



# THE HUBBIES

## 2015

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HONORING INNOVATION  
AND EXCELLENCE IN DIGITAL  
MARKETING TECHNOLOGY

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ENTRY KIT

## Introduction

Launched by The Hub, a leading media brand covering innovation and technology in digital marketing, the Hubbies celebrate breakthrough digital campaigns and the platforms that enable them. The Hubbies unearth the best examples of social and technology innovation, honoring work that sets the standard for what brands and marketing platforms can achieve. Winning campaigns and technologies are bold, relevant, and demonstrably effective – measured by level of innovation, digital analytics, consumer engagement, and business impact.

### The Big Night

The Hubbies winners will be announced at a Reveal at Convene, 32 Old Slip, NYC on May 12, 2015. For further information about the Hubbies event, please contact:

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### Who can enter

Entries are open to any brand, agency or marketing technology vendor within or outside the US.

### Eligibility period

Eligible work has to have been launched between October 16, 2013 - October 16, 2014. Work submitted that was launched outside of this time period will be disqualified.

### How to enter/support material

- All entries are electronic.
- For Campaign awards categories and Individual awards categories: Please provide a written summary explaining why you think you should win. This summary should be no longer than 500 words, and may be considerably less depending on the category.
- For Campaign awards categories : If you are a brand, you must also include the name of the agency, and the name of the marketing platform(s) used to execute the campaign you are submitting for consideration. If you are an agency submitting on behalf of a brand, you must also include the name of the brand, and the name of the marketing platform(s) used to execute the campaign you are submitting for consideration.
- For Platform awards categories: Submission must include a short description of why the platform deserves to win (300 words). Judges will rank on key facets of success, cost savings, customer service and ability to solve client problems. Please have at least one or a maximum of three, clients fill out the questionnaire on Page 5, or [click here](#) to download. Be sure to upload each questionnaire as support material when submitting your entry.

- You have the option to upload five additional items to support your entry e.g Video, MP3, PDF, Image (each file must be under 25mb). You may also upload up to three website or social media links.
- Use of video is strongly suggested!

### Entry fees

- Campaign & Platform Awards: \$199
- Individual Awards: FREE

### Deadline for entries

The deadline for entries is **January 23, 2015**.

Entries received after this date will be considered late.

### Late entries

Late entries will be received until January 30, 2015. For all categories, all late entries will receive a \$60/entry late fee.

### Confidentiality

The Hub reserves the right to publish details of the entries on our website and in other related material. However, if certain details must be kept confidential, please indicate this clearly on the entry, including exactly what information is not to be publicly disclosed. Please be specific about what information cannot be disclosed - do not simply mark the entire entry confidential.

### The Jury

The Hubbies are judged by an independent jury of digital agency, brand and marketing technology leaders. The jury scores campaign entries equally across four criteria: creativity, technology, brand relevancy, and results, while platform entries are scored for innovation, business impact, usability and customer success. Individual awards will be judged on the personality's demonstrated leadership, contributions to innovation, and efforts to impact culture within the marketing tech industry. Three shortlisted entries will be announced for each category, with the exception of Best in Show, about eight weeks prior to the Reveal.

## Campaign Awards

### **Best Integrated Campaign**

A campaign that has been coordinated and launched across two or more digital channels. The campaign may be part of a larger campaign that also includes traditional media, but must include at least two digital components.

### **Best Use of Branded Content**

Inventive and relevant brand-driven content, in any format, that drives the brand's objectives in a demonstrable way.

### **Best Brand App**

Brand android or iOS apps that drive downloads and ongoing engagement within a desired consumer group.

### **Best Use of Video**

Engaging video that drives relevant traffic and sharing amongst a targeted community.

### **Best Real-Time Marketing:**

Opportunistic or calculated brand creativity, within a digital channel, in connection with a timely, live event, incident, news hook or moment.

### **Best Digital Marketing Agency**

Awarding an agency with 75% of revenues or more stemming from digital work. Agencies should submit detailed information on new business and client retention, financial performance, leadership and top talent, success stories and culture.

### **Best Social Media Presence**

Honors a brand or company that makes effective use of two or more social-media channels to drive engagement, understanding, and business.

### **Best Marketing Technology Promotion Campaign**

An award for a marketing technology vendor that demonstrates innovation, creativity and influence in a marketing campaign for its own platform.

### **Best in Show**

The best campaign is chosen from the winners of each individual category.

## Individual Awards

### **Marketing Technology Exec of the Year (SVP & above-level marketing technology executive)**

A marketing technology executive who has demonstrated outstanding leadership, spearheaded product innovation and has been a catalyst for change within the industry through their speaking and written efforts.

### **Marketing Technology Influencer of The Year**

An outspoken personality in the marketing technology industry who demonstrates vision, provides valuable insights and creates influential content for digital marketing professionals, through social media, speaking engagements, written and visual content.

### **Young Marketing Technology Employee of the Year**

An award for an up-and-comer at a marketing tech company who has shown vision, contributed to product innovation in a big way, and has had an outsize impact on business strategy and performance.

## Platform Awards

### **Most Innovative Marketing Automation Platform**

Award for a marketing automation platform that demonstrates completeness of vision, technological advancement and outsize returns for its users.

### **Most Innovative Social Media Marketing Platform**

Award for a social media marketing platform that demonstrates completeness of vision, technological advancement, adaptability to new networks and big gains for its users.

### **Most Innovative Integrated Marketing Suite**

Award for an integrated marketing software suite that demonstrates completeness of vision, major technological advancement, seamless integration and creates exponential value as a whole instead of its individual components.

**Most Innovative Analytics Platform**

Award for an analytics platform that offers a high degree of usability, creative visualizations, real-time processing and major impact on marketing decisions.

**Most Innovative Content Marketing Platform**

Award for a content marketing platform that enables branded content to reach users in creative, highly engaging ways across multiple digital channels, demonstrating a significant business impact for users.

**Most Innovative Mobile Marketing Platform**

Award for a mobile marketing platform that demonstrates a high level of innovation by creating effective new ways to maximize marketing opportunities on mobile devices.

**Most Innovative Web Optimization/Customer Experience Management Platform**

Award for a platform that enables users to easily test and change web/mobile customer experiences, demonstrates a high degree of usability, business impact and leadership in the space.

**Most Innovative PR and Communications Platform**

Award for platform that demonstrably makes the life of its PR pro users easier, enabling automation of tasks, creativity in campaigns and measurement of performance.

**Marketing Tech Startup of the Year  
(Company must have launched within the last 18 months)**

A marketing tech-focused startup that has demonstrated an impressive vision or developed a pioneering new technology with the ability to challenge larger, enterprise tech companies in a big way.

## Customer Questionnaire for Hubbies Platform Award submission

(SEPARATE FORMS FOR EACH CLIENT)

Marketing Platform:

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Client Brand/Agency Name:

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Name of marketer completing the form:

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Position:

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Email address:

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(We will contact you only to verify the information below)

**QUESTIONS:** (Please be as descriptive as possible in your answers)

- 1) Describe how you use this platform within your marketing team.  
What particular problem has it solved for your brand?
- 2) Why did you choose this platform over its competitors?
- 3) Can you give an example of how the platform increased your ROI, either through positive brand image or impact on revenue? Please quantify with before and after metrics.
- 4) What is the most innovative feature of the platform?
- 5) How long did it take you to install and become comfortable operating the platform on your own?

**CLICK HERE TO DOWNLOAD**