



AWARDS ENTRY GUIDE

CHARTING
NEW
HORIZONS

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Welcome Messages

1.1 From the Desk of the MSA President



It is my absolute pleasure to kick off the MSA Awards once again – the ultimate fiesta and showcase for our media mavericks to shine!

The Media Specialists Association was established to create standards and help promote, develop and protect the interest of members, enabling us to navigate the critical issues affecting our industry. As media issues have become increasingly more complex, so too have our responsibilities, to help ensure clear and consistent regulation and monitoring and to lay the groundwork for fair competition between media specialists.

In recent years, we have expanded our remit to include more people-centric missions, such as outreach to universities for greater promotion of the industry. We have also embraced special new initiatives across areas of increasing global importance, such as sustainability, diversity, and inclusivity – areas for the betterment of our people, and society at large.

It is through calls such as these that MSA responds to, which has led to an expansion of the People Awards section this year, to better recognise agencies and individuals for their culture initiatives. For the first time, the People category will also count towards the overall points and ranking, underscoring, and celebrating the importance of our people, the backbone of all agencies.

It is our hope that MSA's ambitions will continue to be positively shaped over time, building on our knowledge and technological advancements, with humanity at its heart, so we keep striving to chart new horizons and visions for continued excellence in our industry.

Which brings us to our theme this year, “Charting New Horizons.” This theme signifies more than just a set of words. It encapsulates a shared commitment to innovation, the embrace of technology, and a collective exploration of uncharted territories in the media industry. It calls on us to push boundaries, be inclusive, and tell stories in unprecedented ways.

In acknowledging the complexities of our world – the ever-advancing technology, challenges posed by digital disruption, talent shortages, and the unpredictable global and economic fluctuations – we recognize the creativity, innovation, resilience, and dedication of media professionals. In the face of these challenges, what is heartening to see is this enduring spirit within all of you that finds inspiration to chart new horizons.

These awards are a time for you to pause and reflect on the profound impact of your efforts. It is a moment for us to recognize and celebrate each story told, and every narrative shaped. It is a chance to appreciate all our contributions in the collective tapestry of our society. In this era of rapid change, we find ourselves privileged to not just be mere witnesses, but active participants in shaping the future of media, and the world around us.

Our theme from last year beckoned us to “reimagine tomorrow”, and we did this on the brink of AI’s explosion onto the mainstream. As you contemplate your entries today, think about all the magic that has gone behind the scenes, and share with us the merging of wondrous storytelling with fresh, innovative tech and thinking.

This is a time to celebrate the heart and soul of all media professionals, many behind the scenes, who keep charting new courses that drive impactful media narratives in Malaysia. By charting these new horizons, we ensure that the Malaysian media industry remains at the forefront of positive change, influencing perspectives and fostering understanding amongst one another.

Bala Pomaleh

President, Media Specialists Association (MSA)
Chief Executive Officer, Mediabrands Malaysia

1.2 From the Desk of the Organizing Chairperson & Jury Chair



As the chairperson of the Media Specialist Association festival and awards, I issue a resounding call: “Charting New Horizons.” The future of media isn’t predetermined; it’s an unwritten narrative awaiting our collective bravery. Let’s pioneer new frontiers, not merely with pixels and algorithms, but with hearts yearning to connect and minds daring to dream.

The media landscape is in flux, undergoing seismic shifts propelled by technology, changing consumer behavior, and global events. We stand at a crossroads with the choice to adapt and innovate or succumb to the forces of change.

This year’s festival and awards ceremony, beyond honoring excellence and challenging intellects, serve as a launchpad for the future. We invite you to join us as we:

- Explore uncharted territories of AI, immersive technologies, and the evolving digital realm. How can we harness these innovations to meaningfully engage audiences?
- Embrace the potency of data and analytics to craft narratives that resonate with diverse demographics. How can we dismantle barriers and foster inclusivity through storytelling?
- Defy convention and advocate for ethical standards. How can we leverage our influence to foster a more informed, responsible, and sustainable media ecosystem?

The road ahead will be demanding yet incredibly gratifying as we collaborate, experiment, and stretch the limits of creativity. Let us pose bold inquiries as we redefine the essence of media and advertising.

This is your summons to be part of something grander. Join us at the festival and awards, engage in dialogue, and unveil your vision for the future. Together, let's forge ahead, charting new horizons and illuminating the path forward.

Remember, the future is not bestowed upon us; it is co-crafted. Let's collaboratively shape a bold, innovative, and impactful future for media and advertising.

We eagerly anticipate your award submissions and active participation in the MSA Festival and awards celebration!

