



2017

Entry Guidelines

The 12th Annual WOMMY Awards is the premier industry recognition of word of mouth marketing (WOMM). This celebration is presented by the Word of Mouth Marketing Association (WOMMA). The WOMMYs recognize our industry's most inspiring work.

The awards ceremony will be held on April 26, 2017, at TALK360° | The WOMMA Summit in New York City.

Word of mouth marketing is not solely about creating word of mouth (WOM) – it is about learning how to leverage WOM within a much larger marketing objective.

Brand and agency marketers are encouraged to enter their best campaigns demonstrating product or service innovation, customer engagement, research, or integration of online and offline WOM. A single WOM or social media campaign may be submitted into multiple categories.

The WOMMY Awards were designed to attract and acknowledge the very best examples of word of mouth marketing in the world today. Please read on to learn about WOMMY Award categories, eligibility requirements, submission guidelines, judging, and related logistics.

2017 WOMMY Award Categories

ADVOCACY AWARD

Recognizing the best employee, brand or customer advocacy marketing program to achieve a business outcome.

Award Criteria

- Show alignment with business objectives.
- Submissions may showcase advocates who were supporting brands online, offline, or in integrated campaigns.

CAUSE MARKETING AWARD

Recognizing the best use of word of mouth to support and promote a cause or a proactive community service.

Award Criteria

- Show best use of an integrated online and offline word of mouth marketing program to advance a cause marketing initiative.

ENGAGEMENT AWARD

Recognizing the best customer engagement program.

Award Criteria

- Demonstrate how engaging with customers has had a positive impact on the brand by driving sales, changing purchasing behavior, improving brand perceptions, or increasing satisfaction levels in the market.
- Show how the brand generated word of mouth by transforming the way it does business.

INFLUENCER AWARD

Recognizing the most effective, creative use of an influencer marketing program to achieve a business outcome.

Award Criteria

- Show alignment with business objectives.
- Submissions may showcase influencers who were supporting brands online, offline, or in integrated campaigns.

INTEGRATION AWARD

Recognizing the best integration of offline and online word of mouth marketing for identifying, targeting, engaging, amplifying, and/or tracking influencers across word of mouth and social media marketing.

Award Criteria

- Show impact on the brand and its ability to drive engagement, conversation, leads, referrals, and/or conversion.
- Include examples of how client seamlessly integrated social media marketing and offline word of mouth marketing tactics.

INTRODUCTION AWARD

Recognizing the best word of mouth communication program to introduce a new product or service.

Award Criteria

- Show how innovative word of mouth was used to successfully introduce a new product or service into the marketplace with quantifiable, measureable success.
- Only products or services available for purchase after January 1, 2016 will be considered eligible.

MOMENTUM AWARD

Recognizing the best word of mouth marketing program for an existing product or service.

Award Criteria

- Show use of an effective word of mouth marketing program used to grow or reenergize an existing product or service that was in the marketplace before January 1, 2016.

RESEARCH AWARD

Recognizing the most effective integration of research into word of mouth marketing and/or social media marketing strategy.

Award Criteria

- Show the quality of method (How reliable are the findings?).
- Show the groundbreaking nature (How new are the methods and/or findings?).
- Show the importance (How big are the implications?).

TECHNOLOGY IMPLEMENTATION AWARD

Recognizing the best implementation of technology in identifying, targeting, engaging, amplifying, and/or tracking influencers across online and offline word of mouth and social media marketing.

Award Criteria

- Show impact on the brand and its ability to drive engagement, conversation, leads, referrals, and/or conversion.
- Include examples of how client has used technology to deliver against business goal(s)

Eligibility Requirements

Submissions actively in the market before January 31, 2017, will be eligible, unless otherwise stated in the designated individual award category criteria.

Past WOMMY Award-winning campaigns are not eligible for re-entry. Previous entries that did not win a WOMMY Award may be resubmitted if the case study has been rewritten and contains additional, pertinent insights, creative, and/or effectiveness analysis.

