



**CMM**  
**AWARDS**

# **Terms and Conditions**

CMM AWARDS

**2021**  
**15/16 ABRIL**

## OBJECT

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These regulations establish the bases and conditions applicable to the contest called CMM Awards, organized within the framework of CMM 2021, Content Marketing Meeting Latam, Spain & Caribbean 2021, to be held on April 15 and 16, 2021.

CMM Awards will recognize and reward the best content marketing projects in Spanish and Portuguese made and published between July 2019 and February 2021.

The submission period of works for the CMM Awards begins on February 15, 2021 and ends on March 18, 2021. The winners will be announced on April 16 during the Content Marketing Meeting and published on the event website, [cmmlatamycaribe.com](http://cmmlatamycaribe.com).

## COMMUNICATION

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The communication and dissemination of the contest will be made by press-release, email marketing to agencies, producers and advertisers, through the website and social networks of the event and through any other channel that the organizers of the event decide to use.

## TERMS OF PARTICIPATION

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All Spanish and Portuguese-speaking advertisers, agencies, production companies or independent content creators who meet the requirements, who have entered the contest within the valid period and who have completed the payment of the registration of their works (excepting the first one, which is free) may participate in the CMM Awards.

## MODE OF PARTICIPATION

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To participate in the Awards, contestants must complete the registration and make the payment through the official site of the Content Marketing Meeting 2021 available at [www.cmmlatamycaribe.com/cmm-awards](http://www.cmmlatamycaribe.com/cmm-awards), until the deadline, March 18, 2021.

Participants must complete all the information requested on the site and attach his or her works one by one, choosing the categories in which they want to participate, and then pay the registration through the specified means of payment.

Registration has a cost of 25 US dollars for each piece or campaign, for each category in which it is registered. There is no maximum limit on the number of campaigns registered per participant. However, each participant will have the right to register one piece free of charge using the PiezaFree code.

Registration payment must be made by wire transfer to the account at BANCO ITAU Uruguay, Savings Account in US dollars, to the name of Azul Marino 2 SRL following these instructions [CLICK HERE](#), through PayPal to the following account email, [raquel.oberlander@gmail.com](mailto:raquel.oberlander@gmail.com), or by Western Union to Uruguay, to the recipient Yadira Gómez, C.I. 6.385.757-7. The voucher must be sent by email to [awards@cmmlatamycaribe.com](mailto:awards@cmmlatamycaribe.com).

The registration of the same work in more than one category implies the payment of the registration in each of the categories. Each work can participate in a maximum of 3 categories.

The registration invoice will be issued with the billing information indicated in the registration form and sent via mail. All form fields are mandatory.

The works will be accepted only in digital format at the time of registration. Registration will only be validated after receipt of proof of payment and the verification of payment, and after validation of the correct registration until March 18, 2021.

The candidature for the Grand Prize does not depend on any entry, since the Enrollment in any of the other categories automatically enables participants to be considered for that prize.

The organization of the event reserves the right to extend the period of registration if it so considers.

## **DELIVERY OF MATERIALS**

Applications must be made through the site [www.cmmlatamycaribe.com/cmm-awards](http://www.cmmlatamycaribe.com/cmm-awards), where all the required fields must be completed.

The delivery format of the works must be .jpg, .png, .pdf, .mp3, mp4, with a maximum weight of up to 10 megabytes per attachment, although in the case of videos, we recommend uploading to You Tube or Vimeo and attaching a link.

When attachments are not necessary, there will be a field to include the url of the piece that is presented and/or the site where the content is hosted. A case may be presented of a maximum of 5 minutes to explain the case. The problem to be solved and the results obtained may be included.

## CATEGORIES

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Content marketing is a long-term strategy that consists of regularly creating and distributing high added value content to prospects and/or clients, in various formats, accompanying the different stages of their buyer journey. These contents educate, entertain, inspire, inform or are useful in some sense related to the category of the product or service that the company commercializes or the activities of the organization and builds positive relationships/mental and emotional states, through which it is likely that those people choose our offer instead of one of the competition.

**The categories defined for the award are listed below:**

### CONTENT MARKETING EXECUTIONS

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**Best Podcast/Audio Content:**

Audio pieces or programs that have made the best use of the format to create relevant and original content, generating large and loyal audiences. Podcast by independent creators as well as brands, companies, or organizations may participate. In the case of a podcast, it must have at least 3 chapters of a minimum duration of 8 minutes each.

