

**WINNER**

**THE  
2022  
BOOMERANG  
AWARDS**

**entry hit**

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# WHAT'S THE 2022 BOOMERANG AWARDS ALL ABOUT?

The past two years have been years of pauses and leaps. What once was thought would be a standstill because of restrictions turned into a big BOOM in advancements, accelerations, and adaptations.

This year's Boomerang Awards will double down on recognizing and celebrating the best of the best when it comes to creative and effective marketing technology and innovation in the Philippines.

# INNOVATION CREATIVITY EFFECTIVENESS

## Innovation

Beyond just being first to adapt or bearing the latest technology, the Boomerang Awards follow what innovation truly means: a new approach, POV in the way technology is used to impact change to a relevant need in the marketplace, amongst consumers.

It's not enough that one develops a chatbot, immersive platforms, or is first to implement machine learning, we also look at how differently it addresses a gap, objective, or issue in a way that's never been explored here in the Philippines.

## Creativity

As digital and technology is now permeating the way we live, it has gone beyond being a marketing tool or department. The ability of a campaign, program, or execution to be distinct and to stand out from the rest of those using the same platforms and technologies in a creative way is another pillar of the Boomerang Awards.

We will look into the big idea and craftsmanship (art+copy+code) on how relevant innovation and effectivity was brought to life for the target market.

## Effectiveness

Marketing has always been about value exchanges between brands and consumers, a two-way relationship that benefits both sides. As such, the Boomerang Awards uphold the value of the effectiveness of a campaign, program, or execution that achieves the marketing objectives set for the business.

The Boomerang Awards will look into attributable impact to market performance - if it is below objectives set, it has met objectives, or has surpassed objectives - in determining effectivity. In looking results, we follow the mantra of measuring "metrics that really matter."

# TAKE NOTE BEFORE ENTERING

- The Boomerang Awards are open to IMMAP and non-IMMAP member organizations.
- Entering organizations must be duly registered businesses in the Philippines.
- Entries must have run between May 1, 2021 and April 30, 2022 to be qualified. Cited effectiveness measures may extend up to May 31, 2022.
- For the college / university level (Orange Boomerang) qualification period of entries will be from May 1, 2020 up to April 30, 2022.
- Each entry should be submitted by only one party (agency/client/publisher/startup/school) in one category. If the same entry is submitted by more than one party, only the first entry will be accepted.
- Organizers may move entries to a more appropriate category without notice, if needed.
- 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.

# MAIN CATEGORIES

The 2022 Boomerang Awards categories will ALL observe the criteria of Innovation, Effectiveness, and Creativity.

## 2201 / DIRECT & 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 lifecycle, and more



**Materials and/or campaigns that you can enter:**

- Digital Direct Marketing materials (mailers, chatbots, NFCs, etc)
- CRM Programs and Campaigns
- Personalization Campaigns
- Performance Marketing Campaigns
- Social CRM

## 2202 / 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 you can enter:**

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

## 2203 / 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.



**Materials and/or campaigns that you can enter:**

- Games
- Streaming Entertainment
- Music and Audio
- Movies / Video Content
- Metaverse
- Augmented / Virtual Reality

# MAIN CATEGORIES

The 2022 Boomerang Awards categories will ALL observe the criteria of Innovation, Effectiveness, and Creativity.

## 2204 / 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 you can enter:

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

## 2205 / 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.



Materials and/or campaigns that you can enter:

- Personalization Campaigns
- In-platform materials and campaigns (within existing platforms)
- Stand-alone / owned platforms
- Online to Offline to Online campaigns (O2O2O)

## 2206 / 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.



Materials and/or campaigns that you can enter:

- Organic content
- Paid content (innovative and creative use of platform ad units)
- Chat Bots
- Social Commerce
- Use of AI or Machine Learning

# MAIN CATEGORIES (Continued)

## 2207 / 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.



Materials and/or campaigns that you can enter:

- SEM campaigns
- SEO solutions and optimization
- Personalization

## 2208 / 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.



Materials and/or campaigns that you can enter:

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

## 2209 / 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.



Materials and/or campaigns that you can enter:

- Content formats
- Affiliate / Creative Influencer partnerships
- Brand collaborations
- AI Influencers / Metaverse

## 2210 / 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.



Materials and/or campaigns that you can enter:

- Campaigns that fall under the regular categories of the Boomerang Awards provided that the budget utilized is under P500,000.

