, or other) in one category. If the same entry is submitted by more than one party, only the first entry is accepted.
- 5 Entering one case study across different categories? Kindly use ONE TITLE for the different categories so we can easily track for the overall awards and consolidate the points.
- 6 Entrant must "check out" their entries to confirm that they're actually submitting and for them to receive payment details. If they are unable to do so, the payment status will remain "On-going" instead of the supposed "Pending" status, from which the Admin Team is supposed to set as "Paid" once done. "Paid" status is needed for entries to be considered for screening and judging. To know that one has completed the process of submission, a confirmation email should be received.
- 7 1GB per requirement (upload) per entry

# IMPORTANT REMINDERS

## USAGE

- 1 If your case entry contains sensitive data, please mark "Not for public release" AND include a sanitized case write up and presentation for IMMAP's use. If you submit a case video with sensitive information, please include an additional 15-sec edit that is safe for public consumption.
- 2 Unless otherwise noted, the entrants grant permission to the Boomerang Awards to use submitted case presentation slides, write-ups, and videos for publicity and educational purposes.
- 3 If you want to provide supporting evidence such as ads, video or otherwise, please just include the URL. For entries that will provide hardware during the judging, kindly indicate in the write up the URL that the jurors and the committee can visit in order to experience and inspect the technology used in the entry.
- 4 Remember, the jury must experience how it was intended by the user.

## REFUNDS

In all circumstances, refunds will NOT be accepted once entries have been submitted.

Disqualified entries are not exempted.

# FEES AND PAYMENTS

## Regular Rates (August 11, 2023)

IMMAP Member	>	PhP 6,000.00*
Non-IMMAP Member	>	PhP 7,000.00*

## Late Submission Rates (August 30 - September 10, 2023)

IMMAP Member	>	PhP 7,000.00*
Non-IMMAP Member	>	PhP 8,200.00*

\*Plus 12% VAT

FREE OF CHARGE on its inaugural year: The Crystal Boomerang

### Pay by Online Transfer or Over-the-Counter Bank Deposit

#### Bank Name / Branch

Union Bank of the Philippines  
Vito Cruz Branch

#### Account Name

Internet and Mobile Marketing  
Association of the  
Philippines, Inc.

#### Current Account Number

000310033329

### Pay by Credit Card

After submitting your entry,  
please email

[secretariat@immap.com.ph](mailto:secretariat@immap.com.ph) to  
get the payment link.

We add a 1.5% surcharge to  
payments by credit card, to  
cover fees charged by your  
card-issuing bank.

To confirm your payment,  
kindly send the proof of  
payment (POP) to  
[secretariat@immap.com.ph](mailto:secretariat@immap.com.ph) -  
scanned copy of the deposit  
slip (if over-the-counter),  
an e-receipt / reference  
code (if via online  
transfer), or an email  
confirmation from PayMongo  
(if credit card).

# IMPORTANT DATES

## Open to Accepting Entries

July 11, 2023

## Regular Submission Deadline

August 11, 2023

## Final Submission Period

August 30 - September 10, 2023

## Awards Night

October 20, 2023

# CONTACT US

For any questions, please email  
[secretariat@immap.com.ph](mailto:secretariat@immap.com.ph)

You can also reach out to us on:

Facebook : @immapPH

Twitter : @immapPH

IG : @immap\_PH