

13th ROI AWARDS 2020

第13届  
金投赏  
商业创意奖

ROI 2020  
AWARDS



公众号 | 金投赏  
商业创意奖



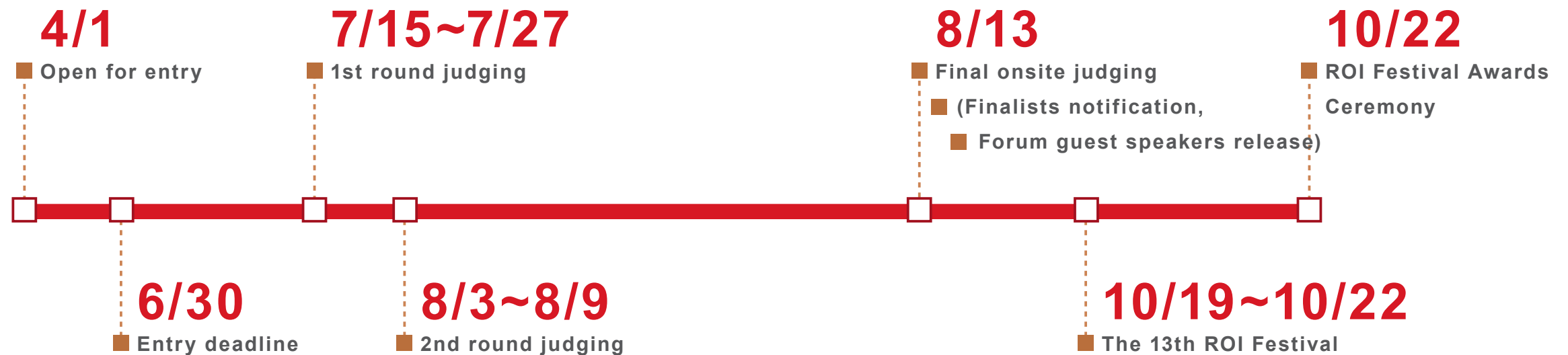
Social @ROI Festival

Entry kit



# Key Dates of the 13th ROI Festival

ROI AWARDS 2020



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ROI AWARDS 2020

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OF ROI FESTIVAL

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CATEGORIES

P.S. Due to the epidemic, ROI organizing committee decided to prolong the time of entries: the date of opening for entry remains unchanged, while the entry deadline prolongs to 30 June 2020.

# 1 VALUE OF ROI FESTIVAL

## ROI AWARDS 2020

### Mission ,Vision and Value

ROI Festival is the world' s first business creativity awards, which aims to celebrate works that help to realize the business value founded on the theory of 'Business Creativity' using the market (both professional judgment and consumer/sales responses) to quantify creativity.

#### **ROI Festival's mission:**

To promote Chinese business creativity development, to help the growth of global enterprises.

#### **ROI Festival's vision:**

To become one of the three biggest creativity awards worldwide, over 100 countries involved, to establish in the hope of studying and facilitating Chinese business creativity towards global collections.

#### **ROI Festival's value:**

Pursuing sustainable development,  
Spreading the power of benevolence,  
Igniting people's faith to creativity,  
Passing these down to more excellent persons.

## Background

Established in 2008 in Shanghai China, with 12 years of development, ROI Festival has become the largest and most influential business creativity awards Asia, as well as the most influential Chinese award for global recognition. Every year, thousands of outstanding marketing cases are submitted by 600+ professional creative agencies, media agencies and media companies. And each autumn in October, the grand ROI Festival is held with summit attended by industry elites and renowned celebrities to discuss and disrupt status quo of marketing and branding, and the award ceremony draws to a close of the event.

## Origin of name

ROI Festival was founded in 2008, Mr. Onicek , the founder of ROI Festival wish to be different from the existing traditional awards, he advocated the idea that creativity helps business to succeed, the contribution and value of creativity should be quantified by the perspective of management.

We had the name ROI firstly, which is of return on investment. Then we organized the award ceremony and forum into a large-scale festival annually, which is the origin of ROI Festival.

## The root of trophy

ROI Festival' s trophy is designed by Mr. Onicek, it looks like a person putting hands up to stretch the body and contains ROI into it skillfully : looking from the side is a 'r' , looking from the front is an 'o' and an 'i' . our company' s logo has been such an enthusiastic figure since 2003. Many award winners said it was like themselves, making efforts to obtain the prize and affirmation, standing on this stage , finally can they stretch themselves

## ROI AWARDS 2020

for a rest. The first ROI Festival had only two types, gold prize and shortlist prize. From the fifth ROI festival, it had become three types of trophies, Gold, Silver and Bronze. There's a need to improve the value of gold medal to adapt to the stricter standards of the committee.

## Uniqueness

ROI Festival is different from traditional advertising design awards on viewpoint. The main difference is that ROI doesn' t view works from the design or advertising creativity. ROI regard these as commercial issues, so we view work from the viewpoint of administrators, whose perspective is broader than commercial or marketing. ROI accept product creativity works other than marketing creativity works.( 改: In addition to the marketing creativity work, there is also the product creativity work.)This is the most essential difference between ROI Festival award and traditional advertising design awards.

In the book 'Business Creativity I ' which is written by Mr. Onicek , the industrial chain of business creativity is defined as:

- 1) Two stages of business creativity: Product research, development and design, Product marketing.
- 2) Competent department of business creativity: R&D department and marketing department.
- 3) Four links of business creativity: function, experience, content and channel.

Therefore, the entries of ROI Festival not only contain commercial entries and design entries, but also contain entries from R&D department and product design entries compared to traditional commercial awards or design awards.

## The Theory of Business Creativity

ROI Festival is the first in the world to come up with the concept of Business Creativity. In 2013, 2015 and 2018, Mr. Onicek He, the founder of ROI Festival, successively published three books on "Business Creativity" to define our understanding of this theory. Simply speaking, Business Creativity, is the creativity that can realize business value. It is usually promoted by enterprises or related institutions, through internal incubation or external acquisition, and ultimately used to achieve business value. The purpose of business creativity is very clear, the creativity generated in order to achieve business value. Business value is different from market value, business value refers to the economic value of things in production, consumption and transaction, which is usually expressed and measured in monetary units. The above text is excerpted from "Business Creativity I". The theoretical system is derived from the cases research results of the 6th ROI Festival. And relying on the competition and award-winning data of each session, through continuous iteration and development, a theoretical model of ROI Audit, which is now used to evaluate business creativity, is formed. Now we have updated to the fourth edition. In 2016, ROI Festival established the academic committee to continuously improve and strengthen the model. The reason why we can maintain high-speed growth and professionalism at a high level is inseparable from the support of the theory and academic. Because in this fast developing world, awards also need to evolve. If it can catch up to the trends of industry, the rule and definition of evaluation criteria, set up of a new award, all of above require theory to support them. Therefore, ROI festival is defined as business creativity award based on this theory system, and is also the first professional award called business creativity.