# MAIN CATEGORIES (Continued)

## 2211 / UX and UI

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.



**Materials and/or campaigns that you can enter:**

- Websites, Mobile Apps, and / or Physical and digital products that contribute to digital marketing campaigns

## 2212 / 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.



**Materials and/or campaigns that you can enter:**

- 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.

## 2213 / 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



**Materials and/or campaigns that you can enter:**

- Campaigns that use cross media technology to establish offline-to-online or traditional -to-digital interactions such as QR codes, voice recognition, etc. to help achieve marketing objectives

# SPECIAL AWARDS CATEGORY

## 2214 / THE PURPLE BOOMERANG

PRESENTED BY INVESTING IN WOMEN

**INVESTING IN WOMEN**  
SMART ECONOMICS  
AN INITIATIVE OF THE AUSTRALIAN GOVERNMENT



The PURPLE BOOMERANG will go to an impactful brand-led, commercial campaign that bravely challenges gender stereotypes by normalising women's role in workplaces, men's role in the home, and equal sharing of caring and economic roles across genders.

Entries should challenge any or all 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

# SPECIAL AWARDS CATEGORY

## 2215 / THE BLUE IMPACT BOOMERANG

PRESENTED BY META PHILIPPINES



At Meta, we believe the metaverse can enable better social experiences than anything that exists today, and we will dedicate our energy to helping achieve its potential. We want to help accelerate the development of the fundamental technologies, platforms and creative tools that will bring the metaverse to life, and to weave these technologies together into - and through - our social media apps.

Some elements of the metaverse already exist in a limited capacity today and we can see how everyday technology is already adding value across the marketing funnel.

This award, which comes in the form of a Non-Fungible Token (NFT), will celebrate the brands and businesses that truly embrace the creative potential of our platforms by not only enhancing their customers' experience today but by also putting themselves in pole position for the metaverse reality of tomorrow. Through this award, we want to recognize brands and businesses that have leveraged the foundational products from Meta to start building the bridge to the metaverse.

Materials and / or campaigns you can enter:

- Brand or corporate campaigns where Meta Inc. solutions were integral -main or central medium)
- Used Facebook / Instagram / Messenger relevant advertising solutions / tools - including but not limited to
  - a. Use of Augmented Reality filters and ads
  - b. Use of Messenger Chat Bots, Click-to-Messenger Ads
  - c. Use / drive to Commerce on Messenger or through Collaborative Dynamic Ads
- Important to show measurable results of the campaign (Community, Brand Impact, Sales) through internal or 3<sup>rd</sup> party measurement

# SPECIAL AWARDS CATEGORY

## 2216 / THE WHITE BOOMERANG

The "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.

## 2217 / THE ORANGE BOOMERANG

Awarded to the best student team from a Philippine educational institution, college, or university who were able to produce a digital and / or marketing technology solution / campaign to a relevant marketing gap, need, issue or objective in the context of school / org-sanctioned activities.

**FREE OF CHARGE  
TO ENTER!**

# SPECIAL AWARDS CATEGORY

**2218 /**

## **THE GRABADS SUPERAPP BOOMERANG**

PRESENTED BY GRABADS

# GrabAds

Super apps are redefining the way we tackle our everyday tasks, from daily necessities like eating, commuting and shopping to making payments, arranging deliveries and more. Increasingly, super apps are also connecting brands with millions of consumers who rely on these apps for everyday purchases and transactions online and off, creating a new wave of opportunities for marketers to build brand, drive engagement and spur sales.

The Super app Boomerang recognizes advertising campaigns that take advantage of super app ecosystems in innovative ways to drive brand and/or business objectives. Entries should have made use of any super app advertising solution, including offline as well as online formats, and should have achieved impact, whether in terms of brand awareness, sales, or other metrics.

