

# AWARD PROCESS

## What is the EEMAX GLOBAL Awards evaluation process?

Each step of the winner-determination process will be validated by the appointed auditors. Awards Management Team will comprise the appointed auditors and the Select Committee who would not compete for the Awards this year.

### STAGE 1:

Each entry submitted will be verified by the **Awards Management Team** to see if it meets the following submission criteria:

- Client approval is in place
- Payment is complete
- Supporting material for the entry is in place - Storyboard, AV
- No agency branding is there in any part of the entry submitted - any mention or indication of agency branding or identification could disqualify the entry
- At the end of this stage the **Awards Management Team** will approve the entry for screening
- All the approved entries for each category will be showcased on the Jury interface

### STAGE 2:

View access of all approved entries will be given to the **Screening Jury** and the following process will unfold:

- One EEMA NAC member, will be appointed as the Chairperson of the screening jury
- The screening jury will comprise domain experts from among the EEMA National Executive Council, other EEMA Platinum members and external guests.
- The screening jury will shortlist entries for each category
- Screening jury sessions will be conducted in Delhi and Mumbai separately on a particular date after the closing date of entries
- The screening jury scores and opinions of such jury members will be completely confidential
- Only the shortlisted entries will make it to the next level of evaluation i.e. **International Jury of Experts** and **Jury of Peers**.
- The nominated work will be published on the EEMAX GLOBAL website.

### STAGE 3:

The **International Jury of Experts (IJE)** will consist of a host of Indian and international professionals from the media, events, marketing and corporate world.

- The IJE names will be shared on the EEMAX Global website
- Each IJE will be given coded access to the shortlisted entries of the categories being judged by them
- The IJE final votes will reach the auditors directly

The **Jury of Peers (JP)** will comprise ALL registered EEMA Platinum members only

- Each JP member will be given access to the shortlisted entries, they will be allowed to vote for each entry
- The JP will be given a code to submit their respective votes
- All JP votes will also reach the auditors directly

### STAGE 4:

The final winners of GOLD, SILVER and BRONZE will be decided on the basis of votes received by the nominees from IJE and the JP.

- The weightage for votes of the IJE will be 75%
- The weightage for votes of the JP will be 25%

# AWARD ENTRIES

**DO NOT DISTURB.**  
**Hard Thinking In progress**

## JURY

Who will judge the awards?

- The appointed auditors, Ernst & Young, will manage the awards evaluation process.
- The process will be overseen by the Awards Management committee which will include:
  - o The EY team
  - o The EEMAX GLOBAL Awards Select Committee.