## ROI AWARDS 2020

## Awards Evaluation Model

What is ROI Audit 3.0? Through years of development, ROI Audit Evaluation model has been under constant perfection and optimization to adapt to the marketing theory and ever developing and innovating technologies. Compared to the ROI Audit 2.0 evaluation model, ROI Audit 3.0 is a much more intuitive and continuous reflection of a balance and relation between a creative work and its corporate resources, budget allocation, product creativity R&D and its communication creativity. It also serves as a guide for participating companies to submit their works. In ROI audit system, every piece of creative work has a goal – its communication effect before launch. Whether a satisfactory communication effect is achieved is an important criterion for measuring.

## ROI Audit Evaluation Model

### ROI Audit

External Cause		+	Internal Cause		=	Effect	
National Policies	Changes of Law		Enterprise			Objective	Long-term
Consumer	Changes of Income		Product Creativity	Marketing Creativity			Mid-term
	Changes of Culture				Short-term		
	Changes of Technology		R&D Budget	Marketing Budget			
Competitors	Changes of Competition						

## How to evaluate by evaluation model

The aim of ROI Festival is to restore real circumstance of the market, because we are required to find the most outstanding works from thousands of entries. Therefore, ROI has a set of complete evaluation system and tools. Its core is the mentioned model, ROI Audit, which is to judge the effectiveness of achieving the ultimate business goal through external course and internal course.

Internal course means work itself, ROI requires all the participating companies to submit entries in the prescribed form, including background, target, creativity, result, analysis, part of the entries need to enclose illustrative videos.

External course indicates market circumstance' s impact on entries, including changes of laws, changes of consumers, competitors etc.we can' t evaluate influence from so much variates by a fixed model. So we organized a jury to simulate an environment. The judges are experienced experts in the market from all walks of life, having a rich industry experience of 20+ years on average. Simultaneously, ROI have been expanded judges' amount to enlarge sample size, which can reduce errors more effectively. On the other hand, the judges are close to the real circumstance because they are also the practitioner.

## Evaluation Criteria

Within 12 years of development, ROI Evaluation Criteria has been under continuous amendments in the years 2010, 2012, and 2014. In 2015, ROI organizing committee set up a business creativity research institute and released Nine Trends of China Business Creativity at the 8th ROI Festival. Since 2017, we have integrated the evaluation criteria of product creativity and marketing creativity to facilitate promoting China's business creativity development.

### Evaluation criteria :

All the entries will be scored by the following three standards

#### Goals & Difficulties: 30%

Each case must have a goal. Different company, various brands, different stages and budget will cause diverse challenges. It's like diving competition, the degree of difficulty affects scores, so as the entries of ROI Festival. Compared with a case of millions of budget, a case of hundreds of millions of budget has different expectation and difficulty. While in comparison with an experienced Fortune 500, a new-set-up brand also has unequal status and credibility among consumers.

#### Creativity & Execution: 30%

As an award of business creativity, execution comes after goals. ROI believes that an excellent entry is the combination of perceptual creativity and rational execution. The key to score entries is to see if the cases enable target consumers to enjoy a comfortable brand experience.

## ROI AWARDS 2020

#### Result: 40%

ROI pays much attention to quantify ideas through market. Under this standard, the result is that target not necessarily is short-term effect like sales, it is possibly mid-long-term effects such as the likability of consumers or social responsibility of companies. No matter how you set your goal, its outcome must match with the goal, otherwise it'll just be an unfinished entry which can't achieve its business goal. And of course it won't get a high mark.

## Budget types of marketing creativity categories

ROI has come to its 13th year, constant innovation and breakthrough makes it one of Asia's largest and most influential creativity awards. Its competition category design is always close to the market, most advantageous technology and trend. During the past ROI events, the competing companies often hesitate which categories their entries belong to. Since the 9th year, in the marketing creativity categories, we clearly re-adjust its settings according to the enterprise's marketing budget distribution. After extensive solicitation of organizing committee's views, our marketing entries will fall into three categories based on the company's marketing budget, i.e. Sales Budget, Brand Budget and PR Budget.

#### Sales Budget (short-term effect):

This part of budget mainly comes from Sales Department, or promotional budget, or short-term effect budget. The enterprises' main goals are sales or conversions; the e-commerce budget belongs to this category.



#### **Brand Budget (mid-&long-term effect):**

This part of the budget is mainly from the enterprise brand department, so called brand budget. There are also some companies called marketing budget, its internal definition is from the Marketing Department budget, no matter how it is called, the enterprise's goal is usually to establish the target consumer's goodwill, more exposure and brand awareness, marketing activities or events for the long-term investment of the enterprise's brand.

#### **PR Budget (long-term effect):**

The PR budget is also called communication budget, including brand communications and CSR, this part of budget is often confused with event budget, here it mainly refers to the Earned Media report, including press conference and social media content.

Summary: Short-term, mid-term and long-term effect budgets are all relative concepts. At present, we define the short-term effect as the effect that occurs within three months, the mid-term effect is the one that occurs within one year, and the long-term effect is the one that occurs more than one year. With the rapid development of technology and marketing solutions, various of marketing concepts emerge one after another, the combination of branding and effect is considering by marketers, the reason behind is that enterprises are more and more efficient on business goals achieving.

## **ROI AWARDS 2020**

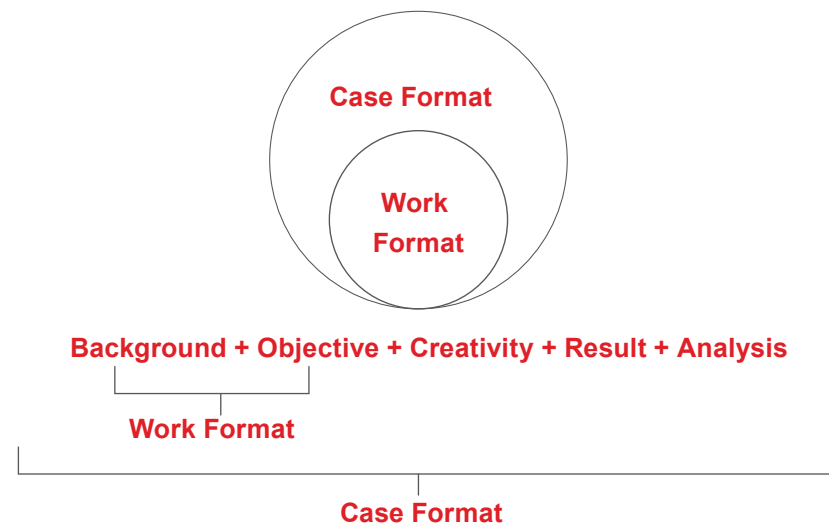
# **Entry Standard**

### **Case Format:**

Entries submitted in Case Format. ROI organizing committee officially requires participants to download and fill in the template file and submit it in Microsoft Power Point (PPT) file format. Each PPT file is a separate case. Case format is used in more complicated professional competitions, judges will need more information to make the final evaluation. All cases should contain the entry's background, objective, creativity, result and analysis. Entries submitted in Case Format could be accompanied by an extra video to assist the assessment. For fair final evaluation, we only accept videos of no more than two minutes. Auxiliary video is not a must, the participating company can choose whether to submit or not.