**FREE OF CHARGE  
TO ENTER!**

# OVER-ALL AWARDS

Given to exemplary entries according to the sum of points from all relevant criteria and categories.

These awards are:

- AGENCY OF THE YEAR
- ADVERTISER OF THE YEAR
- MARKETING TECHNOLOGY INNOVATOR OF THE YEAR
- MARKETING TECH INNOVATION OF THE YEAR
- BOOMERANGS BEST OF SHOW

# JUDGING & CRITERIA

The 2022 Boomerang Awards will have the following classifications of jury:

The Executive Jury,

and

Category Juries:

- Direct, CRM, Commerce, and Data Jury
- Digital Media, Traditional Media, Omnichannel Jury
- Entertainment, Branded Experience, Creator and Influencer, and Social Jury
- Small Budget, UX / UI, Search Jury
- White Boomerang, Orange Boomerang, Purple Boomerang, Blue Boomerang, GrabAds Boomerang Jury

Category Juries will be responsible for the first level of judging to determine the shortlists given their expertise, while the Executive Jury will be in charge of determining the finalists, and the metal winners.

For special sponsored categories such as Purple and Blue Boomerang, there will be representation of the sponsoring companies for both jury types. For example, for Purple Boomerangs sponsored by Investing in Women, IW will have jury representation in both category and grand juries. They will solely be judging on their respective colored Boomerang categories. Same guideline will apply for the GrabAds Boomerang and Blue Boomerang special awards.

All categories will be subjected to the INNOVATION, CREATIVITY, and EFFECTIVENESS criteria. Each of these pillars represent equal weights in computing for the final score.

# ENTRY SUBMISSION

## 1. INFORMATION

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

## 2. CASE VIDEO

All case videos should be up to two minutes long and should be sent in mp4 format. Case videos are the primary basis for judging.

## 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 whom the campaign, product, or service was created. A letter is still needed if the entrant is the advertiser.

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

The verification letter also applies to the entrants in the ORANGE Boomerang Category, with the College or University, represented by the Department Chair (or higher) being the signatory to validate the entry of the students.

## Booms Site:

<https://booms.immap.com.ph>

# IMPORTANT REMINDERS

## HELPING MAKE YOUR SUBMISSION HASSLE-FREE

1. 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.
2. Please do not include hashtags or any special characters in the case study video file name.
3. A confirmation email will be sent indicating that your entry submission was successful.
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. Entering one case study across different categories? Kindly use ONE TITLE for the different categories so we can easily track for the over-all awards.

# IMPORTANT REMINDERS

## USAGE

1. Mark your case requirements with “NOT FOR PUBLIC RELEASE” if it contains sensitive information.
2. 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.
3. URL will do. For entries that will provide hardware during the judging, kindly indicate in the write up the URL that 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 & PAYMENT

Regular Rates (Until August 8, 2022)

IMMAP Member PhP 5,000

Non IMMAP Member PhP 6,000

Late Submission Rates (August 9 to 19, 2022)

IMMAP Member PhP 6,000

Non IMMAP Member PhP 7,200

\*Plus 12% VAT

FREE OF CHARGE for the following Categories:

- GrabAds Super App Boomerang
- Orange Boomerang Entries (for Students)

## Pay By Online Transfer or Over-The-Counter Bank Deposit

Bank Name / Branch:  
Union Bank of the Philippines  
Vito Cruz Branch

Current Account No.:  
000310033329

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

## Pay By Credit Card

Kindly send an email to  
secretariat@immap.com.ph to know more  
about about this mode of payment

## Pay By GCash Bank Transfer Function

From your GCash app, click  
on "Bank Transfer"

Bank Name / Branch:  
Union Bank of the Philippines

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

Current Account No.:  
000310033329

# IMPORTANT DATES

Open to Accepting Entries	June 20, 2022
Regular Submission Deadline	August 8, 2022
Late Submission Period	August 9 to 19, 2022
Orange Boomerang Deadline	August 19, 2022
Awards Night	October 14, 2022

# 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

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