

## Making a Noise About Social Media

## SocialBuzz Awards Call for Entries

The Drum's The Social Buzz Awards, celebrate and reward the very best in social media communications in the UK.

By rewarding effective social media campaigns and strategies, these awards give recognition to those who are using social media to communicate in exciting and innovative ways.

Open to any individual, agency, company, brand or organisation, these awards are the perfect opportunity for you to prove that you are the best in your industry.

If you are at the forefront of social media, enter the 2014 Social Buzz Awards at [www.socialbuzzawards.com](http://www.socialbuzzawards.com)

Deadline for entries: **Wednesday 13 August 2014**  
Follow us on twitter: **@buzz\_awards**

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# SocialBuzz Awards

## Call for Entries



### Who can enter?

Any individual, agency, company or business who are producing effective social media strategies and campaigns or using social media in an innovative and exciting way.

You must be based in the UK and able to demonstrate your effectiveness in your report. If you are based outside the UK you must have a UK office or UK based client.

### What is eligible?

All entries must have been live to market at somepoint Between 16 August 2013 and 13th August 2014. Entries do not have to be created within this timescale.

### Entry fees?

The entry fee is £89 per entry.

### Deadline for entering

Wednesday 13th August

### Judges

Entries will be judged by a panel of individuals who have extensive experience and knowledge in the social media sector, please visit [www.socialbuzzawards.com](http://www.socialbuzzawards.com) to see who is on this year's panel.

### How to enter

- Browse the categories to decide what ones suit you. You can enter as many as you like but they will be treated as separate entries and charged accordingly.
- Register and set up your account at [socialbuzzawards.com](http://socialbuzzawards.com). If you already have an account, 'sign in'.
- Once you are signed in to your account you may add your entry and complete the submission details as indicated.
- Entries into the Social Buzz Awards awards are report based and entrants are asked to write a report detailing their strategy/campaign. Have a look at the 'writing your report' section for what to include. Please use the entry template provided.
- Upload your report in the box provided (PDF/Word.doc/.docx and max size 10mb).
- Attach a leading image in the box provided to support your report (Jpeg max size 5mb). Please note this image will go live in the event of your work being nominated.
- Upload up to 2 additional images in the boxes provided to support your entry (Jpeg max size 5mb).
- If you are including a video as part of your entry you must include the embed code in the box provided. Please note: the site cannot host videos, they must be hosted elsewhere e.g. YouTube and embedded into our site).
- Follow the on screen instructions to make your payment.
- If you wish to pay by invoice, please contact the event manager with a PO number and this can be organised. Please note: payment must be made before the judging.
- Once your entries are received and payment is authorised, a confirmation will be sent to you via email.
- A receipt will be sent by post for your records.
- Once this process is complete your entry will go forward for judging.

For more information please contact Katy Thomson on **0141 559 6062** or at [katy.thomson@thedrum.com](mailto:katy.thomson@thedrum.com)

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## Call for Entries

### Categories

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#### Grand Prix

The best in show. This category cannot be entered into but all entries will automatically be considered.

#### Chairman's Award

Picked by the Chairman of the judging panel as their personal favourite. This category cannot be entered directly into but all entries will automatically be considered.

#### Community Manager of the Year

The report should include an overview of the individual's job, how they contribute to the company and social media strategy, focus on one or two case studies and include a description and brief of each project, objectives and how you met these objectives for each project. Please upload a headshot of the individual.

#### In-house Client Team of the Year

This category is to reward those social media teams working in clients companies. Entrants should be not be from an agency.

#### Social Media Agency / Team of the Year

This category is for agencies.

Clients should enter In-house Client Team.

Enter a portfolio of work you have been producing over the past year. This should include an overview of you/your team, description, brief, objectives and how you met these objectives for each project. Only companies entering other categories in the awards may enter this category.

#### Best use of Twitter

Entrants should show how they have effectively used twitter in their campaign or strategy

#### Best Use of Facebook

Entrants should show how they have effectively used Facebook in their campaign or strategy

#### Best use of Group/Community

E.g. Linked in, Facebook, Ning. Entrants should show how they have effectively used a group/community in their campaign or strategy

#### Best use of Check in/Location Based Services

e.g Foursquare, Gowalla/Britekite, Google Latitude, Facebook Places. Entrants should show how they have effectively used check in/locations based services in their campaign or strategy

#### Best use of Photo Sharing

E.g. Flickr, Twitpic, Photobucket, Instagram (iphone app). Entrants should show how they have effectively used Photo Sharing in their campaign or strategy.

#### Best Use of Video

E.g YouTube, Vimeo, Daily Motion. Entrants should show how they have effectively used video in their campaign or strategy.

#### Largest ROI from a social media campaign or strategy

Entrants entering this category should show in figures the ROI of their campaign / strategy

#### Low Budget

Entrants should show how effective they have been but on a low budget (maximum budget £20k).

#### Best use of Pinterest

Entrants should show how they have effectively used Pinterest in their campaign or strategy

#### Best use of Google +

Entrants should show how they have effectively used Google + in their campaign or strategy

#### Best use of social media advertising

Entrants should show how effectively they have used advertising on social media platforms.

