

## CATEGORY CRITERIA

Each category will need to be evaluated by the following criteria

### **3 points for Strategy**

Respects and proves clear understanding of the challenge. Provides an efficient and interesting way to respond.

### **3 points for Creativity**

Demonstrates innovation, originality, and/or great elegance in the entry and the campaign.

### **3 points for Fabulous Results:**

Brings quantitative results (ex: increase of 10% of sales, decrease of customers' complaints by 15%, has 10,000 registrations, etc.) or qualitative results (ex: customers comments, new partnerships, new products, unique visitors or views, etc).

**1 point for “Royal Jelly” ability to inspire the profession.**

## JUDGING CRITERIA

### **Best 140 Characters Message (SMS, Tweet)**

Demonstrates a clear goal, a creative approach to fulfill the goal and concrete results by acquisition, forward, publication or traffic. Innovation or quality of writing should be highly valued by the jury.

The Best 140 Characters Message should serve as a model of quality or inspiration for other for all social media professionals for the next year. Note: SMS and micro-messages are eligible to this category. Links within messages should be considered. Jury members will need to evaluate content after the link as part of the message.

The winner should contribute to the definition of the best professional practice and have the ability to inspire the profession.

### **Best Use of Micro-Blogging Platform**

Twitter or other micro-messaging platforms are still under experimentation by social media professionals.

Here the Jury will have to judge the relevancy of the use of Micro-Blogging Platform(s) to answer the specific client problem. The winning entry should clearly demonstrate the best use of the strength of micro-messaging platforms and show clear results of the interest generated by the message.

The winner should contribute to the definition of the best professional practice and have the ability

# JUDGING CRITERIA

## Best Use of Social Media Platform

Facebook, Bebo, QQ, Mixi and so on are all Social Media Platforms.

The winning entry of this category must demonstrate the best use of the strengths of these platforms in a relevant way to answer the client problem. The winning entry should clearly demonstrate the best use of the strength of social media platforms and show clear results of the interest generated by the followers inside and outside the platform.

The winner should contribute to the definition of the best professional practice and have the ability to inspire the profession.

## Best Use of Mobile

Mobile includes PDAs, cellphones and portable gaming devices.

The winning entry of this category must demonstrate the best use of the strengths of mobile platforms in a relevant way to answer the client problem. The winning entry should clearly demonstrate the best use of the strength of mobile device and show clear results of the interest generated by the approach taken.

The winner should contribute to the definition of the best professional practice and have the ability to inspire the profession.

## Best Relationship with Blogs

A relationship is a long term dynamic. It is something that individuals cultivate between one and other. Bloggers have become increasingly influential and in this category a client problem must be solved through communication with bloggers.

The winning entry of this category must demonstrate the best use of the strengths of a relationship with bloggers to answer the client problem. The winning entry should clearly demonstrate the best use of the strength of blogs and show clear results of the interest generated by the readers inside and outside blogs.

The winner should contribute to the definition of the best professional practice and have the ability to inspire the profession.

## Best Conversation with Customers

Word of mouth is a hard thing to influence or initiate. It can work positively or negatively for a brand. Conversation with consumers can happen on blogs, forums, emails, Twitter and any other exchange between consumers themselves, and/or with the brand.

The winning entry of this category should clearly demonstrate the best use of the strengths of a direct communication with consumers to answer the client problem and show clear results of the interest generated.

The winner should contribute to the definition of the best professional practice and have the ability to inspire the profession.

# JUDGING CRITERIA

## Best Use of Alternative Tools

Facebook, Bebo, QQ, Mixi and so on are all Social Media Platforms.

The winning entry of this category must demonstrate the best use of the strengths of these platforms in a relevant way to answer the client problem. The winning entry should clearly demonstrate the best use of the strength of social media platforms and show clear results of the interest generated by the followers inside and outside the platform.

The winner should contribute to the definition of the best professional practice and have the ability to inspire the profession.

## Best Use of Media Press Room

Social Media Press rooms have become an essential tool for corporate communications. It creates a bond between a company and the public sphere.

