

immap

BOOMERANG AWARDS 2021



ENTRY KIT

MAKE SOME NOISE
MAKE SOME NOISE
MAKE SOME NOISE

CONTENTS

- 2** HELLO, CAN YOU HEAR US?
- 3** WHAT'S THAT NOISE?
- 5** BEFORE ENTERING
- 6** 2021 CATEGORIES AND AWARD LEVELS
- 7** AWARDS
- 11** THE PURPLE BOOMERANG
- 12** THE BLUE IMPACT BOOMERANG
- 13** ENTERING IN 5
- 14** JUDGING
- 15** RAISE YOUR HAND
- 16** ANYTHING TO SAY?

KEY DATES

Early Deadline: July 15, 2021
Regular Deadline: July 31, 2021
Judging: September 16 - October 7, 2021
Awards Show: October 15, 2021

HELLO, CAN YOU HEAR US?

SORRY, WE WERE ON MUTE.

The Boomerang Awards is back louder and bolder, after a year of silence. Since 2008, it has been known as the Philippines' premiere award show which celebrates excellence and effectiveness in the digital space. It honors creative advertisers & agencies and recognizes brave brands & services that use internet and mobile devices to meet their business objectives. Like actual boomerangs that return to the thrower, the Boomerang Awards rewards brands and advertisers with a Boomerang for the return that their work had given them.

This year, we are introducing a range of campaign categories, while kicking off a new one – Tech Innovation. This category opens opportunities for game-changing and breakthrough tech companies, new or established, to showcase their innovations.

As we unmute for this much-anticipated event, we encourage you to unmute as well... Submit entries of your noisy campaigns and make even more noise with us.

Because we are here again and more than ready to hear you.

What's that noise?

THE BOOMERANG AWARDS SEEKS INNOVATION, KNOWS CREATIVITY, AND HEARS EFFECTIVENESS.

It flies back to big thinkers who have produced remarkable ideas rooted in STRATEGIC PLANS.

Data-filled perspectives linked to real human and business insights, leading to something INNOVATIVE.

New, novel, valuable, and CREATIVE.

An original and outstanding execution that evokes emotions, cravings, and the urge to share, as signs of it being EFFECTIVE.

WHAT'S THAT NOISE?

“Creativity has been more critical than ever. The winning work needs to use creativity to be relatable, relevant, and real.”

BBDO Singapore | Tay Guan Hin, Chief Creative Officer

“A Boomerang awardee has to inspire behavior change.”

Publicis Groupe Philippines | Ken Lingan, Chief Executive Officer

“What we’re hoping to see is storytelling that chooses to bring all of us together during these difficult periods.”

Hepmil Media Group | Karl Mak, CEO and Co-Founder

“If most ads are unskippable, how do you become the one that retains their attention the longest? If everyone makes display ads, how do you connect brand and consumer with magic and awe, using the same format?”

Google Philippines | Peach Natividad, Creative Works Lead

BEFORE ENTERING TAKE NOTE

- 1) The Boomerang Awards are open to IMMAP and non-IMMAP member organizations.
- 2) Entering organizations must be duly registered businesses in the Philippines.
- 3) Entries must have run between May 1, 2019 and April 30, 2021 to be qualified. Cited effectiveness measures must also fall within said dates.
- 4) Each entry should be submitted by only one party (agency/client/publisher/startup/other) in one category. If the same entry is submitted by more than one party, only the first entry will be accepted.
- 5) Organizers may move entries to a more appropriate category without notice, if needed.
- 6) 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.

DEADLINES & FEES

The entry portal, boomerang.immap.com.ph will be open on June 15, 2021.

Each additional submission of the same material counts as a separate entry and will be charged accordingly.

EARLY BIRD SUBMISSION PERIOD:
June 15 - July 15, 2021

EARLY BIRD DEADLINE: July 15, 2021

EARLY BIRD FEES:
IMMAP Member - Php 4,000
Non IMMAP Member - Php 4,800

Note: For this inaugural Purple Boomerang, entry is free of charge. Just choose the over-the-counter/ online bank transfer option and IMMAP will mark it as "paid."

Enjoy entry fees lower than previous years'!

REGULAR SUBMISSION PERIOD:
July 16 - 31, 2021

REGULAR DEADLINE: July 31, 2021

REGULAR FEES:
IMMAP Member - Php 5,000
Non IMMAP Member - Php 6,000

All entry fees are VAT-exclusive.

