

# Sample form, not for offline completion.

Visit <https://thecma.awardsplatform.com> to enter.



## Special Award: TikTok Power of Entertainment Award

A special award, recognizing the top agencies and/or brands showing the power of creativity on the TikTok platform.

The **TikTok Power of Entertainment Award** is free to enter. Please review the requirements carefully to ensure your entry is eligible.

### Overview

Presented by TikTok, the **TikTok Power of Entertainment Award** will seek to honour an agency or brand that understands TikTok's core DNA— showing the power of creativity is on the platform—and created work made for TikTok that drove cultural and/or commercial impact.

### Who Should Enter

There is no cost to enter and entry is open to campaigns, videos or actions that debuted and ran on TikTok between Dec. 1, 2022 and June 1, 2024. The supporting evidence must include work that ran in Canada on TikTok in those 18 months and can consist of videos, creative examples and case studies. All work entered must have been intentionally made for TikTok and/ or a major component was inspired by TikTok and lived on and off platform.

The campaign, video or action will have leaned into one or more of TikTok's core pillars and deliver on TikTok's mission to inspire creativity and bring joy:

- **Community:** Highlighted or engaged a community by showing up authentically, partnering with creators, and/or took advantage of community moment(s) and turned it into a movement.
- **Sound:** Leveraged or created net-new audio and/or trending sounds to amplify creative.
- **Co-creation:** Incorporated co-creation tools like duet, stitch, and hashtag challenges to spark user-generated content.
- **Entertainment:** The content was entertaining, sparked joy, and showcased brand storytelling in a surprise and delight way.

### Instructions

Each entry must be submitted and uploaded individually. If you are entering the same materials in more than one discipline/category, you must upload the files separately for each entry.

All entries, including French market campaigns, are to be written in English to ensure fair judging. Please provide English translations in print or "dubbed-in" for any creative elements in French.

By entering this award, you grant TikTok permission to use your entry to demonstrate a "gold standard" of Power of Entertainment. Anything you submit, including results of the work, may be published.

This award will be judged by CMA and TikTok.

The advertiser must have obtained consent to use the image(s) and recordings or videos of any people who appear in the ad, including parental consent for images of children/youth if applicable. Campaigns must not be primarily targeted to children under 13.



1. Choose a **category**
2. **Name** your entry
3. Select a **discipline**

If you would like to enter into multiple categories, feel free to copy your entry via *My entries*.

Campaign Name

Company name

Country

  
CAN  
USA

Province (of Applicant)

  
Ontario  
Alberta  
British Columbia  
Manitoba  
New Brunswick  
Newfoundland and Labrador  
Northwest Territories  
Nova Scotia  
Nunavut  
Prince Edward Island

Phone Number

Only entries whose campaign start and end dates fall within **December 1, 2022 through June 1, 2024** will be accepted.

Should the campaign continue after June 1, 2024, you may still submit as long as the results entered are within the above dates.

Campaign Start Date

Campaign End Date

## Agency Details

Agency Name

Agency Country

	▼
CAN	
USA	

Agency Phone Number

## Client Details

Client Company

Client Country

	▼
CAN	
USA	

Client Phone Number

Client Approver Name

Client Approver Email

## Social Media

Agency Twitter Handle (Put N/A if not available)

Client Twitter Handle (Put N/A if not available)

**Please ensure accuracy as these credits will be used on the awards website.**

EXAMPLE: Chief Creative Officers: First Name Last Name - Executive Creative Director: First Name Last Name - Creative Directors: First Name Last Name

If you have multiples names under a title please separate with a comma.

Team Members

**DO NOT** include the agency name in the body of text entered in the fields below. **DO NOT** include if this campaign was done pro bono.

### Background and Marketing Challenge

1300 characters

\* Identify key market and competitive insights that led to this campaign. \* What was the core insight that drove the campaign?

### Strategy/Insights

1600 characters

\* What was the strategic impetus and key consumer insight that shaped the campaign's direction? \* What problem were you trying to solve and how did this strategic insight shape this campaign? \* What was unique and different about your approach? \* Who was the core target market/audience? \* What behaviour or attitude were you trying to invoke? \* Research, insights, statistics, and any data supporting the strategy are key.

### Creative Idea/TikTok Use

1600 characters

\* Describe how the campaign, video, or action resulted in cultural and/or commercial impact as defined by: Engagement metrics, Hashtag usage, Earned media pick up, Video views and completion rates, Return on ad spend, and/or Sales. \* Outline how you are fully leveraging the platform and its tools. \* What made it stand out and be noticed by your target?

## Results

1200 characters

\* Confirm how your campaign performed against the numbers provided in the objectives section and demonstrate the business impact. \* Identify KPIs (key performance indicators) that proved your marketing initiative delivered impact.

## Website Write Up:

350 characters

Should your campaign win GOLD, please include a write-up for the public CMA website. Please use full sentences. EXAMPLE: Destination Pride launched globally with over 100 geographically individualized Facebook Ad campaigns running in 92 countries and in 46 languages. Each ad campaign targeted people interested in LGBTQ+ topics, groups and events, and travel. Ads were also contextual to local news events, such as the cancellation of the Pride parade in Uganda.

## Accepted File Formats

**PLEASE NOTE:** Agency names MUST NOT appear on any submitted materials, except in the **Information** tab. Please check document headers and footers carefully before submitting files and set up an alias for website URL's hosted by an agency. Client hosted URLs are accepted.

- Video (.avi .m4v .mov .mp4 .mpeg .mpg .srt)
- Audio (mp3)
- Image (.pdf, .jpg, .png)
- Website (URL) – website URLs are accepted. For websites that cannot be accessed publicly (i.e. intranet websites), entrants are recommended to take screenshots and assemble them in a multi-page PDF file. Please be sure to alias your website URL's away from addresses that identify the submitting agency. Client URLs are accepted.
- Documents (pdf)

Important:

- No video attachment required to enter.
- Maximum size for any upload is 1GB and no longer than 2 minutes in length.
- Should your entry have a commercial, please upload the commercial as it would have aired with sound and no added result overlays.
- When uploading attachments please include only the most relevant creative examples that are supporting this entry.

**NO MORE THAN 6 CREATIVE ELEMENTS WILL BE ACCEPTED**

(this includes file attachments **and** URLs.)