Sheila Shanmugam

Organizing Chairperson & Jury Chair

Chief Executive Officer, Mindshare Group - Malaysia

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Key Information

2.1 Competition Calendar

1 March - 1 April, 2024

Call for Entry Period

1 April, 2024

Early Bird Submission Deadline

22 April, 2024

Final Submission Deadline

21 May, 2024

Entries Vetting & Clarification

30 May – 11 June, 2024

Round 1 Pre-Judging (Online)

14 June, 2024

Finalists Notice

5 July, 2024

Finalist Materials Submission

18 July, 2024

Round 2 Final Judging (Physical)

23 August, 2024

MSA Awards Gala

- Cut-off time for all Submission Deadlines is MALAYSIA time 3.00pm
- Qualifying Period: 1st April 2023 to 31st March 2024

2.2 What's New in 2024

1. Rules – number of entries each agency amended
2. New category - Search (SEM) and/or (SEO)
3. The following categories are rebranded
 - Data & Analytics
 - AI [Artificial Intelligence]
 - Mobile, Interactive & Immersive Experiences [Media Non-Biddable]
 - Outdoor (Static & Digital) and Programmatic OOH (pOOH)
4. Refined Round 2: Finalist Submission Guidelines
5. New winning points.
6. Additional information for Vetting Committee, Moderator and Jury

2.3 Eligibility and Rules

1. Media agency organizations based in Malaysia primarily performing below services are eligible to participate in this award:
 - a) Strategic Communications Planning
 - b) ATL & Digital Media Planning and Buying
 - c) Social Media Management including KOL management
 - d) Full SEO services and management
 - e) DMP / CDP consultation and management
 - f) Tech – Creation and development of websites, apps, microsites, etc.
 - g) Business Analytics – Econometrics modelling, Full Funnel modelling, etc.
 - h) Full E-commerce consultation and management
 - i) Ad serving
 - j) Branded content partnerships and Agile digital content creation
 - k) Research and marketing consultancy
2. All entries must abide by the various advertising regulations, restrictions and guidelines that are issued by the relevant authorities including but not limited to The Malaysian Code of Advertising Practice (Advertising Standards Malaysia), The Content Code (Communications and Multimedia Content Forum Malaysia) and Government Ministries.
3. Entries cannot be submitted without the prior written permission of the advertiser/owner of the rights of the advertisement.
4. All entries submitted must be designed for implementation/execution in Malaysia and must have been implemented/executed for the first time between 1st April 2023 to 31st March 2024 in Malaysia.
5. Campaigns that occurred between January and April 2023, with the last date falling in April 2023, but were not entered last year because of the eligibility period spanning from April 1st, 2022, to March 30th, 2023, are eligible for submission this year.
6. Entries of external origin (Global/Regional campaigns) and not adapted to Malaysian market are not allowed.
7. All entries submitted must have been created within the context of a normal paying contract with a client.

8. All entries submitted must have originated from the agency entering the award. Award winners may be subjected to official objections, and if upheld by the MSA Awards Organizing Committee together with MSA President, the award could be withdrawn.
9. All entry forms must be completed online at <https://msa-awards.com>
10. An entry sent online will not be considered complete until the required material and fee has been paid and delivered to the MSA Secretariat.
11. Any employee of digital/media agency based in Malaysia, primarily engaged in the business of media planning and buying is eligible to participate in this award.
12. Entries must include the approval of the head of agency/network as the acknowledgment of the submission
 - a) People nominated must be a full-time employee of the agency/network within (or part of) the period of 1st April 2023 to 31st March 2024
 - b) All entry forms must be completed online at <https://msa-awards.com>
13. Please note that entries completed online will not be considered a complete entry until all the relevant entry materials, sign-offs and fees have been received by the MSA Secretariat.
14. In the instance that there is more than one party involved in a campaign, only one party is allowed to submit an entry. All parties concerned must agree in advance as to which party will be nominated to submit the entry for the award.
15. Each agency may submit up to sixty (60) entries for the BEST USE OF section and twenty (20) entries for the PEOPLE & COMMUNITY section. The limits are not interchangeable between these categories.

BEST USE OF SECTION

16. All entries must relate either to an advertisement or to one single advertising campaign. Entries relating to more than one advertising campaign (even if promoting the same product), must be submitted individually and paid for as separate entries.
17. In the BEST USE OF section, the same case can only be submitted into a maximum of six (6) categories within this section. You must provide a separate entry form and set of materials for each entry. If a single entry is submitted more than once, it is highly recommended that the presentation of each is tailored/adapted to highlight the elements most relevant to the chosen categories.
18. All entries must be acknowledged and approved by the client with a sign-off and company stamp on the Client Endorsement form. Any entries submitted without the client sign-off and company stamp will be disqualified immediately.
19. Please carefully check the credits you have submitted. If you are short-listed or are a winner, these credits will be reflected on the certificate. Any amendments will incur administrative costs borne by you.