Register to be an IMMAP member for member-only rates! immap.com.ph

2021 CATEGORIES

TECH INNOVATION

- Commerce
 - Omnichannel
 - Social
 - Search
 - Data (Including Customer Intelligence and Analytics)
 - Entertainment (Including Gaming)
 - Digital Media
 - Traditional Media
 - Branded Experience
 - Creator and Influencer Marketing
 - Direct (Including Customer Relationship Marketing)
 - UX/UI
 - Small Budget
-
- Tech Innovator of the Year
 - Pivot Innovation of the Year
 - The White Boomerang
 - The Blue Impact Boomerang

CAMPAIGN EFFECTIVENESS

Campaign Results

- Awareness & Engagement
- Brand Lift
- Conversion
- Reputation Management
- Customer Relationship & Loyalty
- Sales

Campaign Context

- Product or Service Launch
- Small Budget
- Digital Activation
- OMNI
- Sustainable
- Music-based
- Entertainment
- Influencer Marketing-based

CAMPAIGN

- The Purple Boomerang
- Campaign and Service for Good

AWARD LEVELS

FINALIST
BRONZE
SILVER
GOLD
SPECIAL AWARDS

AWARDS

NEW: TECH INNOVATION CATEGORY

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.

OMNICHANNEL

The “messy middle” and the of-the-moment nature of consumption and shopping have resulted in the transformation of channel marketing. This category will recognize innovative omni-channel strategies and solutions that demonstrate a novel understanding and deployment of multichannel solutions.

SOCIAL

Social platforms remain a growth area, as the innovative use of existing platforms and new platforms emerge. This category aims to recognize innovations in the social space that demonstrate desired results, including the creative use of existing platforms, and even the creation of new ones.

SEARCH

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

DATA (INCLUDING CUSTOMER INTELLIGENCE AND ANALYTICS)

While every startup is data-obsessive, it pays to also be innovative. This category will reward 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.

ENTERTAINMENT, (INCLUDING GAMING)

The need for entertainment is timeless. How people entertain themselves continues to evolve, thanks to a changing world. This category rewards innovation in the use of environments, hardware, applications, platforms, and more, that delivers tangible results based on objectives.

DIGITAL MEDIA

While digital media formats can be familiar, the huge growth of audiences online has created opportunities to innovate. This category will reward the creative, impactful, fresh use of digital media that displays tangible results through site traffic, CTR, conversion, and more.

TRADITIONAL MEDIA

Traditional media continues to retain and grow audiences on the strength of innovative approaches. This category recognizes technological innovation in TV, radio, print, and outdoor.

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. This category will recognize fresh ideas and executions in this space.

CREATOR AND INFLUENCER MARKETING

Creators are on the leading edge when it comes to platform adoption, content creativity, and audience growth. This category recognizes innovation in marketing through collaborations with creators.

AWARDS

NEW: TECH INNOVATION CATEGORY

DIRECT (INCLUDING CUSTOMER RELATIONSHIP MARKETING)

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

UI/UX

Design thinking applied to user experience and interfaces 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.

SMALL BUDGET

Recognizing that technology can equal the playing field for big and small businesses alike, this category rewards innovation that delivers tangible results for under P500,000.

PIVOT INNOVATION OF THE YEAR

Recognizes and rewards creative and innovative thinking/swift action, where a business can demonstrate a change in model/product to enhance experiences or in response to an external factor.

THE WHITE BOOMERANG

Awarded to the most ground-breaking, game-changing, provocative solution that shifts the industry benchmarks for what is innovative.

AWARDS

CAMPAIGN EFFECTIVENESS CATEGORY

CAMPAIGN RESULTS

AWARENESS AND ENGAGEMENT

Impressions and reactions, view-through rate, completion rate, earned attention and discussion.

BRAND LIFT

Directly-attributable lift in brand-valued metrics.

CONVERSION

Turning views into leads and leads into customers.

REPUTATION MANAGEMENT

Managing negative sentiment; creating and sustaining positive sentiment towards a brand or organization.

CUSTOMER RELATIONSHIP AND LOYALTY

Increasing customer lifetime value.

SALES

Directly-attributable service or product sales lift.