### **Work Format:**

Entries submitted in Work Format (WF). Compared to Case Format, Work Format (WF) is a simpler and more professional competition format. Every entry needs to fill in background and objective blanks in the official application form, while entries in Case Format need to fill in all five items. WF is used in evaluating creative design works. Compared to Case Format (CF), judges will spend more time in details of each work. The ROI organizing committee requires JPG file format of high resolution.



**Standard Case Format: Background (20%) + Objective (20%) + Creativity (30%) + Result (20%) + Analysis (10%)**

Participating companies may refer to the indicators below when writing cases.

**Background:** Enterprise history, current size, market status, consumer preference and competition status.

**Objective:** growth rate, sales volume, market share, click rate, conversion, management satisfaction, team satisfaction and dealer satisfaction.

**Creativity:** the complete process from creativity to final implementation.

**Result:** whether the objective is completed.

**Analysis:** the participating company analyzes why this entry is outstanding.

## About plagiarism, copyright infringement and original work

In respect of plagiarism, ROI Festival may make distinctions according to the following criteria.

The work is illegal or infringes the intellectual property rights of others with the official judgment.

For this kind of work, the organizing committee has the right to cancel the qualification and result of the competition and to require the revocation of the certificate and the trophy. In respect of plagiarism, the judgment from the official organization, such as the court or the arbitration institution shall prevail. That is to say, the ROI judges will only be responsible for the professionalism of the work, all the reviews given by them are based on legitimate premise. Without any evidence, the judges may not doubt the validity of the work and affect the scoring of the work accordingly.

The work is legal or owns the intellectual property rights. Alternatively, there is no evidence to show it is illegal or infringed.

The organizing committee thinks it's unrighteous and undesirable, if a piece of works already deemed to be a plagiarized one(because of the style or technique or form borrowed from other work) by some judges. Plagiarism is a very pejorative word in Chinese characters, since the court, arbitration institution does not have any conclusion of the plagiarism about the work, it is not appropriate for some judges to influence the scoring and even to influence other judges' thoughts during the evaluation process. If the work is proved to be illegal or infringed afterwards, the organizing committee reserves the right to revoke the trophy.

For those works which borrowed style or technique or form from other works, if they succeeded in business purpose and met the business goals, and were recognized by consumers, the judges may still affirm them.

Finally, it should be emphasized that we encourage original works. Under the same conditions, the jury should give more recognition to original works and treat the original works objectively. We are an award for business creativity, and do not encourage the departure from the core of its commercial success in order to be original.

## Value of participating

- ROI Festival is the world's first business creativity awards, it's evaluation standard is to use the market (both professional judgments and consumer/sales responses) to quantify creativity.
- **Credit and Objectivity :** Our professional judges and procedures, together with the collaboration partnership with PwC, all ensures the results are authoritative and objective.
- **Active Participations:** ROI Festival is the first one who rewards marketers for maximizing product creativity R&D budget or marketing communications budget to achieve best ROI from the corporate perspective. And it also helps to accelerate positive development from the perspective of the industry.
- **Prominent judges:** Consisted with senior executives from first-class enterprises, international 4A agencies, our authoritative judges have established the authority and influential power of the ROI Awards. Their final selections may represent the vane of the business creativity every year.

## ROI AWARDS 2020

- **Participation of advertisers:** PepsiCo, P&G, ABInbev, Tsingtao, Volkswagen, Fofile, Xiaomi, Yili, Uniqlo, McDonald's, Chrysler, Haier, Huawei, JDB, Masterkong, Coca Cola, Nice, Levi's, Lenovo, Mengniu, L' Oréal, Johnson & Johnson, Samsung, Wanglaoji, Unilever, YUM, Nike, Adidas, etc.
- **Participation of agencies:** Ogilvy, Hylink, GroupM, Publicis Media Group, Cheil Worldwide, Leo Digital, BlueFocus, OmnicomMediaGroup, Isobar, FCB, &c. Inc., BBDO & Proximity, Havas, Allyes, Carat, Leo Burnett, ADK, McCann, IPG Media-brands, MSL, Posterscope, LOWE, GIMC, Saatchi & Saatchi, TBWA, H+K Strategies, Wunderman, Hakuhodo, Y&R, Grey, JWT, BBH, R&D DESIGN, Newplan Design, ARTOP, LKK, MOMA, FROG, Feish Design, etc.
- **Participation of medias & digital medias:** Alibaba, Tencent, Baidu, Qihoo 360, iqi yi, ifeng, JD, LeEco, Autohome, Sogou, Sohu, NetEase, Sina, Zhihu, Byte-dance, Yidian-inc, Dragon TV, Focus Media, ShenzhengTV, Century KP, Asiaray, JCDecaux, Tulip Media, ZhejiangTV, Google, Facebook, Twitter, Microsoft, Yahoo, etc.

## Meaning of award-winning works

In the last 12th ROI Festival, 691 companies submitted 3310 pieces of excellent works. These companies include the most competitive and the largest scale international transnational enterprises and local listed companies. Over 80% of the entries will be eliminated, 1.8% of them gain gold medals, only 7 get grand prix. So winning an award proves that the entry is successful in the market.

## Definition of successful entries

We think the efficiency to achieve goals is the standard to judge an entry's success. ROI sees creativity as methods, not purposes. Under the same conditions, if two ideas both achieved the goal, we will rank them through efficiency. We can call ROI as a management award cause enhancing efficiency is the essence of management.

## ROI AWARDS 2020

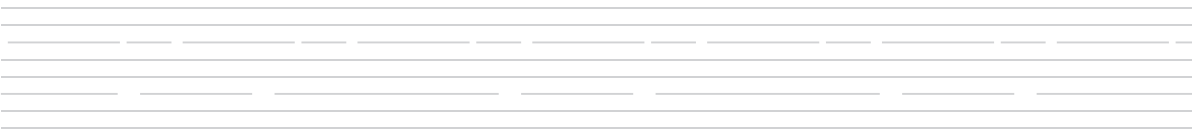
## ROI Festival's Academic Committee

In 2017, on the occasion of its 10th Anniversary, ROI established its first academic committee to actively promote industrial integration and progress. Meanwhile, ROI initiated to launch Business Case Writing White Paper 1.0 that integrates business school teaching, media communication and award entries with a view to help enterprises to shift efficiently among three styles while writing a case.



