How will entries be judged?

All entries will be judged equally, regardless of film genre, media used, campaign spend amount and box office revenue.

Judging criteria will be:

Identification of the challenge	(10%)
Target audience	(10%)
Strategy	(30%)
Solution	(30%)
Results	(20%)

Judging Panel

A panel of industry judges made up of Marketing Professionals from outside the entertainment industry, along with News Limited staff, will determine the winners for each period and the overall winner from the judging criteria above.
The panel of non-entertainment industry judges has been implemented to protect any commercial sensitivity surrounding your competition entry.

The Prize

If you are the winner of one of the preliminary competition periods you'll win a night out on the town with your marketing team – courtesy of News Limited.

The *News Limited Movie Marketer of the Year* prize is the chance to win a fully integrated media package to promote your next film. News Limited will match the media spend you allocate to News Limited media properties, dollar for dollar (download terms & conditions here).

The winner must choose one upcoming movie campaign to launch before 31 July 2013 to take up their prize.

Winners will be announced on Thursday 23 August at the Gala Dinner of 2012 Movie Convention on the Gold Coast.

Entry Guidelines

Entrants to the *News Limited Movie Marketer of the Year* competition must be an employee of a movie distributor or exhibitor in marketing, media, strategy, advertising, PR or account planning.

Preliminary periods

Entrants can choose to enter one or all three preliminary periods however the same movie title cannot be entered multiple times. Only movies not previously entered are eligible in each preliminary period. Each entry requires an overview of a movie campaign executed by you or your team within the qualifying dates. Your entry must be supplied as a hardcopy document, explain the campaign and demonstrate its effectiveness in 1000 words or less. You should identify the challenge and target audience clearly.

Your entry will be judged by a panel of Media and Entertainment Industry judges and News Limited staff according to the following criteria:

Identification of the challenge	(10%)
Target audience	(10%)
Strategy	(30%)
Solution	(30%)
Results	(20%)

Finalists from the first three preliminary periods will be notified directly and gain entry into the final round of the competition, where the overall winner and *News Limited Movie Marketer of the Year* will be determined.

Final Round

Finalists are not required to submit a final round entry; the overall competition winner will be decided from the initial preliminary submissions and awarded by the judges as the best of the best. The *News Limited Movie Marketer of the Year* competition winner will be announced at the Gala Dinner of the 2012 Movie Convention on the Gold Coast.

View competition terms and conditions

How to enter

Submit an entry outlining details of the marketing plan developed to support a new movie release outlining each component including: Press, TV, Radio, Outdoor, online, PR, Social Media, premieres and partnerships.

Entry format should be outlined into 5 key sections:

The challenge, audience, strategy, solution, and results.

Please download the *News Limited Movie Marketer of the Year* entry form here.

Please ensure that a hard copy of the entry form is completed and attached to your hard copy entry.

Deadline for submissions for the *News Limited Movie Marketer of the Year Award* are as follows:

1st preliminary period entry deadline – 5pm, 31 October 2011
2nd preliminary period entry deadline – 5pm, 31 March 2012
3rd preliminary period entry deadline – 5pm, 3 August 2012

Entries should be submitted in hard copy format to:

Attn: Ken Benson
News Limited
News Limited Movie Marketer of the Year Award
Level 4, 2 Holt St
Surry Hills NSW 2010

For further information regarding the News Limited Movie Marketer of the Year Award, please contact:

Attn: Ken Benson
Email: bensonk@newsltd.com.au
Phone: 02 9288 8435

View competition terms and conditions