AWARDS

CAMPAIGN EFFECTIVENESS CATEGORY

CAMPAIGN CONTEXT

PRODUCT OR SERVICE LAUNCH

The introduction of a new product or service.

SMALL BUDGET

Total budget is less than Php500,000.

DIGITAL ACTIVATION

Tactical digital campaign with a specific KPI.

OMNI

Online to offline campaign.

INFLUENCER MARKETING-BASED

Use of social media influencers and celebrities to increase engagement.

SPECIAL AWARDS

Special awards are given to exemplary entries according to the sum of points from all categories.

These awards are:

AGENCY OF THE YEAR

ADVERTISER OF THE YEAR

TECH INNOVATOR OF THE YEAR

TECH INNOVATION OF THE YEAR

SUSTAINABLE

A longer-term marketing strategy - running for a minimum of 1 year, that can demonstrate successful results or metrics.

MUSIC-BASED

Creative use of music content & collaborations for a campaign.

ENTERTAINMENT

Compelling brand content including film, experiences, audio, and more.

BOOMERANG BEST OF SHOW

The Board of Jury can choose to give this award to the most exemplary entry from all categories.

THE PURPLE BOOMERANG

PRESENTED BY: INVESTING IN WOMEN
AN INITIATIVE OF THE AUSTRALIAN GOVERNMENT

The Purple Boomerang recognizes campaigns that challenge stereotypes that limit women's economic participation.

Women are almost always represented in campaigns as the primary carers or homemakers. This reinforces attitudes and perceptions that keep women out of the economy or subject women to unrealistic multiple burdens.

This award will go to an impactful campaign that seeks to address limiting stereotypes through the conscious portrayal of gender equality in the economy and the home.

Does it portray women in empowering, economic, and leadership roles, but also address pressures for women to have it all?

Does it show men as carers, equally sharing childcare and housework with their partners?

Does it show women and men in careers not traditionally associated with their sex?

***See Judging Criteria for more information**

Note: For this inaugural Purple Boomerang, entry is FREE OF CHARGE. Just choose the over-the-counter/ online bank transfer option and IMMAP will mark it as "paid."

THE BLUE IMPACT BOOMERANG

PRESENTED BY: FACEBOOK

The Blue Impact Boomerang recognizes brand campaigns that were developed as “people first.”

Was Facebook used in creating solutions?
Were executions mobile-first?

This award goes to an innovative and impactful campaign that embodied this while driving business objectives.

ENTERING IN 5

Entry Submission

Register at boomerang.immap.com.ph to get a login and password.
Entries submitted should have run between May 1, 2019 and April 30, 2021.

Requirements

1) INFORMATION

Entrant Company
Contact person of Entrant Company
Client/Advertiser
Contact person of Client/Advertiser
Category & Subcategory

2) CASE VIDEO

All case videos should be up to two minutes long and sent in .mp4 format.

Case videos are the primary basis for judging.

*A shorter video might be requested, if needed.

3) 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 is the reference of the jury if there is any unclear information in the case video.

4) CASE PRESENTATION SLIDE

In a single slide, summarize the case with the same information presented in the case video and write-up.

File should be a PDF or high-resolution JPEG exported from PowerPoint or Keynote.

The slide is for easy review of the jurors.

5) VERIFICATION LETTER

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

It should include the summary of the objective and results, signature of the most senior client representative (Marketing Manager, Marketing Director, or higher), and contact details of the representative.

Verification letters with a different format will not be accepted.

USAGE

Mark your case requirements with "NOT FOR PUBLIC RELEASE" if it contains sensitive information.

Unless otherwise noted, the entrants grant permission to the Boomerang Awards to use submitted case study videos, write-ups, and slides for publicity and educational purposes.

URL will do. For entries that will provide hardware during the judging, kindly note this in your entry.

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.

JUDGING Criteria

FOR CAMPAIGN ENTRIES, JUDGES WILL ASK THEMSELVES THESE:

- > Is it pioneering and creative? Something out of the box?
- > Does it reflect clear strategic thinking?
- > Is it effective with tangible results?
- > Did the campaign make a major breakthrough?
- > Was there strong audience engagement?

FOR TECH INNOVATION ENTRIES, JUDGES WILL ASK THEMSELVES THESE:

- > Does it demonstrate the effective application of technology?
- > Is it new and mold-breaking?
- > Were business objectives met through the innovation?
- > Are the results tangible?
- > Is clear strategic thinking displayed?