#### Best Blog

Best Blog using social media

#### Best Innovation

Entrants should demonstrate how innovative their campaign/ strategy or product is.

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#### Best Mobile Campaign

Entrants should demonstrate how their mobile campaign/strategy uses social media.

#### Best Social Media Customer Service Strategy/Campaign

This is a sector based category and entries should show how effectively social media is used in customer service.

#### Best Socially Responsible Initiative

In this category entrants should show how they have been socially responsible in their social media campaign / strategy.

#### Best FMCG/ Consumer Goods Social Media Strategy/Campaign

This is a sector based category and entries should show how effectively social media is used in the FMCG/ Consumer Goods sector.

#### Best Travel/Leisure/Sports Social Media Strategy/ Campaign

This is a sector based category and entries should show how effectively social media is used in the Travel/Leisure/Sports sector.

#### Best Public Sector Social Media Strategy/Campaign

This is a sector based category and entries should show how effectively social media is used in the public sector.

#### Best Retail/E-Commerce Social Media Strategy/Campaign

This is a sector based category and entries should show how effectively social media is used in retail / e-commerce.

#### Best Charity/Not for Profit Social Media Strategy/Campaign

This is a sector based category and entries should show how effectively social media is used in the charity/ not for profit sector.

#### Best Financial Sector Social Media Strategy/Campaign

This is a sector based category and entries should show how effectively social media is used in the financial sector.

#### Best Professional Sector Social Media Strategy/Campaign

This is a sector based category and entries should show how effectively social media is used in the professional sector.

#### Best B2B Sector Social Media Strategy/Campaign

This is a sector based category and entries should show how effectively social media is used when communicating B2B.

#### Best Integrated Campaign

Entrants should show how social media is integrated with other marketing activity/media. Should demonstrate at least three types of media, one should be social and the others can be digital or traditional marketing.

#### Best User Generated Content

Entries show show how user generated content is used effectively in social media campaigns/strategies.

#### Best Crisis Management

Entries should show how social media is used effectively to deal with or solve a crisis.

#### Best Use of Insight / Monitoring

Entrants should show how they have effectively used insights / monitoring in their social media campaign / strategy

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# SocialBuzz Awards

## Call for Entries

### Writing your report

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Your full report should be no more than 1500 words. 250 words must be used for an executive summary. The purpose of the executive summary is to excite the judges and ensure the judges go on and read your full report.

Please download and use the template provided here -  
[www.socialbuzzawards.com/info/entry\\_report](http://www.socialbuzzawards.com/info/entry_report)

Your report must cover all the point below. If you exclude these points, you reduce your chance of being nominated.

#### Executive Summary

Your Executive Summary should summarise the key points of your report.

#### Background To Project/Campaign

Provide a brief description of project/campaign.

#### Budget

Provide details of the campaign/strategy's budget

#### Client Objectives

Include your brief and objectives, including any targets set.  
(e.g. cost-saving, income generation, increasing brand awareness)

#### Your Strategy

Describe the strategy for achieving the above objectives.  
(including details of marketing, PR etc)

#### Results

Provide quantitative results including evidence of effectiveness prior and post campaign E.g. and increase in sales/revenue/traffic/awareness etc. Please provide comparable before and after figures. Use exact figures rather than %.

#### Client Testimonials

Include client testimonials to back up your results.

#### What will the judges be looking for?

Judges will be looking for:

- evidence of clear strategic thinking
- innovation
- tangible results
- proof of effectiveness.
- creativity

#### Entry tips

- Give each entry a unique title to grab the judges interest - try to avoid generic names.
- When writing your report don't assume the judges have seen the work or campaign, give clear concise answers on the brief, the objectives and results and figures should include the starting point and any increases.
- If not commercially necessary please do not add additional password protection.
- Please include usernames and passwords, if required, for the judging.

# SocialBuzz Awards

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### General Rules

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- When you enter you agree to the terms that the organisers reserve the right to publish/exhibit screen grabs and/or submitted report in relation to the awards.
- All entries must have been live to market at some point between 16 August 2013 and 13th August 2014. Entries do not have to be created within this timescale.
- Entries do not have to be live at time of judging but must be supplied as screen grabs or other off-line documentation.
- Do not include password protection.
- All submissions must be made online.
- Payment must be made at the time of entry or if paying by invoice payment must be made by the judging date.
- Work entered into more than one category must be treated as a completely separate entry.
- Multiple entries can be made but separate payment must be made for each.
- All entries must be supplied and conform to category rules/ submission formats.
- Entries must be received by no later than 6pm on Wednesday 13 August. Please note that we cannot guarantee that entries received after this deadline will be considered.
- Entries are open to all digital agencies, creative agencies, media owners, clients, businesses or individuals who work within the social media field and are based in the UK.
- The judges reserve the right to re-allocate entries that in their view are entered in an incorrect category.
- The judges' decision is final.
- All entries submitted must be legal. Any entries containing offensive material will be disqualified.
- The judging panel will only read and use the reports for the purposes of the judging.

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