# 2 INTRODUCTIONS OF ROI AWARDS CATEGORIES

## ROI AWARDS 2020



# Brand Company Group

Case	
BD-01 Marketing	BD-02 Oversea Marketing
BD-1001 Integrated Marketing Communication (Single Award)	BD-1005 Globalized Marketing <b>new</b>
BD-1002 Integrated Marketing Communication (Annual Award)	
BD-1003 New Retail <b>hot</b>	
BD-1004 Celebrity & KOL	

## BD-01 Marketing: local marketing or cases in China (CaseFormat)

- BD-1001 Integrated Marketing Communication (Single Award): entry submitted with individual project (whether it is new product listing, brand promotion, product promotion, are all in this category)
- BD-1002 Integrated Marketing Communication (Annual Award): entry submitted with an annual integrated marketing communication case (as different companies have their own fiscal year, this category is established relative to individual projects, more consideration is for the whole year's integrity rather than the phase of the project)
- BD-1003 New Retail: entry that used big data, artificial intelligence and other technologies to upgrade and transform the production, circulation and sales process of goods, and deeply integrate online service, offline experience and modern logistics into a new retail model.
- BD-1004 Celebrity & KOL: the marketing activity with the collaboration between brand & celebrity or KOL.

## BD-02 Oversea marketing: marketing or cases in oversea areas (CaseFormat)

- BD-1005 Globalized Marketing: the cases executed by brand company in oversea areas.

## ROI AWARDS 2020

### How to participate

All the participating company should register in ROI' s official website([entry.roifestival.com](http://entry.roifestival.com))and submit entries online.

For more details and requirements, please scan the QR code and follow our WeChat Official Accounts or consult.

If you' ve understand our rules, please access online system to submit entries, website: [entry.roifestival.com](http://entry.roifestival.com)

### Format

#### Case format: PPT

Participating companies are welcome to produce an extra video to explain the works/case submitted. No extra charges for this video are required. The organizing committee thinks that extra videos may pass more information for the entry case, but it is not necessarily linked to ultimate winning.

### Entry fee

1st Apr – 31st May

RMB2000 for each

1st Jun – 30th Jun

RMB2500 for each

# Agency Group

## ROI AWARDS 2020

Entries	Work	Case		
Awards Categories	CA-01 Creativity-Classic	CA-04 Creativity - Integration	CA-08 Media - Integration	CA-05 PR Services
	CA-2001 TV	CA-2005 Creativity Integration	CA-1002 Digital Media Integration	CA-5001 Social Media Communication
	CA-2002 print	CA-2013 Digital Creativity Integration	CA-1011 Omnimedia Integration	CA-5006 KOL & Celebrity Project
	CA-2003 Radio	CA-06 Media-Classic	CA-09 Market Research	CA-5007 Event Planning and Management
	CA-2004 Outdoor	CA-1007 TV	CA-7001 Market Research Services	CA-5008 Public Relations Integrated Communication
	CA-3001 Brand Design Service	CA-1008 Print	CA-10 Long-term Brand Management	PR Budget (long-term effect)
	CA-4002 Store Design	CA-1009 Radio	CA-9001 Long-term Brand Creative Management hot	
	CA-4004 Direct Advertising	CA-1010 Outdoor	CA-9002 Long-term Brand Media Management hot	CA-12 Effect Marketing
	CA-02 Creativity- Digital	CA-4001 Offline Promotion	CA-11 Advertising Marketing Technology	CA-1024 Effect Placement Optimization (KA) new
	CA-2006 Show Ads	CA-4005 TV Direct Sales	CA-1006 Programmatic Buy hot	CA-1025 Effect Placement Optimization (medium and small size) new
	CA-2007 Interface Design	CA-4006 Database Direct Sales	CA-1012 Audience Planning hot	CA-1026Vertical Video Marketing Materials new
	CA-2008 Creative Video	CA-07 Media-Digital	CA-1023 Blockchain Applications	Effect Budget (short-term effect)
	CA-2010 Creative H5	CA-1003 Social Media Marketing	CA-6001 Data Management Platform	
	CA-2011 Short Video (6s)	CA-1004 Mobile Media Marketing		
	CA-2012 Programmatic Creativity hot	CA-1005 Search Marketing		
	CA-2016 Vertical Video	CA-1021 Live Streaming hot		
	CA-2017 Big Data Creativity	CA-1022 Intelligent terminal delivery		
	CA-2018 AI Interactive Creativity hot	CA-8002 In E-commerce Site Promotion hot		
		CA-8003 E-commerce Site External & Internal Integration hot		
		CA-1028 MCN organization		
Budget Types	Effect Budget (short-term effect)			
	Brand Budget (mid- & long-term effect)			

### Cooperation of ROI Festival Award and Ocean Engine

In order to better promote the effect of marketing of vertical video advertising's dissemination and development. Ocean Engine has reached a cooperation with the organizing committee of ROI to become the partner of ROI awards this year. For the following categories related to performance marketing, their entries will receive special support from Ocean Engine.

CA-1026 Vertical Video Marketing Materials

Entries in the above categories will receive a 50% reduction in the entry fee. Ocean Engine and its subsidiaries are not allowed to participate.

### Cooperation of ROI Festival Award and Baidu

In order to better promote the application and development of artificial intelligence in the marketing field, Baidu has reached a cooperation with the organizing committee of ROI to become the partner of ROI awards this year. For the following categories related to AI marketing, their entries will receive special support from Baidu.

CA-2017 Big Data Creativity

CA-2018 AI Interactive Creativity

CA-2012 Programmatic Creativity

CA-1006 Programmatic Buy

CA-1012 Audience Planning

CA-1022 Intelligent terminal deliver

Entries in the above categories will receive a 50% reduction in the entry fee. Baidu and its subsidiaries are not allowed to participate.



## Creativity-Classic: (Work Format)

- CA-2001 TV: refers to video ads within 60 seconds, mainly broadcast via TV channels.
- CA-2002 Print: refers to print ads with print media as the distribution channel.
- CA-2003 Radio: refers to audio ads with radio broadcasts as the distribution channel.
- CA-2004 Outdoor: refers to creative works with outdoor media as the distribution channel.
- CA-3001 Brand design service: includes design works of logo, brand image and corporate image designs.
- CA-4002 Store Design: includes in-store and out of-store design.
- CA-4004 Direct Advertising: refers to promotion posters, mail letters, e-mails or other letters or promotional items that are sent or delivered directly to consumers in the hope of generating response or action.

