

**facebook** awards

# Great work wins



This year, we're celebrating the work that made people laugh, cry, wow and buy.



SUBMISSION REQUIREMENTS



## We're looking for work that made people feel.

The 2017 Facebook Awards honor some of the best campaigns on Facebook, Instagram and Audience Network—the ones that moved people to feel and act.

Every year, the Facebook Awards celebrate provocative creative work and new ways of storytelling. This year we're taking a unique approach and judging work based on how it made people feel. Our new award categories are based on the emotions evoked by great campaigns.

# What to enter.

What does the perfect entry look like? It uses Facebook in innovative ways to tell a compelling story, evoke powerful emotions, and ultimately drive business results.

## Eligibility Requirements

“Facebook” refers to Facebook’s full family of apps and services, including Facebook, Instagram, Messenger, and Audience Network. In order to submit your work for consideration, please make sure it meets all of the following requirements:\*

- The work was completed between April 1, 2016 and April 28, 2017.
- The work adheres to all of Facebook’s advertising and community policies.
- You have permission to enter the work for the awards.
- All of your submission materials are in English.

## Judging Criteria

For the Laugh, Cry, Love, and Wow categories, the judges will evaluate work across three dimensions:

**(40%) The big idea.** Is the work built on an original and inspiring idea that evokes emotion or action?

**(40%) Use of Facebook ad products to achieve goals.** Does the work make the best use of the ad products in Facebook’s family of apps and services? Campaign work designed specifically for Facebook platforms will receive higher marks.

**(20%) Real business results.** Can you provide measurable results about how the campaign helped to drive brand or business goals? Campaigns submitted with business results will receive higher marks.

For the Act category, the judges will evaluate work across three dimensions:

**(20%) The big idea.** Is the work built on an original and inspiring idea that evokes emotion or action?

**(40%) Use of Facebook ad products to achieve goals.** Does the work make the best use of the ad products in Facebook’s family of apps and services? Campaign work designed specifically for Facebook platforms will receive higher marks.

**(40%) Real business results.** Can you provide measurable results about how the campaign helped to drive brand or business goals? Campaigns submitted with business results will receive higher marks.

## Submission Terms

The Facebook Awards are open to campaigns that ran between April 1, 2016 and April 28, 2017. Submissions may be entered into multiple categories. Please enter into the one(s) you feel best represent your campaign.

**Full Submission Terms:** <https://www.facebookawards.com/terms-and-conditions.html>

## Submission Best Practices

We get a lot of submissions every year. To increase your chances of winning, we recommend following these guidelines:

- Feature work that is part of a creative, innovative Facebook-centric campaign.
- Highlight the ways your campaign used Facebook marketing tools, such as Facebook Ads, Page Publishing, advanced targeting and/or how it was integrated with other forms of media.
- Include a case study or non-confidential campaign metrics that highlight why the campaign was a success.
- Include a video.
- Include several relevant images.
- Include links to any live content.
- Keep the evaluation criteria in mind.

# Meet the awards.

We believe the mark of great creative work is how it moves people. This year, the Facebook Awards recognize the work on our platforms that made people laugh, cry, love, wow and act.



## Laugh

This is the work that made us laugh—the work that captured our attention, got us to crack a smile, and caused serious LOLs. It made us feel good and took humor to another level.



## Cry

This is the work that made us cry—the work that got us all emotional, inspired compassion, and helped us see things differently. It made us think and connected with audiences through storytelling.



## Love

This is the work that made us fall in love with a brand—the work that spoke to us where it counts. It won our hearts and improved brand sentiment and perception.



## Wow

This is the work that wowed us—the work marked by innovation. It made our jaws drop and forged new paths for a brand's presence on our platforms.



## Act

This is the work that moved us to act—the work that woke us up and made us do something. It inspired action and had a measurable impact on sales or related metrics.

# Ready to submit?

Before you enter your campaign, please be ready to provide the following information and assets.

## Participant Information

First Name  
Last Name  
Email

## Company Information

Company Name  
Type of Company  
Agency Holding Company  
Company Size  
Facebook Sales Representative (optional)  
Company Image / Logo - JPG, 180x180px

Address Line 1  
Address Line 2  
City  
State / Province / Region  
Postal / Zip Code  
Country  
Phone Number  
URL

## Campaign Information

Campaign Title  
Brand / Business Name  
Campaign Start Date  
Campaign End Date  
Target Region  
Market  
Industry  
Language(s)  
Category Selection (one or more entries required)

Main Campaign Image - JPG, 1600x900px, 5mb max  
Supporting Campaign Images - Up to 5 images, JPG, 1600x900px, 5mb max (optional)  
Campaign Video - MP4, 1280x720px, 350mb max (optional)

Campaign Overview – include the challenge, audience, objectives and goals - 2000 characters max  
Creative Ideas – explanation of ideas and execution - 2000 characters max

Campaign Goals  
Facebook Products Used

Credits (optional)