PEOPLE & COMMUNITY SECTION

20. All entries must be acknowledged and approved by the agency/network head with a sign-off on the hardcopy submission form. The MSA Awards organizing committee may contact the client/agency for questions relating to the entry.

2.4 Entry Deadlines & Fees

ENTRY DEADLINES & FEES			FEE PER ENTRY	
			MSA MEMBER	NON MEMBER
*Cut-off time for all deadlines is MALAYSIA time 3.00pm	Early bird	1st April, 2024	RM400	RM500
	Final	22nd April, 2024	RM600	RM700

1. Payment methods:

BY BANK TRANSFER

Beneficiary Name : MEDIA SPECIALISTS ASSOCIATION
 Bank Name : MAYBANK
 Account Number : 5141 9633 0998

BY CHEQUE

Cheques should be made payable to “Media Specialists Association”.

2. Documentation required to complete your submission:

- a) Master List
- b) Proof of full payment must be made by 17th May 2024. [Only a Purchase Order is accepted as interim payment. Payment terms is seven (7) days from the date of our quotation. [Non-negotiable].
- c) MSA Members must have settled their respective membership subscriptions as of 2024 to enjoy member fee per entry.

All items above must be emailed to amy.tan@macomm.com.my

Any incomplete documentation or failure to comply will result in immediate rejection/disqualification of your entry/entries. No refunds will be entertained.

3. A tax invoice will be issued after entry fees is paid.

2.5 Categories Overview

BEST USE OF SECTION

BU 1: Branded Entertainment & Content

Each submission must clearly define and illustrate the effectiveness of innovative content marketing in achieving brand and/or business results. This category is not limited to standard advertising, and its scope can cover both traditional and digital media.

This can include developing specific (own) media content for the purpose of associating their brand with the values and emotional appeal of the content, and telling the brand's story through it. It can also include an integration of a said product or service into an existing content/programme narrative to enhance brand awareness and improve brand perception.

Entries should demonstrate how the content created and deployed resulted in measurable results. The entry must highlight creativity in utilizing entertainment, content funded (or co-funded) and content sponsorship elements that were generated by the brand for online and/or offline sectors.

This category allows the engagement of KOL/influencers but the submission must ensure that it includes and utilizes other media channels.

(If the branded content relies mainly or largely on influencers, then it should be better entered into the Best Use of Influencer Marketing category.)

BU 2: Media Collaboration

Each submission must showcase creative and effective use of media channels to help achieve business goals and objectives. The entry must exhibit how brands and/or partners collaborate to develop communication that contributes to brand and business objectives.

The media collaboration must showcase the most strategic, knowledgeable and effective methodology used in achieving their respective goals. It is the cross-promotional use of the individual media (i.e. maximizing the use of the partner media in the collaboration) that collectively generates a successful campaign.

The collaborations must accentuate not just paid media buy but partnerships that embody media partners, brand collaborations and sponsoring. Partnerships are inclusive of commercial (paid media association) and non-commercial (co-branded integration).

BU 3: Data & Analytics

Each submission must showcase the effective use of data and insights to engage consumers and strengthen brand relationships, whether transitioning online to offline, offline to online, or within the online space. Emphasize how data identifies, profiles, and targets specific consumers, fostering innovation and insightful approaches that deliver measurable business or brand results. This category recognizes excellence in leveraging data to address business challenges and unlock opportunities across marketing and communication.

Outstanding entries employ a clear methodology using 1st, 2nd, or 3rd party digital data, resulting in profound insights activated for robust business performance and meeting established KPIs. Evaluation criteria include data sources, types, insights generation, and transforming insights into potent strategic concepts for positive business or campaign outcomes.

BU 4: AI (artificial intelligence)

Each submission must demonstrate how a media organization stays current with trends and incorporates AI technology to enhance efficiency and productivity, both internally and externally. Entries should highlight the process of leveraging AI methods and tools, including data models, algorithms, and machine learning, to generate customer insights for improved target audience engagement, optimized spending, content customization, and personalized brand journeys.

This category acknowledges exceptional digital products (e.g., Artificial Intelligence tools, automation tools, new products from existing digital publishers/agencies/brands, Websites, Microsites, Mobile Apps, etc.) that have made significant contributions to marketing campaigns, businesses, or consumers. Evaluation criteria include innovation, UI/UX, usage, adaptation, and their impact on the digital marketing landscape and/or consumer behaviors.

AI applications may encompass Marketing Automation (lead generation, lead scoring, and customer retention), Personalization (creating customer profiles based on data collection), Forecasting (using predictive analytics), Content Creation for Paid Media Platforms, and other innovative uses. Entries are encouraged to provide insights into the tools used, whether external or proprietary. Given the category's novelty, the jury may seek clarification to ensure genuine AI usage, distinguishing it from other technologies such as Martech.