**Best Content Blog:**

Blogs of any subject with a specific audience, large number of comments and generating a number of shares thanks to its innovative and relevant content. This category refers to independent blogs, not those that work as part of a corporate website.

**Best Corporate Blog:**

Business and institutional blogs that produce and publish articles that are a reference in the sector and in the market. We refer to blogs that are presented through the website of the company or organization and can be directed to the public B2B or B2C.

**Best Visual Data:**

Static, animated or interactive infographics, which allow you to visualize relevant data in a dynamic and entertaining way. Data presented in video form may not participate in this category.

**Best Use of Short Video:**

How much can be said and what can be achieved in a video of up to 60 seconds? This category is for videos that achieve a lot with little. This category refers to individual video pieces and not a set of pieces. It also refers to pieces of video that provide added value to their audience and not only promote a product or service in an advertising format.

**Best Use of Full-Length Video:**

Video content of more than 1 minute that has significantly impacted your audience and generated traction in the digital ecosystem of the organization that produced it. With a maximum of 2 hours of duration.

**Best Mobile App:**

Innovative apps that have conquered a place of its own on the smartphones and tablets of your public and are success stories in their category. Independently-produced apps are not included here but rather those produced by a company or organization in order to provide value to their customers, be it through information, entertainment, self-management of services, etc.

**Best Gaming Solution:**

Mini-games, gamification platforms or interactive playful experiences which stand out for their content, originality and innovation. Gaming apps are also included.

**Best Use of Email Marketing:**

Emails that stand out in a crowded inbox, elude the trash and conquer that desired click. In this case, an individual email or a sequence of up to 5 emails may be included, and both plain texts and designed.

**Best Microsite:**

Hotsites that make you want to visit them and come back for more, be it for its relevant content, its addictive interactivity or its design. We refer to sites that are built to accompany specific actions and have a limited duration in time (less than a year).

**Best Institutional Site:**

Organizations or business sites that show the best of the company or institution, provide the best solutions to their clients and manage to attract and retain their audience, agile and with excellent usability. They could be e-commerce or institutional sites.

**Best Print Publication:**

Magazines, almanacs, catalogs, books or other printed formats that make you want to continue reading/looking at and that they were produced by a company or organization to achieve a given marketing or communication objective.

**Best Use of Facebook:**

Posts, videos, stories, activations or campaigns that have stood out in the most massive of social networks. It can be a standalone publication or a series of publications with a period of no more than 3 months between the first and last of the Registered publications.

**Best Use of Instagram:**

From photos to videos, from stories to reels, from filters to IGTV content. The best of Instagram is celebrated here. We will reward the best use of the platform to provide content of value for at least one of the brand or organization's audiences. It can be a standalone publication or a series of publications with a period of no more than 3 months between the first and last of the registered publications.

**Best Use of LinkedIn:**

Institutional communication, papers, talent recruitment campaigns and others contents. There is life beyond Networking on LinkedIn: we will reward the best use of this platform to position itself as an employer brand, spread good practices or capture leads. It can be a standalone publication or a series of publications with a period of no more than 3 months between the first and last of the registered publications.

**Best Use of Twitter:**

Brilliant content and amazing campaigns in 280 characters. It could be an independent tweet, a thread or a set of messages posted over a period of time of less than 6 months (between the first and the last that were registered). Either single texts or texts accompanied by images or videos.

**Best Use of TikTok:**

Videos, ads, campaigns and challenges that were a sensation on this network and that were used by a company or organization to achieve a marketing goal. It can be a standalone publication or a series of publications with a period of no more than 3 months between the first and last of the registered publications.

**Best Use of Social Networks:**

Integrated Social Media strategies that stand out for getting the best out of each platform, with impressive, relevant and shareable content. We refer to a campaign that carries messages with the same objective on at least two social networks.

**Best Whitepaper/eBook:**

Articles and content that deepen in an interesting and revolutionary way topics of high relevance to your target audiences.

**Best Use of Influencer Marketing:**

Campaigns and activations that stand out for the effective and innovative use of influencers to amplify or complement your message.