## Creativity- Digital: (Work Format)

- CA-2006 Show Ads: refers to picture ads (payment calculated by display)
- CA-2007 Interface Design: refers to websites, APPs, H5 pages and other user interface interactive design
- CA-2008 Creative Video: refers to video ads with internet as the distribution channel
- CA-2010 Creative H5: refers to H5 creative works conducted based on mobile and could be shared
- CA-2011 Short Videos : refers to the short creative videos on social media platforms such as wechat moments
- CA-2012 Programmatic Creativity: refers to creative works which are automatically generated through programming
- CA-2016 Vertical Video: refers to vertical video ads that are mainly used for mobile browsing.
- CA-2017 Big Data Creativity: User insights mining and creativity enabling through Big Data
- CA-1102 AI Interactive Creativity: Communicate with users through artificial intelligence (image recognition, speech recognition, natural speech processing, machine learning, etc.)

**Optional for Sales Budget (short-term effect) or Brand Budget (mid- & long-term effect)**

## Creativity – Integration: (Case Format)

- CA-2005 Creativity Integration: refers to the integration of classic and digital around a big idea.
- CA-2013 Digital Creativity Integration: refers to works that contain two or more creative contents under the digital category.

## Media-Classic: (Case Format)

- CA-1007 TV: refers to the marketing case that take TV as the media distribution channel
- CA-1008 Print: refers to the marketing cases that take print as the media distribution channel.
- CA-1009 Radio: refer to the marketing cases that take radio broadcasting as the media distribution channel.
- CA-1010 Outdoor: refer to the marketing cases that take outdoor as the media distribution channel.
- CA-4001 Offline Promotion: refer to the marketing cases that take offline promotion as the media distribution channel .
- CA-4005 TV Direct Sales: refers to marketing cases launched through TV shopping channel.
- CA-4006 Database Direct Sales: refers to marketing cases initiated through the database.



## Media-Digital: (Case Format)

- CA-1003 Social Media Marketing: refers to marketing cases that comprehensively use social platforms.
- CA-1004 Mobile Media Marketing: refers to works delivered via digital media such as mobile internet, etc.
- CA-1005 Search Marketing: refers to marketing cases on search engines.
- CA-1021 Live Streaming: refers to marketing cases on live streaming platforms.
- CA-1028 MCN organization: refers to marketing service cases from MCN organization which focus on content creation.
- CA-1022 Intelligent terminals: through intelligent terminals (including but not limited to with-screen smart devices, OTT, building smart screens, etc.) to achieve multi-scene user touch and digital media delivery.
- CA-8002 In E-commerce Site Promotion: refers to marketing cases with traffic driven and sales conversion only within a single e-commerce platform.
- CA-8003 E-commerce Site External & Internal Integration: refers to marketing cases not only drive traffic and sales within a single e-commerce platform, but also acquire and drive traffic to e-commerce platform from other media platforms.

## Media-Integration : (Case Format)

- CA-1002 Digital Media Integration: refers to marketing cases with integrated digital media planning and buying.
- CA-1011 Omnimedia Integration: refers to works delivered via all media channels.

## Market Research : (Case Format)

- CA-7001 Market Research Services: cases use advanced research methods or tools to help clients discover insights, test results, etc.

## Long-term Brand Management: (Case Format)

CA-9001 Long-term Brand Creative Management:

1. Companies that won 2019 ROI Bronze Award (including)and above in agency group and media company group may participate in this category.
2. Case submitted, and the 2019 ROI Award winning case are of the same brand.
3. In addition to the ROI unified assessment criteria, the judges will consider the creative ideas while the participating agency/media company provides long-term services to the brand and its continuity in brand maintenance.
4. This category accepts creative service works.

CA-9002 Long-term Brand Media Management:

1. Companies that won 2019 ROI Bronze Award (including)and above in agency group and media group may participate in this category.
2. Case submitted and the 2019 ROI Award winning case are of the same brand.
3. In addition to the ROI unified assessment criteria, the jurors will consider the creative ideas while the participating agency/media company provides long-term services to the brand and its continuity in brand maintenance.
4. This category accepts media service works.

## Advertising Marketing Technology: (Case Format)

- CA-1006 Programmatic Buy: Cases by using programmatic methods for media purchases.
- CA-1012 Audience Planning: Based on user's tags and other identifying information, by using big data, the cases that planned and executed for client's target audience.
- CA-1023 Blockchain Applications: The marketing cases of applying blockchain technology in the process of ad serving or effect monitoring.
- CA-6001 Data Management Platform: The cases for precision marketing by using data management platform.

**Optional for Sales Budget (short-term effect) or Brand Budget (mid- & long-term effect)**

## PR Services: (Case Format)

- CA-5001 Social Media Communication: PR cases using social media such as Weibo, WeChat or Other social platforms.
- CA-5006 KOL & Celebrity Project: PR cases collaborated with KOL or celebrities.
- CA-5007 Event Planning and Management: PR activation cases of event management and execution.
- CA-5008 Public Relations Integrated Communication: integrated PR cases that provide multiple services across multiple media channels.

**Optional for Brand Budget ( long-term effect)**

## Effect Marketing: (Case Format)

- CA-1024 Effect Placement Optimization (KA): Effect-oriented on social media platforms like Weibo, Tencent, Toutiao, TikTok, etc. cases making better effects by improving methods during executing process; customers' income has to be over 50,000,000 RMB yearly.
- CA-1025 Effect Placement Optimization (medium and small size): Effect-oriented on social media platforms like Weibo, Tencent, Toutiao, TikTok, etc. cases making better effects by improving methods during executing process; customers' income has to be less than 50,000,000 RMB yearly.
- CA-1026 Vertical Video Marketing Materials: vertical video creative material cases which are effective marketing delivered by the way of bidding.

**Optional for Sales Budget (short-term effect)**

## How to participate

All the participating company should register in ROI's official website([entry.roifestival.com](http://entry.roifestival.com)) and submit entries online.

For more details, format of entries or participating materials, please scan the QR code and follow our WeChat Official Accounts or consult.

If you've understood our rules, please access online system to submit entries, website: [entry.roifestival.com](http://entry.roifestival.com)

## Format

Work format: videos, prints and creative works themselves.

Case format: PPT

Participating companies are welcome to produce an extra video to explain the works/case submitted. No extra charges for this video are required. The organizing committee thinks that extra videos may pass more information for the entry case, but it is not necessarily linked to ultimate winning. Vertical videos should submit PPT and works'video materials.

### Special tips for effect marketing category entries

Contestants participate in effect marketing category, must be in the case of powerpoint template results page, fill in the following index "total consumption, delivery cycle, total exposure, total clicks, the total number of praise, the total number of interactive (forwards +comments ), rate of effective play (play time is greater than or equal to 3 seconds) " data, in order to better response the result of the marketing cases.

