

ENTRY KIT

DAVID  
**OGILVY**  
AWARDS

Presented by the Advertising Research Foundation



### WHAT ARE THE ARF OGILVY AWARDS?

The ARF Ogilvy Awards celebrate the critical role of consumer research in creating successful advertising. We named these awards after David Ogilvy to recognize his spirited advocacy (and dogged defense) of the importance of research in making good advertising better.

In his own career he shared many compelling stories of how consumer insights sparked a big idea or how creative testing saved a new, but uncomfortable, creative approach. The ARF Ogilvy Awards honor these and other as yet untold advertising stories.

The ARF Ogilvy Awards are bestowed every year at the ARF Annual Conference during a gala dinner, which will occur next year on March 22, 2011. The advertising industry gathers on this special evening to honor those teams who have achieved notable marketing success through the combination of their research efforts and creative inspiration. The pinnacle of the evening is the announcement of the Grand Ogilvy winner.

*Ogilvy knew that behind many inspired advertising campaigns there is a great research story.*



**2010 Grand Winner:** "Priority Mail Flat Rate Box 'A Simpler Way to Ship'" United States Postal Service  
Agencies: Campbell-Ewald, Optimization Group, Millward Brown, Colography, Consumer Insights, Davie Brown

**2009 Grand Winner:** "The Orange Underground" Cheetos  
Agencies: Frito-Lay, Goodby, Silverstein & Partners, OMD, OZA, NeuroFocus, Christopher Noxon, Ipsos ASI, Sensory Logic

**2008 Grand Winner:** "Dreams Don't Retire" Ameriprise Financial  
Agencies: Saatchi & Saatchi NY, Mindshare, Earl Wilcox, Planner Zone, Phoenix Marketing International, Inc.

**2007 Grand Winner:** "Talk to Chuck" Charles Schwab  
Agencies: Euro RSCG, PHD US Research, Chatter Inc. & Northstar Research Partners

**2006 Grand Winner:** "Access" U.S. Postal Service  
Agencies: Campbell-Ewald, Draft, Golin Harris Research, Aeffect, National Analyst, Gogas & Associates

### WHAT ARE THE AWARD CRITERIA?

The Ogilvys do not honor research methods, tools, or techniques. Other awards have that job. The Ogilvys celebrate breakthrough moments when creative inspiration and research insights combine to produce a spectacular advertising campaign. A few examples of these breakthrough moments are:

- When skillful analysis and creative interpretation produce ideas that help drive strategy, creative and/or media planning.
- When research overcomes fear and conjecture to give life to unique advertising by providing evidence of its marketplace potential.
- When the creative process exploits research to find unexpected ways of looking at and talking about a brand and its promise.

### WHAT DO WE RECOGNIZE?

Two levels of Ogilvy Awards are given: Category Awards and Industry Awards. Category Awards honor the best research-driven campaigns within 16 specific sectors (e.g., automotive, beverage, business to business).

Winners of a Category Award are automatically entered to compete against each other for the following Industry Awards:

- Ogilvy Research Achievement Awards, a special honor given to a select few campaigns that demonstrate extraordinary success solving a critical research and business challenge.
- Ogilvy Research Innovation Award, honoring the campaign built on the most innovative use of research, including new methods as well as imaginative use of traditional tools.
- Finally, the Grand Ogilvy Award winner is chosen from among all the winning entries. Detailed information is provided on page 3.

### WHAT ARE THE BENEFITS OF WINNING AN OGILVY AWARD?

- An Ogilvy Award is tangible proof of your industry leadership in developing and leveraging consumer insights to achieve a competitive marketing advantage.
- An Ogilvy Award celebrates the strong teamwork among your creative, media and research teams by recognizing their integrated efforts in campaign development and execution.
- Your achievements will be celebrated by the industry press on MSN.com and by The ARF.
- An Ogilvy Award recognizes your research excellence, and will help attract, reward and retain top talent.

### WHO SHOULD SUBMIT?

Consumer insights are everyone's job – research supplier, ad agency, media company, and advertiser. All groups are invited to submit multiple Ogilvy Award case studies for their team. Each entry should identify all companies that contributed to the campaign, the key personnel at each company, and a single contact person for all communications with the Ogilvy Awards Committee.

### WHICH CAMPAIGNS ARE ELIGIBLE?

- Research must have been key in the development or execution of the campaign, but there is no requirement as to the amount or type of research conducted.
- All campaigns entered in the 2010 Ogilvy awards must have run sometime in the two year period between January 2009 and December 2010.

### AWARD TYPES: CATEGORY AWARDS

Gold and Silver awards are given to the best two entrants within each category listed below. If you are unsure which category is appropriate for your case study, please contact the Ogilvy Program Manager for guidance.