A case study may be submitted for more than one award category provided the case study fits the award criteria for each submission. Brands and agencies may submit more than one case study within a single award category or across multiple award categories.

Submission Process

Submissions open on January 1, 2017. Please fill out the form completely. Supporting documentation, such as images or videos, are mandatory and help strengthen your submission.

Please review the 2017 WOMMY Awards Terms & Conditions in the appendix of these Entry Guidelines to create a comprehensive submission package.

Deadlines and Submission Pricing

WOMMA Member Type	Early Bird Deadline January 31, 2017	Final Deadline February 28, 2017
Governing	\$500	\$500
Standard, Nonprofit, and Small Business	\$500	\$600
Non-Members	\$600	\$700

2017 WOMMY Awards Submission Checklist

Use these guidelines in packaging and formatting your submission and supporting documents.

Title Page

- Case study title
- Submitting company's name* and high-resolution logo (EPS and JPG/PNG formats preferred)
- Company or brand name** and high-resolution logo (EPS and JPG/PNG formats preferred)
- Contact information (email address and phone number)

*Submitting company refers to the organization submitting the entry. If you are an agency or service provider submitting on behalf of a brand client, you would include your agency name as the submitting company.

** Company or brand name refers to the company or primary brand featured in the campaign case study.

Submission

- Well-written case study, 300 – 1,500 words in length, with four clearly identified headings: Business Problem, Insight, Solution, and Results
- Client company or brand name, as applicable or desired (NOTE: If you are submitting on behalf of a brand/client, DO NOT include your agency name within the submission content)

Supporting Documentation

- Submit 4 – 6 high-resolution images, graphics, and/or links to high-definition videos (16:9 format, preferably)
- Only include assets that support the case study and clearly show the campaign at work

Payments for entries are collected at the end of the submission process. Invoices will NOT be issued for WOMMY Awards submissions, so please complete your secure online credit card payment by following the instructions outlined at the bottom of the online submission form.

Once you have completed payment, your submission will be finalized and you will not have access to it. Please confirm your entry is complete before processing payment. Refunds will not be given under any circumstances. Early bird pricing is available at a lower rate through January 31, 2017.

Reporting Results

When reporting metrics, please follow these definitions curated by the WOMMA Research & Measurement Council. Feel free to report additional metrics (including your definition) for our judges to consider in evaluating your entry. For all results, please include a brief description of your measurement methodology. See next page.

	Metric	Definition
Engagement	Photo User-Generated Content (UGC)	Number of photos submitted
	Text User-Generated Content (UGC)	Number of texts submitted
	Social Posts	Number of posts in social media (and where)
	Reviews	Number of reviews posted (and where)
	Engagements	Number of total consumer actions
Reach	Potential Impressions	Number of potential views, assuming all friends/ followers see
	Estimated Actual Impressions	Number of estimated actual views, using disclosed assumption
Brand Lift	Favorability	Percentage of 2nd generation lift in very or somewhat favorable to brand
	Net Promoter Score	Percentage of 2nd generation lift in 'promoters' minus % of detractors
	Purchase Intent	Percentage of 2nd generation lift in very or somewhat intending to buy
Sales Lift	Sales Lift	Percentage of increase in incremental sales
	ROI	Dollars (\$) in net profit for every \$1 spent

Tips on Writing a WOMMY Award-Winning Entry

Judges will read each case study as an anonymous submission. Assume the judges do not have any knowledge of your campaign as you prepare your submission. Be clear and descriptive without exceeding the 1,500-word limit.

Agencies submitting on behalf of a client should avoid using the agency name in the case study. Use the client's or brand's name.

Include engaging images in your submission to communicate to judges how the campaign was implemented. Examples of compelling images are: PowerPoint slides, photos of customers using the products, photos of influencers and advocates spreading WOM, or social media captures.

