

Panata Awards 2009

Nomination Guidelines



**Philippine
Association of
National
Advertisers
Truth in
Advertising**

Awards Championing Pinoy Values in Advertising

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What is PANATA?

An annual recognition program for outstanding marketing communication materials or campaigns that promote positive Filipino values.

Panata Awards 2009

Nomination Guidelines



Objectives:

- To recognize member companies who have effectively communicated their brand by promoting exemplary Filipino values.
- To encourage member companies to develop outstanding communication campaigns using Filipino values as content.
- To further enhance the advocacy of PANA “Truth in Advertising.”



Panata Awards 2009

Nomination Guidelines



Who can join?

Any company or entity that is an official paying member of PANA is eligible to join.



For entry to be eligible:

- Communicate and exemplify any of these positive Filipino values:
 - Love of Family (Pagmamahal sa pamilya)
 - Respect for elders (Paggalang)
 - Prayerful (Pagkamadasalin)
 - Philanthropy or Generosity (Bukas Palad)
 - Volunteerism (Bayanihan spirit/Pagkamatulungin)
 - Hardworking or Industriousness (Masipag)
 - Prudence (Masinop)
 - Love of Country or Heroism (Matapang/Pagmamahal sa Bayan)
 - Adaptability, Flexibility or Resilience
 - Humility (Mapagkumbaba)
 - Obedience (Masunurin)
 - Loyalty (Katapatan)
 - Reliability (Maaasahan)

Panata Awards 2009

Nomination Guidelines



For entry to be eligible:

- Be an original material. Syndicated, borrowed, or stock materials are not allowed.
- Be made and submitted by a PANA member.
- Be produced and aired or printed in any form of mass media within the previous year from October 2008 – October 2009
- Meet the designated time of submission.
- Include all required elements in submitting an entry.

Panata Awards 2009

Nomination Guidelines



An entry (above/ below/ through the line) should have provided value with measurable benefits of its outcome to the organization in its state goals or objectives.

It may have been used for the purpose of advertising, promotions, direct marketing, digital publicity, employee communications or PR.



Panata Awards 2009

Nomination Guidelines



Categories:

- I. Advertising
 - A. Tri-Media / Campaign
 - B. Single Medium
 1. TV
 2. Radio
 3. Print
 4. Ambient / OOH (billboards, sales kits, posters, flyers, POS, marketing collaterals)
 5. Direct Mail
 6. Interactive / Internet Marketing
- II. Marketing Services
 - A. Sales Promotions – Consumer / Trade
 - B. Publicity / Public Relations / Employee Communications
 - C. Special Events – Internal / External



Panata Awards 2009

Nomination Guidelines



Single medium entries may be submitted separately from multi-media campaigns even though they are components of it.





Entry format and requirements:

1. DVD format for TV with proof of airing, MP3 format for Radio broadcast with accompanying Certificate of Performance, actual sample for print ads and other printed materials, DVD format for internet broadcast.
2. A brief write-up about the project (max. of 2 pages) on the following:
 - Project need and objectives
 - Communications strategy
 - Creative strategy
 - Impact and measurable results



Entry format and requirements:

3. Entry fee of Php 2,500 per entry.
4. Deadline for submission of entries is on **Tuesday, December 22, 2009**. All entries must be sent to the PANA secretariat, along with the official entry form and payment on or before the deadline.
5. Awarding shall be in end-January 2010.

Entry forms may be downloaded from the PANA website or you may submit your entries online. Click on link:

<http://www.pana.com.ph/panata.php>

Judging process:

2 level judging:

Pre-screening

- 5 PANA Board members

Final Judging

- Board of Jurors (4As, UPMG, KBP, Media Personalities / Consumerists, Ad Foundation)

Judging process:

Criteria for Weights (100 point total):

Defining Needs / Objectives	= 20 points
Communication Strategy	= 25 points
Creative Execution in Promoting Filipino Values	= 25 points
Impact and Overall Measurable Results	= 30 points

Panata Awards 2009

Nomination Guidelines



Judging process:

Criteria for Awarding (based on rank):

Award	Rank	Weight
Platinum	1	100
Gold	2	95
Silver	3	90
Bronze	4	85
Finalist	5	80
Finalist	6	75

Judging process:

During preliminary judging, entry must score at least 75% to move on to the next level / final judging.

During final judging, winning entries must score at least 85%.

*An Abueva designed trophy awaits top winners. Certificate of Recognition will be given to the advertising agency of the Platinum and Gold winners.