**Best Copywriting:**

Unforgettable slogans, headlines, banners, texts and manifestos that make you want to share them on social networks.

**Best Use of Illustration in Content Marketing:**

The best original illustrations included in Content Marketing campaigns or projects, which complement and enrich the content.

**Best Use of Photography in Content Marketing:**

Original photos created specifically for Content Marketing campaigns or projects, worth a thousand words.

**Best Online-Offline Integration:**

The best integrated Content Marketing programs, connecting the offline world and the digital ecosystem.

**Innovation Award:**

Strategies that stand out for the innovative use of media, platforms and/or technologies in the distribution and amplification of Content Marketing campaigns.

**Effectiveness Award:**

Campaigns with extraordinary results that have exceeded their KPIs, generated leads, return and/or exceeding all expectations.

**Empathy Award:**

Campaigns, pieces or content that stand out in promoting values associated with diversity, inclusion, gender equality, sustainability and/or solidarity.

## CAMPAIGNS BY SECTOR

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### **Best Content Marketing in Travel, Hospitality and Tourism:**

Content Marketing campaigns for the tourism sector. Minimum 3 different pieces. We refer to a set of content pieces that are part of a campaign with a common objective and were delivered in a period of time of less than 6 months between the first and the last.

### **Best Content Marketing in Media and Entertainment:**

Content Marketing campaigns for the media and entertainment industry. Minimum 3 different pieces. We refer to a set of content pieces that are part of a campaign with a common objective and were delivered in a period of time less than 6 months between the first and the last.

### **Best Content Marketing in Health and Wellbeing:**

Content Marketing campaigns for the health sector. Minimum 3 different pieces. We refer to a set of content pieces that are part of a campaign with a common objective and were delivered in a period of time of less than 6 months between the first and the last.

### **Best Content Marketing in Food and Beverages:**

Content Marketing campaigns for the Food & Beverages sector. Minimum 3 different pieces. We refer to a set of content pieces that are part of a campaign with a common objective and were delivered in a period of time of less than 6 months between the first and the last.

### **Best Content Marketing in Financial Services:**

Content Marketing campaigns in finance, banking, insurance, fintech and other services of the financial sector. Minimum 3 different pieces. We refer to a set of content pieces that are part of a campaign with a common objective and were delivered in a period of time of less than 6 months between the first and the last.

### **Best Content Marketing in Education and Culture:**

Content Marketing campaigns for the education and culture sectors. Minimum 3 different pieces. We refer to a set of content pieces that are part of a campaign with a common objective and were delivered in a period of time less than 6 months between the first and the last.

### **Best Content Marketing in Consumer Products:**

Content Marketing campaigns for FMG\*\*\* or retail. Minimum 3 different pieces. We refer to a set of content pieces that are part of a campaign with a common objective and were delivered in a period of time of less than 6 months between the first and the last.

### **Best Content Marketing in B2B Campaign:**

Content Marketing campaigns for Business to Business activities. Minimum 3 different pieces. We refer to a set of content pieces that are part of a campaign with a common objective and were delivered in a shorter period of time of less than 6 months between the first and the last.

### **Best Content Marketing in Technology and Telecommunications:**

Content Marketing strategies and campaigns for the Tech and Telecom sectors. Minimum 3 different pieces. We refer to a set of content pieces that are part of a campaign with a common objective and were delivered in a period of time less than 6 months between the first and the last.

### Best Content Marketing in Sports:

Content Marketing campaigns for the sports sector. Minimum 3 different pieces. We refer to a set of content pieces that are part of a campaign with a common objective and were delivered in a period of time of less than 6 months between the first and the last.

## GRAND PRIZE

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Grand Prize for the Best Global Content Marketing Strategy in Spanish and/or Portuguese.

## EVALUATION CRITERIA

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The evaluation criteria for each piece includes:

- **Strategy:** use of the strategy to achieve the objectives
- **Creativity:** the power and originality of the idea
- **Execution:** the quality of execution of the idea
- **Results:** (when warranted).

## THE JURY

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The selection of the winners will be carried out in 2 evaluation phases.

### PHASE 1

An evaluation commission will be in charge of making a selection and define which are the registered campaigns/pieces that deserve to be recognized with an award, thus creating a short list for each category. This evaluation will be online, in a private area with a username and password that are assigned to each jury. The evaluation committee is made up of a broad jury representing various agencies, producers and advertisers of the Spanish-speaking market as well as members of associations and organizations related to marketing, content and advertising.