Include at least one high-definition video with your submission. Let the judges see your campaign in action! Winning entries may be featured on WOMMA.org, via WOMMA social media channels and at the WOMMY Awards ceremony. We encourage video submissions to be available via public YouTube or Vimeo links that may be embedded or shared online.

Stages of Judging WOMMY Awards Submissions

Stage I - Judges will review all entries for their assigned award categories based on the criteria outlined in the scorecard (included below). Judges will then nominate the submissions to be shortlisted for the next round.

Stage II - The WOMMY Awards Committee will review each of the jury’s shortlisted entries and approve the jury’s recommendations for Gold, Silver, and Bronze awards. The Committee reserves the right not to award an entry in a particular category if none of the submissions meet the award criteria.

Stage III - All winners will be announced during the WOMMY Awards ceremony on April 26, 2017, at TALK360° | The WOMMA Summit in New York City. Awards will be presented to winners at this time.

Judges’ Evaluation

<p style="text-align: center;">Criteria</p> <p style="text-align: center;">Evaluate submissions based on the following definitions</p>	<p style="text-align: center;">Comments</p>	<p style="text-align: center;">Score</p> <p style="text-align: center;">Based on a scale of 1-10</p>
<p>1. Clearly identifies business problem Was thought leadership demonstrated for the category?</p>		
<p>2. Clearly articulates insight into the problem Was there a great idea that was simply and clearly articulated?</p>		
<p>3. Demonstrates a creative solution Was there original thinking in the concept?</p>		
<p>4. Demonstrates results that relate back to the business problem Did the idea ultimately improve the success of the project? Was the idea well-executed?</p>		
<p>5. Demonstrates clearly measureable results Does the submission include at least two of the categories of metrics below with attribution and a clear methodology?</p> <ul style="list-style-type: none"> • Engagement (Photo UGC, Text UGC, Social Posts, Reviews, Engagements) • Reach (Potential Impressions, Estimated Actual Impressions) • Brand Lift (Favorability, Net Promoter Score, Purchase Intent) • Sales Lift (Sales Lift, ROI) 		
<p>6. Judges’ feedback Please provide key takeaways to share with the entrant.</p>		

THANK YOU FOR YOUR INTEREST IN THE WOMMY AWARDS

Have any additional questions? Please contact WOMMA at MemberRelations@WOMMA.org.

2017 WOMMY AWARDS TERMS & CONDITIONS

Submission Period: The WOMMY Awards (the “Competition”) commences on January 1, 2017, at 8:00 am CT and ends February 28, 2017, at 11:59 pm CT (“Competition Period”). The submission period for the WOMMY Awards begins January 1, 2017, at 8:00 am CT and ends on February 28, 2017, at 11:59 pm CT (“Submission Period”). **NOT OPEN TO THE GENERAL PUBLIC.**

Eligibility: The Competition is open to brand and agency marketers from advertising agencies or companies operating worldwide. Employees, contractors and officers of the Word of Mouth Marketing Association (“WOMMA” or “Sponsor”), its affiliates, subsidiaries, distributors, sales representatives, retailers, and advertising, promotion and all other service agencies involved with the Competition, and members of the immediate family (spouse, parent, child, sibling and their respective spouse) and household of each such employee are not eligible to participate. The winners of any 2016 WOMMY Awards are not eligible to submit the same Campaign or win the Competition. For the purposes of this Competition, only the agency/company submitting the Campaign and whose information is listed on the Submission Form will be deemed the submitter (“Submitter”) and will be eligible to win an award and related prizes (if any). In order for a word of mouth marketing campaign (“Campaign”) to be eligible to participate in this Competition, WOMMA assumes no responsibility for any internal disputes among the agency/company with regard to the Campaign submitted into the Competition, or any internal disputes among the various individuals and/or entities that have collective interest in any submitted Campaign. Such disputes will not be resolved by WOMMA. In the event that any such dispute or personnel change interferes with the operation of the Competition, Submitters involved in the dispute may be disqualified, at WOMMA’s sole discretion. **VOID WHEREVER PROHIBITED OR RESTRICTED BY LAW.** By participating in this Competition, Submitters agree to be bound by these Official Rules and by the decisions of WOMMA that are final in all matters relating to this Competition. Sponsor reserves the right to request any documents necessary to verify eligibility.