**Automotive** Cars, trucks, motorcycles, as well as gasoline, motor oil, servicing and parts

**Beverages** Soda, water, coffee, beer, wine, spirits

**Business to Business:** Products and services specifically targeted to businesses

**Consumer Electronics** TVs, radios, DVDs, cameras, stereos, computers

**Fashion and Household Furnishings** Clothing, eyewear, hosiery, jewelry, perfumes, shoes, furniture, paints, appliances

**Financial Services** Credit cards, loans, mutual funds, banking

**Governmental, Public Service, Non-Profit** Municipal or state development, lotteries, utilities, public service messages, political messages

**Health and Personal Care Products** Consumer healthcare/OTC products, first aid, beauty aids, soaps, deodorants

**International** Products and services targeting global markets

**Multicultural** Products and services targeting ethnic markets

**Packaged Goods** Cereals, frozen foods, canned goods, snacks

**Pharmaceuticals** Prescription drugs and medical devices

**Professional Services** Hospitals, HMOs, employment services, legal services, real estate, delivery systems

**Restaurants, Bars and Eateries** Restaurants, fast-food, coffee shops, juice bars

**Retail/e-tail** Stores or web sites providing a specialty line or general merchandise

**Shopper Marketing** Honors outstanding shopper insights research to successful shopper marketing initiatives

**Sports, Entertainment and Media** Sporting events and teams, films, music, TV shows video-games, plays, museums, travel, sporting goods, network and cable branding, mobile, social media

**Telecommunications** Telephone companies, cellular services, internet access and bundled services

### AWARD TYPES: RESEARCH ACHIEVEMENT AWARDS

Winners are selected from among all category winners. Achievement Awards honor exceptional success solving a critical business challenge. The specific awards will be determined based on the submissions received, but could include:

1. Successful launch of a new product or brand
2. Revitalizing or repositioning a flagging brand
3. Establishing a new or growing an existing market
4. Maintaining strong sales with a reduced marketing budget
5. Supporting premium pricing for a brand in a competitive market

### THE RESEARCH INNOVATION AWARD

This special award recognizes an innovative research approach or novel application of research that results in an outstanding advertising campaign. Selected from among all Gold category winners.

### THE GRAND OGILVY AWARD

The campaign demonstrating the most successful use of research in the creation of superior advertising that achieves a critical business objective. Selected from among all Gold category winning campaigns.

## CASE STUDY

Entering a campaign involves writing down the research story behind the campaign's success. While there is no set formula for winning an Ogilvy Award, all case histories are strongly encouraged to include:

- **Business Situation and Campaign Objectives** A clearly written summary of the business objectives, the marketing strategy, and budget. A summary of the business situation and marketing objectives is critical for success in the Research Achievement Awards.
- **Research Story** This is the heart of your entry. Explain how research was key to campaign success, including the types of research, the analysis, and how the insights were used to create the campaign.
- **Campaign Description** Describe the campaign, including target audience(s), media plan, creative executions, and dates in-market.
- **Business Results** Quantitative evidence that the objectives of the campaign were achieved (proprietary data can be disguised) The entries cannot exceed five pages using at least 11pt font. A limited amount of appended charts and graphs are acceptable.

## CREATIVE

Campaign creative is required for each entry with a limit of six creative executions per campaign. Video should be provided as a QuickTime H264, 640 X 480, 30fps; print as .eps, .tif file; audio as .wav file.

## JUDGING

Each Ogilvy Award Entry will be judged by a panel of industry professionals. Great care is taken in the selection of a jury comprising a balance of specialist knowledge, experience and objectivity. Judges may move entries to a different category if it seems better suited.

## JUDGING CRITERIA

- Business Objective
- Research Contribution to Identification of Business Objective
- Marketing Strategy and Big Idea
- Research Contribution to Marketing Strategy and Big Idea
- Campaign Development and Execution
- Research Contribution to Campaign Development and Execution
- Marketplace Effectiveness
- Research Contribution to Marketplace Effectiveness
- Compelling Research Story
- Clear Link between the Research and Campaign Results

## ENTRY STATUS NOTIFICATION

All 2011 ARF Ogilvy Award entries are due by December 14, 2010. The official entry form is available at [www.thearf.org/assets/ogilvy-11-entries](http://www.thearf.org/assets/ogilvy-11-entries).

All entrants will receive electronic confirmation upon receipt of their completed entry. Entrants will be notified of the winners of the Category Awards in February 2011. All Category Award winners will be automatically placed into the industry-level competition for Research Achievement Awards, the Research Innovation Award and the Grand Ogilvy Award.

Winners of these awards will be announced at the ARF Ogilvy Awards Dinner on March 22, 2011 at the Marriot Marquis in New York City, during our Annual Convention.

### FOR MORE INFORMATION REGARDING THE OGILVY AWARDS

Please contact

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