### PHASE 2

In Phase 2 the main jury of the awards will receive a username and password to access the private area of the awards site and analyze the selected works in detail, assigning a score from 1 to 5 to each piece that they analyze.



**This score corresponds to:**

- 1 - Not worthy of distinction
- 2 - Outstanding
- 3 - Bronze
- 4 - Silver
- 5 - Gold

The campaigns and pieces with the highest score in each category will then be analyzed in a virtual meeting between the 17 members of the jury to define the winners. In said meeting, a 50% majority + 1 vote will be required to determine the winners of each category. Any tie situation that may occur will be resolved by the jury through a re-evaluation of the tied works and if an agreement is not reached, the president of the jury will have the last word to make the decision.

If the jury concludes that in a certain category no work deserves to receive any of the trophies (Gold, Silver, Bronze), it may choose not to extend any prize, leaving that category empty.

The Grand Prize will be awarded by decision of the jury among all the pieces that have been presented in all categories of the contest. The jury may choose to unanimously extend additional distinctions to those provided in these regulations.

In no case can the members of the jury vote for those works with which they are directly or indirectly related in a personal or professional way, being the jury who should exclude him or herself from said instance. In case this does not happen, any member of the jury may raise the motion not to vote for a piece or campaign, needing 50% + 1 of the votes for said motion to be approved.

The members of the jury were carefully selected by the organization of CMM Latam & Caribbean, considering that they are professionals with experience and trajectory in the areas that will be awarded.

**The members of the jury are:**

**PRESIDENT**

Raquel Oberlander

**CHAIRMAN**

Daniel Solana (sin voto)

**MEMBERS**

Carlos Pezzani, Argentina  
Emma Pueyo, España  
Ester Pino, España  
Fernando Ojeda, México  
Javier Urbaneja, Costa Rica  
Laura Blois, Uruguay  
Mara Fernandez, Estados Unidos  
Martin Luzardo, Panamá

Diego Lev, Uruguay  
Esteban Sacco, México  
Fernando Lázaro, España  
Hugo Olivera, España  
Kaué Lara, Brasil  
Leonardo Rodríguez, Venezuela  
Marcelo Arzabe, Bolivia  
Mirella Carnicelli, Brasil

Participation in the CCM Awards 2021 implies complete knowledge and full acceptance of these Terms and Conditions; the organizers of the event reserve the right to reject any participation that does not comply with them.

## AWARDS

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The award will be a diploma designed by the organization of the event, which will be sent by mail to each winner.

A digital diploma will also be delivered, as well as a badge to place in their digital platforms and in their email signatures.

The winners will be announced on all platforms of the event and where the organizers of the event consider that its diffusion is appropriate.

The prize will in no case be exchanged for money.

## FINAL PROVISIONS

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Participation in the CMM Awards 2021 presupposes knowledge and full acceptance of the Terms and Conditions described here.

Participation in the prizes for purposes contrary to the law or that involve harm to third parties, or that violate the image, dignity, privacy or any other right of people is forbidden.

The organization of the CMM Awards is free to extend the registration period in the event if it so decides, as well as canceling the contest without prior notice.

The organization is free to modify these Terms and Conditions until the opening of the registrations, and the version that is updated and available on the site for download will always be considered and accepted as valid.

It is the obligation of the participants to obtain the authorizations and licenses that are necessary for the registration of the works and their respective disclosure, as well as to guarantee intellectual property rights.

The participant declares that the piece is original and that he has permission from the advertiser or any other party involved to register the works with all rights guaranteed.

The organization is not responsible for any violation of property or intellectual rights, or any other rights related to the registered works.

The organization reserves the right, by decision of the jury, to eliminate categories if the works registered in them were not of sufficient quality to be evaluated or are not sufficient to consider awarding a distinction.

All participations considered fraudulent will be excluded from the voting without prior notice.

The decisions of the jury cannot be appealed.

Any extraordinary situation that is not provided for in these Terms and Conditions will be evaluated and decided by the organization of the event.

The organization can make use of the registered pieces, whether they are winners or not, to be disseminated on the event's website, on its social networks or wherever it deems necessary.



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**+ INFO**

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