Entries: Campaign must have been in-market on or after January 1, 2016 and must have ended on or before January 31, 2017. Entry Fees for the Competition must be submitted at the time of Campaign submission and must be paid by credit card at the time of submission. Entry fees for the Campaign are as follows:

Deadlines		Fees Per Submission	
Early Bird Submission Deadline	Governing Member	Standard, Nonprofit or Small Business Member	Non-Member
January 31, 2017, at 11:59:59 p.m. CST	\$500.00	\$500.00	\$600.00
Final Submission Deadline	Governing Member	Standard, Nonprofit or Small Business Member	Non-Member
February 28, 2017, at 11:59:59 p.m. CST	\$500.00	\$600.00	\$700.00

Campaign submission must include: (a) a written case study of 300 - 1,500 words, in English (“Case Study”) and (b) 4-6 images, videos and/or graphics that illustrate the Campaign (“Campaign Photos”). Case Study must contain a title and four objectives (“Objective”): (1) a clearly defined business problem; (2) a well-articulated insight into the named business problem; (3) a creative solution to the business problem; and (4) a description of the results that relate back to the business problem. Each section of the Case Study must be clearly titled with the corresponding Objective. Agency and individuals’ names should be included only on the entry form. All photos must be a minimum 300 dpi in either .JPG or .PNG format. All logos must be in .EPS or high-resolution .JPG/.PNG format. All videos must be in 1024 x 768 for 4:3 format, or 1280 x 720 or 1920 x 1080 for 16:9 format. To submit a campaign, go to <https://womma.org/wommy-awards/> Any submissions that do not confirm to the criteria set forth in these Official Rules or the Submission Criteria may be disqualified, in the sole discretion of WOMMA. An agency/ company/brand may submit more than one (1) Campaign for the Competition; however, each Campaign must be unique. An agency/company/brand may not submit a Campaign that was previously submitted for the 2016 WOMMY Awards, if it won an award. An agency/company/brand may resubmit a submission

from the 2016 WOMMY Awards if there are new results for the submission. Submission materials become the property of WOMMA and none will be returned. WOMMA is not responsible for lost, late, illegible, misdirected, mutilated, incomplete, damaged or postage-due Submissions or Submission materials. The Campaign is subject to applicable federal, state and local laws and regulations.

