RED CARD 2021

SUBMISSION FORM

**CRITERIA:** The panel will judge submissions based on the following criteria:

* Originality: How unique was the idea?
* Relevance: How well adapted was the idea for China?
* Performance: How did this achieve your objectives & the quantitative results?

**SUBMISSION REQUIREMENTS**

* Submission deadline: **11:59pm CET on 30th November 2020**
* Who can enter: Any football-related organisation, club or company can participate
* Number of entries: there is no maximum number of submissions, but we suggest focusing on quality entries
* Please send your final submission or questions about the submission to: [redcard@mailmangroup.com](mailto:max@mailmangroup.com)

**SUBMISSION TIPS:**

* Text is the foundation of your entry. Choose your words carefully, tell us your story and impress with results.
* We highly recommend you include **video highlights with your submission**. This will help the judges to visualise the submission and emotionalise your entry.
* Provide figures with relevant benchmarking, let the judging panel know how well it worked.
* **Submit as early as possible** so that we can help with any questions on the submission
* We suggest that a minimum of one representative from your organisation/agency is available to **join the awards ceremony on 28th January 2021 in Shanghai**.

**CONTACT**

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| Business Name:  Name:  Mail:  Phone: |

**AWARD** **1**: Best Original Production (max. 150 Words): Develop a creative video production that is suited to the local trends, values and platforms. This award excludes livestream productions which will be awarded as a separate category.

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| Originality  Relevance  Performance |

**AWARD** **2**: Best Sponsorship (max. 150 Words): Activated a sponsor on digital channels through an authentic, innovative and localised concept.

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| Originality  Relevance  Performance |

**AWARD** **3**: Best CSR Initiative (max. 150 Words): Launched a CSR initiative that made a significant impact to the local community. This can also include grassroots programs.

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| Originality  Relevance  Performance |

**AWARD** **4**: Best Livestream (max. 150 Words): Produced a best-in-class livestream across one of China’s video platforms that included fan interaction and special features.

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| Originality  Relevance  Performance |

**AWARD** **5**: Best Creative Campaign (max. 150 Words): Launched a creative concept that was based on local insights and resulted in a peak moment for the brand.

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| Originality  Relevance  Performance |

**AWARD** **6**: Best Ecommerce Initiative (max. 150 Words): Delivered a unique local ecommerce campaign for the Chinese fan base

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| Originality  Relevance  Performance |