BU 5: Martech

This category looks for the use of technology to drive better media and marketing results. Each submission must effectively utilize data management, customer data and marketing automation platforms that are part of the strategy together with, for instance, cookie-less ID and any tech example, or including new realities (AI, VR, AR, MR, XR).

It should incorporate the use of big data, innovative tools, invention, platforms or other measures that lead to an improvement or solution. The solutions may or may not lead to the brand: they could be driving sales, for instance.

The marketing technology must clearly demonstrate technological innovativeness within a specific campaign/activation (during the eligibility period) or technology that has created continued business improvements for the client/agency in the media and marketing sphere.

This category is distinct from the use of AI. The jury may reserve the right to request to re-enter an agency's entries, with their permission, if they feel it is better suited to another category rather than Martech.

This category excludes DCO solutions.

BU 6: eCommerce

Each submission should demonstrate how a single strategy was used to unify an integrated campaign to deliver an extraordinary business result. The campaign should include consumer insights, a big idea that used various media platforms to execute and bring to life with results that exceeded expectations.

A key metric to chase in this category is ROI in real business terms, and how that has been measured (i.e. offline to online attribution or purely online attribution).

A successful element is a combination of strong shopper knowledge with digital marketing practices to increase conversion online, and highlight the project to feature shopper insight(s) and be shopper-driven. Sales could be via a website, or social apps or other digital sales platforms.

The agency should explain the strategy of how the effort went to market e-Commerce and keeping in mind that submissions in this category are evaluated on strategy and e-Commerce effectiveness, not overall sales during the campaign.

BU 7: Sports, Gaming & eSports

Each submission should clearly define the strategic and effective use of sports, gaming and/or eSports platforms as their key media touchpoints, to achieve clear and measurable results that enhance the brand and/or sales.

The entry can incorporate any one or more of the components: sports (e.g. traditional games – football, badminton, hockey etc.), gaming (e.g. video games, casual games etc.) or e-sports (e.g. competitive online games, etc.) to target and engage a specific audience/consumer.

The category also includes the use of athletes, sports teams, sporting events or associations to create content that engages consumers and benefits the brand and drives sales.

The entry should epitomize how insights and strategy drove execution to obtain exceptional results within the sports, gaming and/or eSports ecosystem.

BU 8: Influencer Marketing

Each submission should demonstrate the effective utilization of talents, celebrities, influencers, KOLs, creators from any field etc. on social platforms to engage consumers and enhance their relationship (short-term, intermediate or long-term) with the brand.

The entry must identify the strategy, audience and designated key personnel's role in developing the brand. It is recommended that the selection criteria (who, what, why) of the 'influencers' and the methodology of marketing activities employed in driving the increased awareness of the brand/product would help the judges decide.

Innovative use of influencers is more likely to win, compared to standard content or reach provided by the influencers.

BU 9: Performance Media (Media Biddable)

Each submission must indicate to what extent the performance media effort has contributed directly and effectively to the business objectives. The entry must be well-founded and based on strategic principles, with an explanation of how the media budget and strategy relates to the achieved objectives.

An integral part of the submission is to justify and ensure that the evidence based on the results is well-documented against the KPIs.

- Show how the media budget and strategy relates to the objectives
- Explain how and on which KPIs the campaign is directed and optimized, essentially the buying approach
- Substantiate the results with research or demonstrable evidence, and please cite your sources/references

Note - This category exclude SEM and/or SEO

BU 10: Search (SEM) and/or (SEO)

Each submission should showcase exemplary strategies that have significantly impacted marketing outcomes. Highlight the innovative and effective application of Search Engine Marketing (SEM) and/or Search Engine Optimization (SEO) to enhance online visibility, drive targeted traffic, and achieve measurable results.

Entries will be evaluated based on the ingenuity of SEM and/or SEO campaigns, their impact on search rankings, user engagement, and conversion rates. Successful submissions will demonstrate a comprehensive understanding of search algorithms, audience behavior, and the integration of SEM and/or SEO to optimize digital presence.

Emphasize how these strategies have contributed to achieving specific business goals, whether through increased website traffic, improved conversion rates, or enhanced brand visibility. The jury will look for evidence of strategic planning, execution, and the overall effectiveness of the SEM and/or SEO initiatives.

BU 11: Smart Impact (under RM 200,000) – Including Digital

Each submission celebrates the ingenuity of a brand that has deployed a distinctive and smart strategy for a campaign with a tiny or almost no budget, with any/all manner of media being integral to its success.

The entry must emphasize the insight and/or starting point of the campaign, and detail the relevant KPIs that drove its success. The entry should detail how the campaign fits within the broader communication strategy and to what extent has paid media and content budget been used to make the media strategy accomplish desired outcomes.

