

WebAd Awards

Rules and Procedures

Web Ad Awards

The Sales and Marketing Executives Association of Puerto Rico (SME) Internet Committee created the Web Ad Awards in 2007 to recognize best practices in the use of Internet as part of a marketing, advertising or public relations strategy and/or campaign in Puerto Rico. In 2007 we only awarded one prize for best integration of the Internet as part of a marketing, public relations or advertising strategy, promotion or campaign and it produced extraordinary results. Due to the overwhelming interest and acceptance of these awards, for the 2008 awards, four new categories were created. The sole purpose of these awards is to recognize advertising, public relations or promotional efforts and their effectiveness in accomplishing campaign objectives.

Eligibility:

Participants must belong to an advertising or interactive agency, a public relations firm, or a company selling or distributing a product, brand or service. Media companies are excluded as their main purpose is to serve as vehicles where campaigns are executed.

Any interactive marketing, advertising, public relations or promotional campaign running during the qualifying period and solely targeting residents of Puerto Rico may be nominated. Campaigns could have been launched earlier but must have run during this period. Participants may nominate their products for more than one category.

Categories:

- 1. *Best Internet Integration on a 360° campaign***
Includes advertising, marketing or public relations campaigns that integrate and use Internet in its media mix and as part of the initial strategic conceptualization. The campaign, especially the Internet component, must have reached or surpassed objectives.
- 2. *Best integration of the Internet in a public relations or non-profit campaign***
Includes public relations or non-profit campaigns that integrate and use the Internet in their media mix and the initial strategic conceptualization. The campaign, especially the Internet component, must have reached or surpassed objectives.
- 3. *Best integration of the Internet in a promotional campaign***
Includes advertising, marketing or public relations campaigns for a promotion, contest, event, or cause for a limited period of time (having a set launch and termination date) that used the Internet as the main medium for effort.
- 4. *Best website***

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Includes brand sites and promotional sites for any commercial brand or service that targeted the Puerto Rican market.

5. Best Internet ad

Includes banners, pop-ups, pop-unders, rich media ads such as banners, streaming video, applets that allow user interaction, interstitials that published in an Internet site in Puerto Rico or that targeted Puerto Ricans living on the Island.

Entry Guidelines:

Fill out the entry form and make sure to include all requested information. The SME's Internet Committee reserves the right to disqualify incomplete applications.

Application must include:

- Case Name
- Case Objective (Ex. Increase sales, brand awareness, product launch, page views, click-thru rate , etc.{specify % or \$ if it applies})
- Results expected
- All media utilized (whether Interactive or not)
- Describe Internet usage
- Dates in which it ran
- Results obtained
- Reason for why the case should win the award
- Include designs of ads and all elements of the campaign including URLs or htmls
- Names of agency, teams and/or people responsible. Who would be called upon to publicly receive the award.

Please press here to download the entry form

It is important for each participant to include the names of all the people who might have been involved in the effort and who must be also recognized in the award. The SME's Internet Committee will not be responsible for any entity or team members excluded from the submitted case application.

There is no limit to the number of categories a single campaign may compete for.

Participations must be uploaded to www.webadawards.com by the established date. Please refer to the instructions and timeline on the site or contact lizette@smep.com or Joyleen@smep.com should you need additional information.

Judging Criteria:

The following criteria will be evaluated:

- Results and impact to the strategic objective
- Integration of Internet (Use of the medium)

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- Creativity Originality and innovation - Never seen ideas or concepts, or new associations or approaches between existing ideas or concepts.

WebAd Awards Committee Members will revise each participation and will corroborate they meet eligibility criteria in order to submit participation to Judges.

Selection of winner:

- Judges will be selected by the SME Board of Directors. There will be five judges from the Internet industry and academia (non agency). Names and professional background will be announced as soon as their participation has been confirmed. Judges will evaluate each case on the criteria above
- The top 3 entries with the highest scores will present their case at the Puerto Rico Internet Forum event, where the winner will also be announced.
- Finalists will be notified so they may prepare a 2-minute maximum audiovisual presentation summarizing their efforts and results. Such presentation must be turned in on or before the established date, in DVD format. Nominees who do not meet criteria will risk the possibilities of receiving an award. SME Internet Committee reserves the right to request the edition of presentation based on time constraints or content unrelated to the object of the awards.

General Conditions:

The following terms and conditions and the decisions of the judges are final on all matters pertaining to Web Ad Awards. By participating in this contest, entrants agree to abide by all federal, state, local, provincial and municipal laws and regulations that may apply. This contest is subject to the laws of the Commonwealth of Puerto Rico.

Though, it is highly recommended to be present at the awards ceremony, Winners of the Web Ad Awards who do not attend will be notified within approximately seven (7) working days after the event.

If the SME is unable to contact the potential winner after a reasonable effort, or if the potential winner fails to respond within three days of the first notification, the award may be forfeited and an alternate winner selected.

Return of any award notification as undeliverable may result in disqualification and selection of an alternate winner. The SME reserves the right to use and publish entrants' proper names online, in print and in any other media in connection with the Web Ad Awards contest. Acceptance of an award constitutes permission for the SME to use winner's name and likeness and entry submission for educational, advertising and promotional purposes without additional compensation, unless prohibited by law. By entering, participants release and hold harmless the SME, its respective parents, subsidiaries, affiliates, directors, officers, employees and agents from any and all liability or any injuries, loss or damage of any kind arising from or in connection with

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participation in the Web Ad Awards. Contact information becomes property of the SME and will not be shared with or distributed to any third party.

Copyright & Rebroadcast:

Entries submitted become the property of the SME and cannot be returned. The SME retains entries for supplementing presentations to educational institutions, trade groups, advertising professionals and the general public. By signing this declaration each entrant specifically grants worldwide, royalty-free permission for the SME to show or play the entries at award shows, at SME sponsored or produced events, or in any other public or private presentation with or without charge whenever and as often as the organizers see fit without compensation to the participants. The participant authorizes for such purpose that the SME use any trademark, animated character(s), animal(s), and merchandised item(s) included in the entries. SME may use entries or license entries or reproduce entries in perpetuity, without payment to participant, non-exclusively throughout the world, for use in telecasts, videotapes, DVDs, the Internet, exhibits, books, TV promotion, pamphlets and other such publications and media now known or hereafter created, including without limitation. Participants will fully defend, indemnify and hold the SME, its affiliated companies, assignees and licensees harmless from any talent or other residual charges due to the release of selected entries or any third party claims against the SME, its affiliated companies, assignees and licensees resulting from the content of the entries and the intellectual property contained therein. The person submitting this entry form(s) certifies that he or she has full authority to approve the rights granted herein.