What?

ENTRIES

A clear case presentation for digital marketing excellence, backed up by proof.

Who?

JURORS

A board of jurors chosen by IMMAP screen and review Boomerang entries by all entrants.

FINALISTS

Any entry can be a Finalist. A Finalist either ranks up to Bronze, Silver, or Gold, or stays a Finalist.

WINNERS

Winners receive Bronze, Silver, or Gold metals. A category can have one, multiple, or no winners per metal.

FOR THE PURPLE BOOMERANG, IN ADDITION TO THE QUESTIONS ON CAMPAIGN ENTRIES, JUDGES WILL ASK THEMSELVES THESE:

- > Does it challenge any of the following perceptions?
 - >> That women should be the primary carers?
 - >> That men should be the primary income earners?
 - >> That some jobs are better suited to women, some to men?
 - >> That men are better leaders, women better supporters?
- > Does it take care not to reinforce gender stereotypes, especially multiple burdens on women?

What else?

BEST OF SHOW

Entries under the Campaign & Service for Good category, The Purple Boomerang, and The Blue Impact Boomerang cannot be awarded as Best of Show, as they will be judged by a special jury.

RAISE YOUR HAND

Frequently Asked Questions

REGISTRATION & LOGIN

WHEN IS REGISTRATION APPROVED?

Right away. If not, contact secretariat@immap.com.ph

FEES & MODES OF PAYMENT

WHAT ARE THE ENTRY FEES?

Enjoy entry fees that are significantly lower than previous years!

NEW FEES

EARLY BIRD:

IMMAP Member - Php 4,000

Non IMMAP Member - Php 4,800

REGULAR:

IMMAP Member - Php 5,000

Non Immap Member - Php 6,000

OLD FEES

EARLY BIRD:

IMMAP Member - Php 7,500

Non IMMAP Member - Php 8,500

REGULAR:

IMMAP Member - Php 8,500

Non Immap Member - Php 9,500

Note: For this inaugural Purple Boomerang, entry is FREE OF CHARGE. Just choose the over-the-counter/ online bank transfer option and IMMAP will mark it as "paid."

All entry fees are VAT-exclusive.

ARE CHECKS ACCEPTED?

Yes, you can pay by check and deposit to:

Bank Name / Branch: UnionBank of the Philippines - Vito Cruz Branch

Current Account No.: 000310033329

Account Name: Internet and Mobile Marketing Association of the Philippines, Inc.

Note:

Charges are care of the depositor. To confirm payment, send a scanned copy of the deposit slip via email, to secretariat@immap.com.ph.

ARE THERE DISCOUNTS FOR VOLUME SUBMISSIONS?

Not this year. However, if you register from June 15 to July 15, 2021, you are qualified for the early bird discount.

ENTRY SUBMISSION

WHEN DOES ENTRY SUBMISSION START?

Register or login to access the entry system in this link: boomerang.immap.com.ph

For technical concerns, contact the NuWorks Tech Team at tech-team@nuworks.ph and cc: secretariat@immap.com.ph of IMMAP.

WILL THE EARLY BIRD DEADLINE BE EXTENDED?

No, only registrants from June 15 to July 15, 2021 are considered early birds and qualify for the early bird rate.

Regular fees apply starting July 16, 2021.

WILL ENTRY SUBMISSION BE EXTENDED?

Announcements regarding any possible extensions will be posted during the regular entry period, if needed.

IS IT POSSIBLE TO ENTER A DIGITAL VIDEO INSTEAD OF A CAMPAIGN?

Yes, as long as the digital video proves business results or its effect on the innovation landscape. Remember, The Boomerang Awards is all about campaign effectiveness and tech innovation.

WHAT IS THE TEMPLATE FOR CLIENT ENDORSEMENT LETTERS?

In PDF format, include the summary of the objective and results, and the signature and contact details of client representative. Only verification letters submitted in the provided template will be accepted.

Access the full guide template here: [<https://bit.ly/3jdUfzd>]

ANYTHING TO SAY?

Get in touch.

Email: secretariat@immap.com.ph

Twitter: [@immapPH](https://twitter.com/immapPH)

Facebook: [@immapPH](https://www.facebook.com/immapPH)

IG: [@immap_PH](https://www.instagram.com/immap_PH)