## ROI AWARDS 2020

## Entry fee

1st April – 31st May		1st June – 30th June	
WORK	1000RMB for each	WORK	1200RMB for each
CASE	1200RMB for each	CASE	1500RMB for each
Integration	2000RMB for each	Integration	2500RMB for each

# Media Company Group

## ROI AWARDS 2020

Entries	Case			
Award Category	CB-01 Classic Media Platforms	CB-02 Digital Media Platforms	CB-03 Media Integration	
	CB-1001 TV	CB-1006 Video-Pre-program Ads	CB-4002 Media Integration	
	CB-1002 Print	CB-1007 Comprehensive Information	CB-4004Oriented integration <b>new</b>	
	CB-1003 Radio	CB-1008 Vertical Information	CB-04 Long-term Brand Management	
	CB-1004 Outdoor (content)	CB-1010 We-media Platforms		CB-5001 Long-term Brand Media Management <b>hot</b>
	CB-2005 Outdoor (Application)	CB-1011 News Feeds <b>hot</b>		
	CB-1005 Sports, Films, Entertainment	CB-1012 Video-Content Marketing		
	CB-2006 TV Shopping	CB-1013 Mobile Information		
	CB-3001 Store Terminals	CB-1014 Audience Planning <b>hot</b>		
		CB-1015 Video-Integrated Marketing		
		CB-1016 Creative Inserted Ads		
		CB-1017 OTT advertisement <b>new</b>		
		CB-2001 Application Tools		
		CB-2002 Search Engine		
		CB-2003 Social Media Marketing		
		CB-2004 Online Games		
		CB-3002 E-commerce Platform <b>hot</b>		
	CB-6001 Live Streaming Platforms			
budget type	Effect Budget (short-term effect)			
	Brand Budget (mid- & long-term effect)			

### Classic Media Platforms: (Case Format)

- CB-1001 TV: the integrated marketing communications cases from content cooperation to advertising promotion conducted by national/local satellite/ terrestrial television channels.
- CB-1002 Print: the integrated marketing communications cases from magazine content cooperation to advertising promotion or combined with offline activities conducted by magazines or newspapers media.
- CB-1003 Radio: the integrated marketing communications cases from content cooperation to broadcasting promotion or combined with offline activities conducted by broadcasting media.
- CB-1004 Outdoor (content): this outdoor media resource itself has a content attribute, i.e. the mobile TVs on buses, trains and airports.
- CB-1005 Sports, Films, Entertainment: the integrated marketing communications cases generated from content cooperation to advertising promotion with sports events, movies, performances as the lead media platform.
- CB-2005 Outdoor (Application): only serves as a carrier for content without content attribute, i.e. outdoor billboards, outside of a bus, LCD screens in buildings, frameworks.
- CB-2006 TV shopping: cases conducted for all kinds of TV shopping, shopping guide program as the leading media platform.

## Digital Media Platforms: (Case Format)

- CB-1006 Video-Pre-program Ads: Cases with video pre-program ads.
- CB-1008 Vertical Information: Cases from vertical websites.
- CB-1010 We-media Platforms: Including WeChat accounts, Weibo account, blog accounts that belongs to a non-enterprise such as a person or a community.
- CB-1011 News Feeds: include image, article and video information streams.
- CB-1012 Video-Content Marketing: marketing cases include title sponsored and product placement.
- CB-1013 Mobile Information: include Apps that provide news and information on mobile terminals.
- CB-1014 Audience Planning: marketing cases executed mainly by means of audience data on various media platforms.
- CB-1015 Video-Integrated Marketing: integrated marketing cases with video pre-program ads, content marketing and offline promotions, etc.
- CB-1016 Video -Creative Inserted Ads: product placement that is deeply embedded in the story of net drama.
- CB-2001 Application Tools: include apps with entertainment, play, download and security functions.
- CB-2002 Search Engine: marketing promotion cases that use search engine platforms.
- CB-2003 Social Media Marketing: integrated marketing cases on various social platforms.
- CB-2004 Online Games: marketing promotion cases on online game platforms.
- CB-3002 E-commerce Platforms: marketing promotion cases on e-commerce platforms, which take sales conversion as the main KPI.
- CB-6001 Live Streaming Platforms: cases on live streaming platforms.
- CB-1018 OTT ads: refers to ads on smart TV, SetTop Box and other digital streaming media devices.

## Media Integration: (Case Format)

- CB-4002 Media integration includes works that delivered on more than two types of media platforms.
- CB-4004 Oriental Integration: On the basis of background data integration, targeted delivery to users that use multiple media platforms.

## Long-term Brand Management: (Case Format)

CB-5001 Long-term brand media management entry requirements:

1. Companies that won 2019 ROI Bronze Award (including)and above in agency group and media group may participate in this category.
2. Case submitted, and the 2019 ROI Award winning case are of the same brand.
3. In addition to the ROI unified assessment criteria, the jurors will consider the creative ideas while the participating agency/media company provides long-term services to the brand and its continuity in brand maintenance.

**Optional for Sales Budget (short-term effect) or Brand Budget (mid- & long-term effect)**

## How to participate

All the participating company should register in ROI' s official website([entry.roifestival.com](http://entry.roifestival.com)) and submit entries online.

For more details, format of entries or participating materials, please scan the QR code and follow our WeChat Official Accounts or consult.

If you' ve understood our rules, please access online system to submit entries, website: [entry.roifestival.com](http://entry.roifestival.com)

## Format

### Case format: PPT

Participating companies are welcome to produce an extra video to explain the works/case submitted. No extra charges for this video are required. The organizing committee thinks that extra videos may pass more information for the entry case, but it is not necessarily linked to ultimate winning.

## Entry fee

1st Apr – 31st May

RMB2000 for each

1st Jun – 30th Jun

RMB2500 for each

## ROI AWARDS 2020



# Production Company Group

Entries	Work		
Awards Categories	CC-01 Video Production	CC-02 Print Production	CC-03 Digital Production
	CC-1001 TV & Film Production Services	CC-4001 Photography Services	CC-8001 Interactive Production
	CC-2001 TV & Film Post-production Services	CC-5001 Picture Retouching Services	CC-9001 VR & AR Production
	CC-3001 Music Production Services	CC-6001 Illustration Services	
	CC-1101/ Effect Short Video Production <b>new</b>		

## TV & Film Production: (Work Format)

- CC-1001 TV & Film Production Services: Provide production service for TV commercials/films or video.
- CC-2001 TV & Film Post-production Services: Provide post production service for TV commercials/films or video.
- CC-3001 Music Production Services: Provide post-production music production services for TV commercials/films or videos (including composition, song selection, and composition, etc.)
- CC-1101 Effect Short Video Production: the provided materials must contain key materials and three edited videos, also need to provide the overall quantity of short videos and program budget.

## Print Production(Work Format)

- CC-4001 Photography Services: Provide customers with professional photography services, according to the requirements of customers and agencies.
- CC-5001 Picture Retouching Services: Provide retouching and compositing services for customers' pictures.
- CC-6001 Illustration Services: Illustration design services for clients and agencies.