- Media and production investment for each entry MUST NOT exceed RM 200,000 campaign. Production costs are defined to include printing materials, talents, production set-up cost for event, product barter value and other supporting material cost.
- This entry must be a standalone campaign and not part of a multimedia/integrated campaign. You are required to upload supporting invoices of the entry that has been signed off by the Client.

BU 12: Integrated Media

Each submission MUST show at least 3 (with 2 being non-digital platforms) different types of media platforms that were employed within the campaign. The recognized media platforms include TV, Digital, Out-of-Home (OOH), Print, Cinema and Radio.

Please note that multiple different digital media platforms used (e.g. social, YouTube, influencers, banners, etc.) will still count only as digital, and an entry in this category needs to have a minimum of 2 non-digital/traditional mediums deployed as well.

The key element of an entry is the rationale for and integration of the selected media throughout the campaign, and how these individual media elements managed to supplement each other and build upon their distinctive media characteristics to drive the brand's message and achieve desired outcomes.

Entries will highlight the management of engaging the many different media with a comprehensive strategy and integrating those to maximize the results.

BU 13: Radio / Audio

Each submission has to showcase creativity through the use of the audio medium including radio, audio apps like Spotify, podcasts as well as all kinds of communication developed for radio or other use of audio media (e.g. radio spots, DJ mentions, radio promos, etc.)

Other audio elements could include film developed for TV, cinema, web, mobile, or outdoor, and any other audio streaming platforms.

The entry should accentuate consumer insight(s), rationale for choice of platform and activation of the selected platforms to drive business and brand metrics successfully, with clear and measurable results.

BU 14: TV / Video

Each submission should establish how key elements of video were used to realize the strategic and effective use of this platform as a key touchpoint. The objective is to elaborate how strategy was used to maximize video mediums to deliver extraordinary business results for the brand/client and/or product.

Platforms for the video medium include the use of TV, cinema, video-on-demand, in-flight screening, digital & interactive screens, online film, OTT and other online service providers.

The entry should accentuate consumer insight(s), rationale for choice of platform and activation of the selected platforms to drive business and brand metrics successfully, with clear and measurable results.

Please note the emphasis is on the media aspects of using video, not on the creative aspect of the video itself.

BU 15: Mobile, Interactive & Immersive Experiences (Media Non-Biddable)

Each submission must showcase how these experiences pull the audience into a new virtual world via the use of one or a combination of technologies. The most vital aspect for this category to be truly effective is to engage consumers (inclusive of all CPM, Rich Media, Print (Digital & Physical etc)).

The entry should detail how the concept, strategy and integration of mobile, interactive and immersive elements managed to engage, and to promote the brand or business to greater levels. The objective is challenging the conventional media showcase brand or business results through the positive deployment of innovation with this medium.

An integral part of the category is for the entry to have been made widely available to the public, with mobile, interactive, immersive, and/or participatory experiences central to the project and essential to the storytelling.

BU 16: Activation & Experiential

Each submission must identify the key influence of activation and experiential experiences in demonstrating the customer journey; experiencing the brand and the optimization of every touch point leading to increased brand adoption, sales and revenue for the brand/product.

This category is open to agencies that have engaged consumers with experiential marketing concepts and executions that include brand activation, sensory interaction, audience participation, special events, etc. for their clients. This is open to tech and non-tech engagement, although a physical/real world component is a necessity for any entry.

This includes brand and experiential experiences, as well as activations that create a space or use a more permanent feature to drive customer engagement (these include exhibitions, trade shows, vending machines, signage, floor graphics, etc.).

BU 17: MSA for Good

Each submission must uphold the use of insightful creativity and media to solve a problem for a cause, ultimately leading to a significant and measurable impact within Malaysian society. Media usage for corporate responsibility work for brands as well as media work for non-profits can be submitted within this category.

This entry will display and showcase ideas and creative solutions with a dedicated plan to create public, economic, cultural and/or other ideas for the greater good. We seek to reward entries that embody local and universal values in terms of culture, religion, beliefs, traditions, or language, insights, or context.

The underlying message of the work is to exemplify the role of media for innovation initiatives with the potential to transform and improve the quality of life of people on a significant scale.

The solutions may or may not be connected directly to the brand, but have an overview initiative to improve social or gender equality, education, healthcare, human rights, the environment or other social issues.

BU 18: Outdoor (Static & Digital) and Programmatic OOH (pOOH)

Each submission must showcase the media utilization of outdoor or programmatic OOH to engage with their target profile, develop or enhance the brand with innovative planning (and buying), creativity, and data analysis.

The entry must highlight the significant advantage & ability of the selected media, and how the use of audience-focused data, insights, and tools were employed to create an effective and innovative brand communication strategy for these mediums.

The category is also open to cross-platform formats for Outdoor, emphasizing on channels like sensory advertising and special outdoor formats (mall advertising, signage's, etc.)