Submission Guidelines: By submitting a Campaign Submission in the Competition, you hereby warrant and represent that your Submission and all materials in connection therewith conform to the requirements set forth herein. Submissions and Campaigns may not: (a) contain trademarks, logos or trade dress owned by others, or advertise or promote any brand or product of any kind, in a manner which suggests endorsement, without permission from the respective owners; (b) contain any personal identification, such as license plate numbers, personal names, e-mail addresses or street addresses, without permission; (c) contain copyrighted materials owned by others (including photographs, sculptures, paintings and other works of art or images published on or in websites, television, movies or other media) without permission from the copyright holder; (d) contain materials embodying the names, likenesses, photographs, or other indicia identifying any person, living or dead, without permission; (e) be in violation of any law; or (f) be pornographic, or depict hardcore or graphic sex, or any other material, including language, deemed objectionable to community standards, as determined by WOMMA, in its sole discretion. By submitting a Submission, each Submitter warrants and represents that the Submission: (a) is the Submitter's original work, (b) has not won previous WOMMY awards, (c) does not infringe upon the copyrights, trademark rights, rights of privacy, publicity or other intellectual property or other rights of any person or entity; (e) that the Submitter has obtained permission from any person or entity whose name, likeness or voice is used in the Submission and (f) that publication of the Submission via various media including Web posting, will not infringe on the rights of any third party. Any such Submitter will indemnify and hold harmless the Competition Parties (as defined below) from any claims, suits, losses damages and expenses (including reasonable attorneys' fees) that arise from claims to the contrary or any breach of these Official Rules. Any Submitter whose work includes likenesses of third parties or contains elements not owned by the Submitter (such as, but not limited to, music, depictions of persons, buildings, trademarks or logos) must be able to provide any documentation and releases necessary to prove their unrestricted ownership or license in all materials contained in their Submissions and their right to use such materials and the Submission without limitation for any purpose, including WOMMA's use of such Submission, in a form satisfactory to WOMMA, upon request, prior to award of prize and/or naming of Submitter as an Award Recipient (as defined below). WOMMA reserves the right to waive the Competition Submission requirements set forth herein in its reasonable discretion. WOMMA reserves the right in its reasonable discretion, during or upon completion of the Submission Period, to request that any Submitter resubmit their Submission which fails to comply with the Competition Submission requirements or these Official Rules prior to any judging period or to reject any Submission that it finds, in its sole discretion, to violate any of the foregoing requirements or is otherwise not in compliance with this Official Rules. If you think that any Submission infringes your intellectual property rights, click here if you wish to report it [<http://womma.org/privacy>].

Awards: Each WOMMY Award recipient will receive a WOMMY Award and may have their case study published on WOMMA.org. WOMMA covers no costs, expenses including transportation, event registration and hotel for WOMMY award recipients. All awards will be awarded to the Submitter as designated on the Entry form at the time of Campaign submission. Potential Award recipients are subject to verification. Each Award recipients, as a condition of receiving an Award must sign (i) an affidavit of eligibility and liability to release WOMMA, affiliated entities, advertising agencies, and any other participating sponsors, and their respective employees, from any and all liability, claims, demands and causes of action for personal injury and/or damage, theft, loss, or any other harm suffered in connection with this Competition or the use of the Award recipients Submission or materials related thereto; (iii) sign a nondisclosure agreement; and (ii) except where prohibited by law, a promotional release granting Competition Parties the right to use Award recipients' name, likeness and Film for advertising and publicity purposes in any and all media now known or hereinafter invented without territorial or time limitations and without additional compensation. Upon receipt of a WOMMY Award, each prize-winner is required to comply with any and all applicable federal, state and local laws, rules and regulations related thereto. Award recipient need not be present at WOMMY Award Reception in order to receive Award. In the event that an Award recipient is disqualified for any reason, the Award will be forfeited, even if the disqualified Award recipient's name may have been publicly announced. All taxes on Award recipient prizes (if applicable) are sole responsibility of Award recipient.

Conditions of Submission: BY SUBMITTING A CAMPAIGN, SUBMITTER ACKNOWLEDGES THAT ITS SUBMISSION MAY BE POSTED ON WOMMA OR A COMPETITION PARTY'S WEBSITE, IN WOMMA'S SOLE DISCRETION. Award recipients may be required to sign an Award Recipient's Agreement which grants to Competition Parties the non-exclusive, irrevocable right and license to exhibit, broadcast, copy, reproduce, edit, publish and distribute the Case Study, Team Photos, and Campaign Photos and any related materials submitted by Submitter (including but not limited to name(s), trademarks, trade names, likenesses, photographs, biographical materials and all other graphic and/or textual material) (together with the Submission, the "Materials"), and/or any portions or excerpts thereof, in any manner, an unlimited number of times, in any and all media, now known or hereafter devised, throughout