## Digital Production(Work Format)

- CC-8001 Interactive Production: Digital contents that has an interactive experience with the user.
- CC-9001 VR & AR Production: Digital video works realized by VR or AR technology.

## ROI AWARDS 2020

### How to participate

All the participating company should register in ROI' s official website(entry.roifestival.com) and submit entries online.

For more details, format of entries or participating materials, please scan the QR code and follow our WeChat Official Accounts or consult.

If you' ve understood our rules, please access online system to submit entries, website: entry.roifestival.com

### Format

WORK: video, audio, prints, works themselves.

### Entry fee

1st Apr – 31st May		1st Jun – 30th Jun	
Video Production	RMB1000 for each	Video Production	RMB1200 for each
non- video production	RMB800 each	non- video production	RMB1000 each

# Products Group

PB-01 Intelligent Electronic	PB-02 Service Company
PB-1201 Laptops & tablets <b>new</b>	PB-2001 Industrial Design
PB-1202 Smart Home <b>new</b>	PB-2002 Service Design
PB-1203 Mouse & keyboard <b>new</b>	PB-2003 Overall Design
PB-1204 Audio & Video Entertainment <b>new</b>	
PB-1205 Phones <b>new</b>	
PB-1206 Photography <b>new</b>	
PB-1207 Network Devices <b>new</b>	
PB-1208 Smart Wearable Devices <b>new</b>	
PB-1209 Smart Projection <b>new</b>	
PB-1210 Other Smart Devices <b>new</b>	

## Cooperation of ROI Festival Award and JD

In order to better promote development of product creative field, discover more commercially successful creative design products, JD has reached a cooperation with the organizing committee of ROI to become the partner of ROI awards product group this year. For the entries of product group, their entries will receive special support from JD.

Entries will receive a reduction in the entry fee. JD and its subsidiaries are not allowed to participate.

Brand company group-Intelligent Electronics: Cases related to intelligent electronic products and submitted by the brand itself.

Service company group: enterprises' product design and development work accepted by professional design service companies.

## ROI AWARDS 2020

### How to participate

All the participating company should register in ROI' s official website(entry.roifestival.com) and submit entries online.

For more details, format of entries or participating materials, please scan the QR code and follow our WeChat Official Accounts or consult.

If you' ve understood our rules, please access online system to submit entries, website: entry.roifestival.com

### Format

Format: PPT of the case for explanation, product display chart/ three views .

When submitting the case contents, it shall provide the big data of sales on JD platform, including: total sales volume, average monthly sales volume, favorable comment rate, return rate and other contents as support.

### Entry fee

1st Apr – 31st

RMB1200 for each

1st Jun – 30th

RMB1500 for each

**Special note:**All product group's works are free of entry fee this year.



# Overseas Group

Entries	Case	
Awards Categories	CH-01/Chinese Brands	CH-02/Cases of overseas Brands
	CH-1009 Brand Building <i>new</i>	CH-1006 Regional Campaign
	CH-1010 Brand Performance <i>new</i>	CH-1007 Global Campaign
	CH-1008 Integrated Media <i>new</i>	
Budget Types	Effect Budget (short-term effect)	
	Brand Budget (mid- & long-term effect)	
	PR Budget (long-term effect)	

## Cooperation of ROI Festival Award and Google

In response to the strategic development needs of Chinese brand marketing to help Chinese brand' s globalization. Google reached cooperation with the organizing committee to become the partner of this year's award. The following four overseas categories of entries will receive special support from Google.

CH-1009/Brand Building

CH-1010/Brand Performance

CH-1008/Integrated Media

BD-1005/Globalized Marketing(Please refer to page 27 for the specific requirements of this category)

Entries in the above categories will receive 50% discount from the entry fee. Google and its subsidiaries are not allowed to participate.

## ROI AWARDS 2020

### Cases of Chinese brands launching in overseas regions

- CH-1009 Brand Building: Cases in which a brand has increased interest and popularity through creativity.
- CH-1010 Brand Performance: Refers to the case of achieving potential customer development or efficient conversion rate through data and innovative technologies such as machine learning.
- CH-1008 Integrated Media: Refers to the case of the integration of product and sales across the media platform.

### Cases of overseas brands launching in overseas regions

- CH-1006 Regional Campaign: The regional launch case of overseas brands in non-Chinese regions.
- CH-1007 Global Campaign: Global launch of overseas brands.

Notes: All categories of overseas groups are for agency companies only. Brand companies and media companies are required to insure in their respective categories

Optional for Effect Budget (short-term effect) , Brand Budget (mid- & long-term effect), and PR Budget (long-term effect)

### How to participate

All the participating company should register in ROI' s official website(entry.roifestival.com) and submit entries online.

For more details, format of entries or participating materials, please scan the QR code and follow our WeChat Official Accounts or consult.

If you' ve understood our rules, please access online system to submit entries, website: entry.roifestival.com

### Format

#### Case format: PPT

Participating companies are welcome to produce an extra video to explain the works/case submitted. No extra charges for this video are required. The organizing committee thinks that extra videos may pass more information for the entry case, but it is not necessarily linked to ultimate winning.

### Entry fee

1st Apr – 31st

RMB800 for each

1st Jun – 30th

RMB1000 for each



# Industry Categories

ROI AWARDS 2020

Manufacturing Products A		
FMCG A01	Industry & Energy A0101	Gasoline, oil, batteries, paint, lubricants, tires, etc.
	Household items A0102	Cleansing lotions, bath products, kitchen utensils, aromatics, insecticides, dehumidifying insect repellents, aluminum foil, cling film and food packaging, light bulbs, batteries (excluding car batteries), adhesives, shoe polish, varnishes and wood protection, paints, etc.
	Cosmetics & Personal items A0103	Toothpaste, toothbrushes, mouthwashes, toilet paper, tampons and pads, paper towels, diapers, razors and shaving products, hair brushes, combs, hairpieces, hair removal products, cosmetics, perfumes, shampoos, shower gels, hair sprays, Soap, hair dye, etc.
	Alcoholic beverages A0104	Beer, red wine, spirits, alcoholic beverages.
	Non-alcoholic Beverage A0105	Soft drinks, milk, coffee, tea, mineral drinks, dairy products, etc.
	Food & Snack A0106	Boxed, filling, fresh food, snack food, infant milk powder, sweets, candy, ice cream, etc.
	OTC Healthcare Products A0107	OTC, health care medicine, fitness weight loss, health food, fitness center, etc.
	Sportswear A0108	Sportswear, sports shoes, sporting goods, etc.
Durables A02	Clothing Accessories A0109	Fashion, underwear, jewelry, shoes, hats, socks, bags, watches, etc.
	Household Appliances A0201	Large and small household appliances, bulbs, batteries, cameras, cameras, film, etc.
	Office Facilities & Services A0202	Fax machine, copy machine, office equipment, office furniture, etc.
	Real Estate A0203	Commercial real estate, new buildings, etc.
	Electronic Products & Computers A0204	Computer, mobile phone, electronic dictionary, translation machine and related peripheral products.
	Luxuries A0205	Gold jewelry, high-end luggage, clothing, high-end watches, etc.
	Automobiles A0206	Small cars: mini cars, small cars, compact cars; medium cars: medium-sized cars, medium and large cars; luxury SUVs: luxury cars, SUVs, MPVs, sports cars
	Medical Care & Medical Instruments A0207	Hospital, medical equipment, etc.