PEOPLE & COMMUNITY SECTION

PC 1: Culture, Positive Change & DEI (Diversity, Equality & Inclusion)

This award pays tribute to an agency that manages to foster collaboration within the organization to inspire others and create a healthy environment to retain, attract and recruit talent that eventually enhances the organization's business growth.

The award is a recognition of forward-thinking, proactive and impactful initiatives that empower a confident, progressive, optimistic and high-performing agency.

The award further recognizes and reward agencies that have taken on the duty to spread a culture of Diversity, Equality & Inclusion (DEI), to drive positive change and address human biases to help create an equal world.

An overview of areas involved include gender, race, class, age, differently abled, ethnicity, religion, sexual orientation, language and education. The entry should showcase concepts that break gender stereotypes and showcase progressive or positive DEI portrayals, as well as the opportunity to spread a culture of DEI by shaping perceptions and attitudes among their audience.

PC 2: Planner of the Year

This award acknowledges a Media Planner who has demonstrated a flair for bringing innovation to media planning; an individual who has exhibited exceptional skill of identifying and then, rising above the core business challenges to deliver positive results for the client and agency.

Entries should be backed up with case studies, reel, testimonials, etc. that illustrate how the entrant's work made a direct impact on a specific campaign, brand or product launch.

The award takes into consideration all elements involved in the planning and execution of a media plan; creating a win-win deal for both Advertiser and Media Owner, maximizing value add within a deal, redefining buying benchmarks, conceptualizing new and innovative buying techniques, amongst the many other strategies.

The award is for employees below 35 years old at time of submission of the entry

PC 3: Buyer/Implementer of the Year

This award identifies a Media Buying professional who has demonstrated a flair for bringing innovation to media purchasing. They've shown exceptional skill and utilized the limitless media offerings in novel and unexpected ways to identify and then overcome tough business challenges which subsequently deliver visible business results for the agency and the client.

The entry must clearly define the buyer's role in redefining buying benchmarks; by outlining and identifying business operational issues and emphasize their role in overcoming these issues, maintaining cordial relations with media owners to ensure a win-win, and ultimately ensuring efficiency in managing the client and agency.

PC 4: Rising Star

The award specifically honors the below 30 years of age Media Professional (as on 31st March 2024). This individual would have shown exceptional skills to set them apart from their peers, by contributing significantly to a media initiative or media campaign. Their overall enthusiasm, creativity, talent, drive and work-ethics show immense potential for consideration as a leader of the next generation within the industry.

The individual could be engaged in client account management, or in media strategy or optimization, new business or other back-end areas.

The aspirant should show exactly how they had a significant impact on the work and business operations within the organization. The individual must showcase and explain how they created (or were involved) a big impact on the (or multiple) clients' business through development of fresh and insightful consumer, brand and/or communication strategies, inventive approaches to problem solving, an ability to build upon creative and commercially effective solutions to clients' challenges, and exhibit an overall quality of thought leadership and business intelligence (internally/externally).

3

Entry Submission

There are two parts to a submission of an entry to be completed:

- Round 1: Online submission
- Round 2: Finalist submission – Only applicable to shortlisted entries.

The online submission will be used by the Jury for the shortlisting of finalists. The finalist submission will be used by the Jury for the final judging.

NOTE:

Any requests for changes after the entry has been made will be administered by the Organizer at their sole discretion, and an admin fee of RM200.00 applies. Changes may not be made to entries once judging has commenced.

3.1 Round 1:

Online Submission Guidelines

- a) Register for an account at <http://msa-awards.com> and you will receive an email to confirm your registration. Each agency will only be given one account for all entries.
- b) After confirming your registration, you may log in to begin submitting your entries.
- c) Follow the instructions and fill all necessary fields about the entry. You may save any incomplete entries at any stage and return to continue before the deadline.
- d) **Mandatory Entry Write-Up**
 - i. All entrants must complete the mandatory entry write-up online.
 - ii. For the BEST USE OF section, your entire write-up should not exceed 1,000 words.
For the PEOPLE & COMMUNITY section, your entire write-up should not exceed 800 words.
 - iii. Non-compliance will result in immediate disqualification.
 - iv. In order to help keep within the word count limit, proper nouns, for example – ‘Kuala Lumpur’, should be written as ‘KualaLumpur’ without the space so that it can be counted as one word. Brand names could also be written in this manner to be counted as one word. Hyphenated words are strictly not allowed in the written submissions if the hyphens are used inappropriately. Should there be any instance of inappropriate hyphenated words, these words will be counted individually. Words appearing after the 1,000th and 800th word respectively will be automatically deleted.
- e) Each entry must be approved by the Client with a sign-off (and ratified with the Company Stamp) on the client’s endorsement form. If a Company Stamp is unavailable, a written explanation by the Client is required for authentication.
- f) Please make sure that any material provided can be easily understood and shown to the jury. Entries which are not in English should be translated or accompanied by a full translation. It will be in your own best interest to explain or translate any specific word play or local social, cultural or political references and nuances.

