



25TH SEPTEMBER, 2019 | PALAZZO VERSACE DUBAI

Process Note – WOW Awards Middle East

The winner selection and scoring process is as follows:

Categories

- The categories are as follows:
 - A. Experiential Marketing
 - B. Experiential Celebrations
 - C. Experiential Management
 - D. Experiential Venues Awards
- These are further divided into 44 sub-categories

Eligibility criteria

- **Eligibility period:** Any event/ campaign executed between 1st January 2018 and 30th June 2019 is eligible for entry. If a campaign/ activation starting or ending in this stipulated period, but not completed / started within the period, will be considered eligible as long as a substantial part of the campaign falls under this time frame. E.g. A brand activation starting in June 2018 but culminating in August 2019, is eligible if the bulk of the activation has already been completed and some results are clocked in for the activity.
- **Event and Company location:** Any campaign/ event/ experience/ project executed in Middle East by any Company / brand / institution/ association / organization based anywhere across the globe, is also eligible for entry across categories
 - In short:
 - Middle East-based client, event done anywhere in the World -- Qualifies
 - World-wide client, event executed by an International Agency with or without support Middle Eastern Agency in Middle East – Qualifies
- **Client confirmation:** At the time of application, an auto-generated email will be sent to the client for confirmation. Entries which received client confirmations will be taken forward to the jury by Awards Management. The client may be called for further verification at any point during the process.
- **Geographical Reach:** Geographical Reach for 'Middle East' would include Bahrain, Cyprus, Egypt, Iran, Iraq, Israel, Jordan, Kuwait, Lebanon, MENA, Northern Cyprus, Oman, Palestine, Qatar, Saudi Arabia, Syria, Turkey, United Arab Emirates and Yemen

Scoring Rounds

- There will be 2 rounds of voting to shortlist the nominees and winners wherein an independent jury of experts will be appointed to review the entry forms and assign scores.
- An expert jury will be assigned categories in both rounds of scoring, so that each category is scored by a minimum of 2 jury members.

Round 1: The jury will score on a scale of 1 to 10 (10 being the best). KPMG (Registered) – Process Advisors and Evaluators for the Awards will independently tabulate the scores to arrive at top 5 nominees per category. In case of a tie, more nominees may be considered. Top entries per category with the highest average scores will be shortlisted as nominees for Round 2. For an entry to be considered for nomination, the cut off will be set to minimum 5 points.

Round 2: The shortlisted nominees will be evaluated and scored by the jury in Round 2 on a scale of 1 to 5 (5 being the best).

- KPMG (Registered) – Process Advisors and Evaluators for the Awards will independently tabulate the scores to arrive at the final Gold, Silver and Bronze winners. The entries with the top 3 highest average scores per category will be considered in succession for Gold, Silver and Bronze awards. In case of a tie in round 2 scores, the scores of round 1 will be considered as a tie breaker.
 - In Round 2, following are the minimum average score to be eligible for a Gold, Silver or Bronze metal is given below.
 - The cut off to win a Gold is an average score of 3.5
 - The cut off to win a Silver is an average score of 3
 - The cut off to win a Bronze is an average score of 2.5
 - The scoring above the cut offs does not guarantee the respective metal since the number of entries that have scored more than the cut off is factored in. Thus, only the top 3 scorers in each sub-category will be evaluated for Gold, Silver and Bronze provided they meet the above criteria.
 - Hence, an entry with an average score of 3.75 can also go on to win a bronze if there are two other entries on top of the table with an average score of 4.5 and 4. Further, if the average score of top entry within a sub category is as low as 2.25 then there will be no metal winner in that category.
 - In case of a tie within a particular metal category, the scores of Round 1 will decide the tie breaker. In case the difference in average score for Round 1 for such entries is within a range of 0.25 (i.e. average score 8 – average score 7.75 = average score 0.25) then both entries will stand to win the same metal.
- Further checks on client confirmation and Company base will be conducted from time to time.

Frequently Asked Questions

- 1. What happens when more than one entry qualifies for the same metal?**

In case of a tie, more than 1 entry will qualify for the same metal in Round 2. To break the tie, the scores of Round 1 are used as a tie breaker. If the difference in average scores is equal to or less than 0.25, then the tied entries will win the same metal. If the difference in Round 1 average scores is greater than 0.25 then the higher scoring entry will win the higher metal.

2. **Can I enter a project my company has executed for an International client outside of the Middle East?**

Yes, this can be done if the executing team is Middle East-based i.e. has a functional office in Middle East and the execution is done entirely by the team from the Middle East office.

3. **Can I enter a project which is executed partly by our team outside of Middle East and partly by the team at the Middle East office?**

No, the project must be executed entirely by the Middle East office team.

4. **What if my client does not respond to the confirmation email?**

Your entry will not go forward without client confirmation. All participants are advised to keep their client in the loop about their participation and to respond to the auto generated email.

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