



BankMarketing

AWARDS

Entry Details

Title of Entry _____

Category _____

Project Proponent

Name _____

Position _____

Company _____

Address _____

Telephone _____

Fax _____

Email address _____

Categories

Best Product Program

In recognition of the bank with the best product program that stands out in the industry in terms of innovation, creative execution, results, pricing or positioning; and at the same time met program objectives. This program includes basic ATM and debit/cash card programs.

Best Brand Program

In recognition of the bank with the best institutional brand program that successfully lets consumers to identify desired positioning of the institutional brand with reference to its product and services, communication programs and promotions, and other consumer touch-points.

Best Electronic Delivery Channel

In recognition of the bank that successfully implemented electronic delivery systems - ranging from innovations with the basic ATM, internet banking and social media financial apps to trailblazing mobile banking apps - and achieved the desired results in terms of usage and acceptance.

Best Program in Social Media

In recognition of the bank with the best campaign or program in a social media platform in terms of content, strategy and customer engagement.

Best Financial Inclusion Program

In recognition of the bank with the best program or products and services that make banking affordable and accessible to the "unbanked" or lower socio-economic segments of society.

Best Kiddie Savings Program

In recognition of the company with the best kiddie savings program that is accessible and affordable for the youth, including support programs (if any) that promotes or encourages savings.

Executive Summary

Briefly discuss and describe in 300 words the objective/s, scale of tasks and key results of your project.

Entry Details and Requirements

Who can Enter

This competition is open to all BMAP members as well as non-members. Entries should be submitted by the project owner of the company or their agency. All agencies that enter are required to get prior approval from their client company, and supply their client's contact details for verification.

Award Entry fees

BMAP Members P 7,500.00 per entry
Non-Members P10,000.00 per entry

For banks entering 5 or more entries, a discount of P1,000 will be given for each entry.

Please make check payable to Bank Marketing Association of the Philippines.

Eligibility

- Entrants must also submit an Executive Summary of no more than 300 words to cover why it qualifies to win in the categories.
 - Objective
 - Scale of task
 - Key results
- Submit a project brief of a maximum of 2000 words.
- Submit materials originally used in a brown envelope with the photographs or images with a cover letter stating the date when the materials were submitted, the person and bank that submitted to be noted by the official BMAP representative or, in the case of non-BMAP member banks, an authorized Bank Officer.
- Syndicated, borrowed, reprinted materials are not accepted.
- All work submitted must have been completed within the last three calendar years of the final deadline.
- All entries must be submitted for judging exactly as published, aired or implemented and may not be modified for awards.
- There is no limit to the number of entries. Some entries may qualify for multiple categories. Each entry will be subject to the entry fee.
- Judges are from PANA, 4AS, EJAP, Marketing Excellence awardees.
- Entries are being accepted starting February 2015. Deadline for submission of entries is on April 30, 2015. Awarding will be in August 2015.

Criteria for Selection of Winners

Criteria for Judging	% Scoring
Strategy <ul style="list-style-type: none">marketing strategyInformation on how the program/campaign came about	35
Execution <ul style="list-style-type: none">program implementation (e.g. timeliness, effect)budget utilization efficiency	20
Creativity <ul style="list-style-type: none">creativity dynamics and integration with overall programcreative approach relative to audience and products and servicesconsumer engagement	20
Results <ul style="list-style-type: none">Qualitative and quantitative resultsDid the program achieve its objectives and goalsImpact of the campaign on the market	25
TOTAL	100%

Information entered must be kept confidential to BMAP staff and judges only and will not be shared publicly without entrant's consent.

BMAP respects and acknowledges the intellectual copyright of the entrants' creative work and we will fully protect those rights.

Entries and its inclusions and attachments will be returned to entrants after the awarding ceremonies.