3.2 Round 2:

Finalist Submission Guidelines

(ONLY APPLICABLE TO SHORTLISTED ENTRIES)

- a) An email notification will be sent to all shortlisted entries.
- b) For the “Best Use Of”, categories a presentation team of maximum two (2) persons per shortlisted entry will be invited to deliver a 10-minute presentation with 5 minutes for Q&A to the jury.
- c) No Client representation & Media Vendor/Partners are allowed, unless they submitted the entry.
- d) Each presenter is limited to showcasing a maximum of six (6) individual cases.
- e) For the Planner of the Year, Agency Team of the Year, Buyer/Implementer of the Year and Rising Star, only the shortlisted candidates will deliver the 10 minutes presentation with 5 minutes for Q&A to the jury. For Agency Team of the Year, maximum 2 presenters.
- f) Any and only these presentation materials to the stated technical specifications, are allowed to assist in your presentations:
 - i. Mandatory Submission: PowerPoint and PDF files are required. The board size should be 1024 x 768 pixels/150dpi, OR a maximum file size of 50 MB each .
 - ii. Ensure that the video is embedded in both your PowerPoint and PDF files. The video should be in HD with 1080 lines, using 1920 pixels per line (1920 x 1080), OR 720 lines, using 1280 pixels per line (1280 x 720). Both formats must have an aspect ratio of 16:9.
 - iii. If the presenter chooses not to opt for any presentation or video presentation, an oral presentation is permitted.
 - iv. For the final round 2 presentation, the PowerPoint file will be used by the award committee for showcase.

NOTE: Your total 10-minute presentation includes usage of any of the above.

- g) *No physical presentation materials are allowed (e.g. props, handouts, etc.) Attire worn (including accessories) cannot carry any related branding, references to the advertiser and/or the agency. Non-compliance will result in IMMEDIATE disqualification.*
- h) *In the absence of any presentation materials, your on-line submission will be projected on screen for the judges' reference.*
- i) *For "Best Use Of" categories, please ensure all agency/company logo, name, trademarks, or any uniquely identifying collaterals are not included, mentioned or presented in any way or form in the presentation materials including references/information from network sources. Non-compliance will result in IMMEDIATE disqualification.*
- j) *Entrants are responsible for ensuring that they have the rights to use any of the materials used (e.g., images, music). These could include use in, but is not restricted to delegate screenings, post-event promotions, festival websites, partner company websites, official DVD and other public domains.*

4

Judging

1. The shortlist is decided by a first round of e-voting. The highest SIX (6) entries in each category voting will qualify for the final round.
2. At all voting stages, a juror's vote will not be counted for any entry submitted by his or her own company and network. The decision of the Jury Panel in all matters relating to the awarding of Awards will be final and binding.
3. Judges will evaluate and score each entry individually from across categories. The scoring will be based on the specific judging criteria listed below with varying percentage accorded to the specific fields that adds up to 100%.

BEST USE OF SECTION				
BU1: Branded Entertainment & Content BU2: Media Collaboration BU3: Data & Analytics BU4: AI (Artificial Intelligence) BU5: Martech BU6: eCommerce BU7: Sports, Gaming & eSports BU8: Influencer Marketing BU9: Performance Media BU10: Search (SEM) and/or (SEO) BU11: Smart Impact (under RM200K) including Digital BU12: Integrated Media BU13: Radio / Audio BU14: TV / Video BU15: Mobile, Interactive & Immersive Experiences BU16: Activation & Experiential BU17: MSA for Good BU18: Outdoor (Static & Digital) and Programmatic OOH (pOOH)	Objective & Challenge 10%	Insight & Strategy 30%	Execution 30%	Effectiveness 30%

PEOPLE & COMMUNITY SECTION			
PC1: Culture, Positive Change + DEI	The Context 20%	The Strategy & Execution 40%	The Results 40%
PC2: Planner of the Year PC3: Buyer/Implementer of the Year PC4: Rising Star	Background 20%	What's Special about You? Key Achievements 40%	Leadership Skills 40%

4. Recusal policy: Judges are not allowed to review and provide a score for entries received from their agency/company. They are required to recuse themselves from judging an entry if it poses a conflict of interest.