the world, in perpetuity to advertise, market or promote Competition Parties, the Competition, the winning Submissions and any of its awards or presenting sponsors. Competition Parties may use and authorize others to use Submitter's name, trademark, logo, and each individual member of the Campaign team's name and likeness and other artists or individuals who rendered services in connection with the Submission in any media for the purposes of advertising, promotion or publicizing the Submission's Award and the Competition by Competition Parties. Submitters retain the Intellectual Property rights to the Submission, subject to the rights granted to WOMMA above. Submitters hereby agree to submit their Submission under the following terms and conditions: (i) that all materials submitted are free from any lien or claim by anyone, including, but not limited to, any union, guild or performance rights society; (ii) Submitter has obtained all rights, permissions and licenses necessary for Competition Parties to use the Submission for any purposes described herein; (iii) submission of a Campaign Submission is gratuitous and made without restriction, and will not place Competition Parties under any obligation, that Competition Parties are free to disclose or otherwise disclose the ideas contained in the Submission on a non-confidential basis to anyone or otherwise use the ideas without any compensation to Submitter, and by acceptance of the Submission, neither WOMMA nor the Competition Parties, waive any rights to use similar or related ideas previously known to WOMMA, the Competition Parties, or developed by any of their employees or agents, or obtained from sources other than you.

SUBMISSIONS POSTED TO THE WOMMA WEBSITE WERE NOT EDITED BY WOMMA AND ARE THE VIEWS/OPINIONS OF THE INDIVIDUAL SUBITTER AND DO NOT REFLECT THE VIEWS OF WOMMA OR THE COMPETITION PARTIES IN ANY MANNER. Any waiver of any obligation hereunder by WOMMA does not constitute a general waiver of any obligation to Submitters.

Limitation of Liability: WOMMA, its volunteers, affiliates, subsidiaries, distributors, sales representatives, sponsors, retailers, and advertising, promotion and judging agencies and all other service agencies involved with the Competition, and each of their employees, directors, and officers ("Competition Parties") assume no responsibility for incorrect or inaccurate entry information whether caused by a Submitter, any of the equipment or programming associated with or utilized in this Competition or by any human error which may occur in the processing of the Submissions in this Competition. Competition Parties are not responsible for any problems or technical malfunction of any telephone network or lines, computer on-line systems, servers, or providers, computer equipment, software, failure of any e-mail or players on account of technical problems or traffic congestion on the Internet or at any website, or any combination thereof, including any injury or damage to participant's or any other person's computer related to or resulting from participation in or downloading any materials of this Competition. If, for any reason, the Competition is not capable of running as planned, including, but not limited to, infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of WOMMA, or Competition Parties, which corrupt or affect the administration, security, fairness, integrity or proper conduct of this Competition, or for any reason WOMMA deems it necessary, WOMMA reserves the right in its sole and unequivocal discretion to cancel, terminate, modify or suspend the Competition and/or the prizes. All interpretations of these Official Rules and the decisions of WOMMA are final. WOMMA reserves the right in their sole and unequivocal discretion to disqualify any individual and his or her Submission it finds to be tampering, or has tampered with the Submission process; to be acting in violation of these Official Rules; or to be acting in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person or entity. As a condition of entering, Submitters agree (and agree to confirm in writing): (a) to release Competition Parties from any and all liability, loss or damage incurred with respect to the awarding, receipt, possession, and/or use or misuse of any award and from use of the Submission in any manner (b) under no circumstances will Submitter be permitted to obtain awards for, and participant hereby waives all rights to claim, punitive, incidental, consequential, or any other damages, other than for actual out- of-pocket expenses; (c) all causes of action arising out of or connected with this Competition, or any prize awarded, shall be resolved individually, without resort to any form of class action; and (d) any and all claims, judgments, and award shall be limited to actual out- of-pocket costs incurred, excluding attorneys' fees and court costs.

Governing Law: By entering, Submitters agree that all issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, participant's rights and obligations, or the rights and obligations of the Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of State of Illinois, without giving effect to any choice of law or conflict of law rules. By entering, Submitters consent to the jurisdiction and venue of the federal, state and local courts for Cook County, Illinois.

Sponsor: Word of Mouth Marketing Association, 200 E. Randolph, #5100, Chicago, IL 60601.