The winning entry of this category should clearly demonstrate the best use of the strengths of a social media press rooms to answer the client problem and show clear results of engagement with media, blogs and consumers.

The winner should contribute to the definition of the best professional practice and have the ability to inspire the profession.

## Best Writing

What ever the tool or platform; what ever the results are, the best writing should clearly demonstrate abilities and inspire others by the quality and elegance of the words used and the relevance of the message for the target audience and the client problem.

The winning entry of this category should clearly demonstrate the best use of the local language to answer the client problem and adapt to the target audience.

The winner should contribute to the definition of the best professional practice and have the ability to inspire the profession.

## Best Art Direction

Art direction is the complete visual integration of images, videos and the website interface design.

Whatever the tool or platform and whatever the results, the best art direction should clearly demonstrate visual abilities and inspire others by the quality and elegance of the visuals used and its relevance to the target audience and the client problem.

The winner should contribute to the definition of the best professional practice and have the ability to inspire the profession.

## JUDGING CRITERIA

### Best Social Customer Relationship Management (CRM)

Customer Relationship Management (CRM) isn't new. But managing the relationships from a customer's database in a public environment (social media) is new.

The winning entry of this category should clearly demonstrate the best use of the strengths of knowledge of the customers and the intelligence of database.

The winning entry of this category should also clearly demonstrate the best use of the strengths of bringing relevant knowledge to the public sphere and engage the customer to answer the client problem and show clear results of engagement with media, blogs and consumers.

The winner should contribute to the definition of the best professional practice and have the ability to inspire the profession.

### Best Innovation

Innovation is progress. It brings change and novelty to increase efficiency or quality in communication. It is something that has never been done before. It pushes the limits of tools efficiency, of message efficiency and/or of the consumer's experience.

Innovation at the Bees Awards is not about technology. Should an entry involve technological innovation, only the communication aspect should be evaluated.

The winning entry of this category should clearly demonstrate the novelty factor; clearly state the problem it solves, how it helps the best social media practices, and show clear results of engagement with media, blogs and consumers.

The winner should contribute to the definition of the best professional practice and have the ability to inspire the profession.

### Best Campaign

A social media campaign must involve more than one platform or one tool. The campaign efficiency comes from the positive dynamics working between these tools, more than the singular efficiency of each individual tool involved.

The winning entry of this category should clearly demonstrate the best use of the strengths of a social media campaign to answer the client problem and show clear results. The use of different tools and how they worked together on a common purpose must clearly be stated.

The winner should contribute to the definition of the best professional practice and have the ability to inspire the profession.

# JUDGING CRITERIA

## Best Student Work

The student work has no real boundaries and should be evaluated as such: "What if we had no limit or restrictions?" Students should be evaluated more on ambitions, passion and innovation than commercial entries. The role of the student is to push the limits of what is acceptable or possible in the professional world. Execution should not be judged entirely as one would judge a professional's work, as the idea may be more important than its execution

The winning entry of this category should clearly demonstrate the best use of the strengths of social media principles to answer the client problem.

The winner should contribute to the definition of the best professional practice and have the ability to inspire the profession.

## Agency of the Year

An agency is a company, a group of freelancers or a single individual.

The winning entry of this category should clearly demonstrate the best use of the strengths of social media in its portfolio. The Agency of The Year should clearly demonstrate a dedication and expertise to social media. It must help the development of the social media industry, convinced new clients or have provided leadership and innovation in marketing techniques.

The winner should have contributed to the definition of the best professional practice and have the ability to inspire the profession.

## Client of the Year

A Client is a company, a group of individuals or a single individual that have paid for the services of an Agency.

The winning entry of this category should clearly demonstrate the best use of the strengths of a social media in its overall activities. The Client of The Year must have clearly have committed a significant part of its marketing strategy and budget to social media within the current year. Social media must be a central solution on one or many of its problems. Social media activities and executions should push the limits of the standard practices in a responsible way for the profession and the industry.

The winner should have contributed to the definition of the best professional practice and have the ability to inspire the profession.