Commercial Products B		
Commercial Products B01	Wholesale and retail B0101	Large-scale shopping malls ,department stores, specialty stores, online stores, convenience stores, discount stores, pet shops, etc.
	E-commerce platform B0102	Online e-commerce platform services etc.
Service Products C		
Service Products C02	Logistics C0201	Transportation, storage, loading and unloading, handling, packaging, circulation processing, distribution, information processing, etc.
	Software & Web Services C0202	Operating systems, applications, game software, Internet providers, high speed Internet services, online services, Internet access, online games, search engines, and related Internet products and services
	Game Software& Online Games C0207	client game, mobile game, webgame etc.
	Education C0209	Educational training, including online educational services and so on.
	Utility Services C0203	The hotel, aviation, railway, taxi, car rental, trucking, freight, gas, power supply, water supply and telecommunications services etc.
	Catering Services C0204	Restaurants and bars, fast food chains, cafes, etc.
	Culture & Entertainment C0205	Drama, films, museums, music organizations, concerts, festivals, Film Festivals, sports and entertainment, books, tapes, video games, TV programs, etc.
	Finance & Insurance C0206	Bank, finance, insurance, funds, securities, credit cards, etc.
	Internet Finance C0210	New financial service platforms that achieving accommodation of funds, payment, investment and intermediary services by internet technology and information and communication technology.
	Tourism Service C0211	Online traveling platforms

## Grand Prix

Voted from the gold medal works, the Grand Prix is the most unique prize and represents the highest honor of the ROI Festival, except for strict compliance with ROI Audit system, we have in addition, "Four Necessary Requirements":

### Successful commercially

As a grand prize of ROI Festival, especially one that has long been known for its business creativity, the grand prize must be commercially successful. All gold medal winning works are commercially successful and achieve their commercial goals. But we still need to pick out a work that is the most commercially brilliant one.

### Must be representative of China-style creativity

At present, the ROI Festival award is the largest creative award in Asia in terms of scale, and there are more than 30 countries and regions' entries each year. The award is setting up Chinese creative standards and creating its own style and characteristics on the international stage. Behind this is the characteristics of Chinese culture and industry. The organizing committee hopes that the works of the grand prize will be able to compete with those works on the international stage in the future. The Chinese creative style does not mean that there are Chinese elements in the works, that would be too narrow. We are saying compared with the mature international awards in Europe and the United States, the ROI award has its own style and standards. It can be judged in several aspects.

First of all, it must comply with the laws and regulations of China. For any work that violates or runs counter to it, it will definitely not be considered.

Whether it is the legal issue of homosexuality or related political issues, it may be a topic worthy of discussion and encouragement in western world, but the grand prize of ROI will not accept.

As an international award, the organizing committee has an open mind to accept excellent creative works from all over the world. We also respect the culture behind these works. In the history of ROI Festival award, for inclusion and caring for homosexuals, there has been

a silver award for this kind of work, which also represents the respect and tolerance of the organizing committee and all the judges, but the grand prize must respect the laws and regulations of China.

Secondly, it must be a work that resonates strongly with Chinese consumers, which means it must be a very insightful work. To strike a chord with Chinese consumers, we believe it can be both national and international. In the history of ROI award, there are insights that resonate with the nation, such as HUA Insurance's search for war veterans around us, and p&g's 'best work in the world' to pay tribute to Olympic champion mothers. Its core is whether can it deeply impress Chinese consumers.

Finally, it also represents China's current development environment and market competition. As a business creativity award, it is ultimately about achieving business goals. And the countries and regions where these creative works come from all over the world, their stages of development, their environments, their market competition are very different and the criteria and the definition of success would be different. For example, In a mature western market, if a new product can occupy the market in two years, it is considered successful, but in a similar industry in China, especially in the context of rapid iteration and competition, it may be defined as success in only six months. Another example, Many foreign professionals found it difficult to recognize and understand that massive spending on marketing and subsidies of free strategy in China. They thought it was a mistake and wasn't deserve encouraging. However, China's successful enterprises in the past, especially the Internet enterprises, have emerged many unicorn enterprises through this model, and defeated many multinational giants. Therefore, we hope that this award also reflects the current development environment and market competition in China.

## Must present positive energy

The golden prize must be positive. Some works and cases may be very commercially successful, but rely on short-term attentiveness, and even take advantage of the negative and pessimistic characteristics of many human nature to market, the organizing committee does not encourage such works. At the 10th ROI Festival award ceremony, Marc S. Pritchard, the global brand officer from p & g, had the same point of view with us. He says p&g's ads have to touch our hearts. It contains ideas and responsibilities, makes us feel what really matters, and shows the power of goodness. Therefore, in their advertisements, they constantly advocate gender equality, express their pursuit of equal position, equal voice, equal pay and equal respect, and discuss future together to build a better world. In my opinion, the concept presented by p&g is similar to that of positive. As a global multinational company, p&g is trying to build a better world, while the organizing committee hopes to build a better world by focusing on China.

## Must be a role model that represents industry trend and benchmark

Once there was a PK of ROI' s grand prix let the organizing committee remember deeply. There was 16 judges, they picked 2 excellent works eight to eight. One is an integrated marketing case made by a Chinese Internet giant company and a TV media giant company, while the other is a video marketing case made by a brand and a video website. In the end, the latter won. The chairman of the judges said: "we think these two works are both outstanding, but the former is such a giant combination, such resources and budget for all the money to participate in the company can not have much reference and inspiration, while the latter's video marketing is booming. So all of us voted for the latter one. This has formed a good precedent for us, which will also represent the will of the organizing committee. Those from monopolized industries or super-large scale enterprises and budgets have no reference and encouraging significance for the sound development of the industry or the improvement of management ability and efficiency.

The above four are the requirements for the grand prize, and we expect to continue to improve in the future.

## The Best Awards

To show the overall strength of business creativities across difference fields in the past year. The organizing committee will convert the weighted values of Shortlist, Bronze, Silver, Gold & Grand Prix and make the final calculation. The winner of each category will be awarded as the Best Awards of the Year.

Best Creativity Integration/ Best Digital Creativity/ Best Media Agency/ Best Digital Media Agency;

Best Communications Group/ Best Media Company/ Best Digital Media Company/ Best Video Production Company;

Best Print Production Company/ Best Brand Company