5

Useful Information

5.1 Key Reasons For Disqualification

The following will result in disqualification and entry fees will be forfeited:

- a) Campaigns submitted failed to adhere to the qualifying period between 1st April 2023 to 31st March 2024
- b) Entries submitted without the Client's endorsement i.e. sign-off and company stamp.
- c) Agency/company name, logo, trademarks, or any uniquely identifying collaterals are included, mentioned or presented in any way or form in the presentation materials including references/information from network sources.
- d) *For "Best Use Of" categories, please ensure all agency/company logo, name, trademarks, or any uniquely identifying collaterals are not included, mentioned or presented in any way or form in the presentation materials including references/information from network sources. Non-compliance will result in IMMEDIATE disqualification.*
- e) Physical presentation materials e.g. props, handouts, etc. are used. Attire worn (including accessories) features related branding, references to the advertiser &/ or the agency.

5.2 Winning

- a) Gold trophy will be awarded to the winner while silver and bronze trophy will be awarded to the runner-up and third place of each category respectively.
- b) All winners and finalists will be accorded an e-certificate.
- c) The Grand Prix trophy will be awarded by the Jury to the best overall entry.
- d) The Agency of the Year trophy will be awarded to the agency with the highest accumulated points scored from all (Best Use Of...) and (The People & Community) categories .
- e) The Advertiser of the Year trophy will be awarded to the advertiser with the highest accumulated points scored from all Best Use of categories.

Points are awarded as following:

SCORING: POINTS AWARDED FOR WIN				
SECTIONS	GOLD	SILVER	BRONZE	FINALIST
BEST USE OF	7	5	3	1
PEOPLE & COMMUNITY	7	5	3	1

5.3 Additional Information

- a) The decisions of the MSA Awards Organizing Committee together with MSA President in all matters relating to the Malaysian Media Specialist Awards shall be final and binding.
- b) The entrant grants MSA permission to show the entries at such times as deemed appropriate.
- c) Incomplete or incorrect entries risk disqualification. Please observe the entry rules strictly.
- d) The information you give in the credits section may be published and/or appear on recognition certificates.

- e) In the event of a complaint against any entry, the MSA Awards Organizing Committee together with MSA President will conduct a full investigation into each case and will request detailed documentation from all parties concerned including the complainant, the entrants and the client.
- f) The MSA Awards Organizing Committee together with MSA President will have no hesitation in disqualifying an award in cases where the complaint is upheld. Any awards and/or certificate issued must be returned within three (3) working days to the MSA.
- g) No refunds will be made for withdrawals once entries have been submitted.
- h) The Organizer reserves the right to disqualify any entries which do not meet the entry requirements. No refunds will be made for any disqualification.
- i) All decisions made by the Organizer in all matters relating to the competition shall be final and binding.
- j) By entering the MSA Awards, entrants allow MSA to use any or part of submitted materials in any form or purpose whatsoever without any payment in return.
- k) Ensure your entry is built around a media strategy rather than relying on the creative content.
- l) Campaign execution must be done in Malaysia only – for multi-country campaigns including Malaysia as a market; please focus on the Malaysian execution details.
- m) All campaign implementation must have been executed for the first time between 1st April 2023 to 31st March 2024 in Malaysia. It should not be a repeat campaign. If an entry is an updated version from the previous year campaign – the entrant must explain the updated execution details.
- n) For categories under People & Community, there is no restriction to number of entries. However, a Media Solution may be submitted into maximum six (6) Best Use Of categories.
- o) Please carefully check the credits you have submitted. If you are short-listed or are a winner, these credits will be reflected on the certificate as you have submitted them. Any amendments may incur administrative costs borne by you.
- p) Entry must originate from your agency or it can also be declared as a joint entry with a creative agency in the given option box when submitting online.
- q) Please ensure URL links shared are public and workable/valid for 6 months. This is crucial for Round 1 judging [shortlisting] process.

5.4 Additional Information For Vetting Committee, Moderator & Jury

VETTING

- a) Each council member organization will nominate up to two (2) representatives for the vetting process prior to the online judging process.
- b) Vetting representatives are prohibited from participating as jury members or award presenters to maintain impartiality in the process. *Non-compliance will result in IMMEDIATE disqualification.*
- c) Vetting representatives are encouraged to be a moderator during Round 2 Physical Presentation.

MODERATOR

- a) Each council member organization will nominate one (1) representative for the physical judging process.
- b) Moderators are to be reminded to act as the timekeeper and are not allowed to ask questions.

JURY

- a) Each council member organization will nominate one (1) representative for Client/Advertiser and one (1) representative from their organization for the online and physical judging process.
- b) The jury representatives are contingent upon them possessing a minimum of ten (10) years of expertise in the realms of Media, Marketing, Advertising, Digital, and Technology with a three (3) years experience in the Malaysian market. Mandatory requirement.
- c) The MSA council member and organizing chairperson will be vested with the authority to propose additional industry participants as prospective jury members, contributing to the enhancement of the Awards evaluation process.

Contact Information

Need help or advice?

Visit <https://msa-awards.com>

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