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# Best Hispanic Cultural Insight

When a Hispanic insight is inspiring a Hispanic targeted campaign.

**You are encouraged to credit all members of the team that contributed to this entry.**

- 1. Please be sure to spell names correctly and get titles correct. People appreciate it when their name is spelled correctly, especially when it appears or mentioned in any material!
- 2. You may also use this space to credit any contributing organizations.
- 3. Email addresses are not required but may be used to arrange delivery of awards.
- 4. If your submission wins an award you may be able to order a duplicate of the awards at an additional cost.

Best Hispanic Cultural Insight

Company/Agency Name

Submission Contact Name

Submission Contact Full Name

Email

Company/Agency Address

Contact Phone

Lead Strategist (optional)

Additional Names for Collaborators (optional)

300 words

☐ I accept the following terms: All nominations, information and materials received/submitted for this award program are the sole property of Hispanic Marketing Council (HMC) are authorized to edit and publish the complete entry and accompanying creative materials.

Client Name

Brand, Product or Service

Executive Summary

200 words

Please provide a summary of your case submission. Please summarize the overall strategic underpinning of your case. Layout the core case components of challenge, insight, execution and results. Establish key highlights of the client's objectives, your key discoveries and insights, your campaign idea, and your campaign performance.

For **Impactful Multicultural Research** submissions: establish key highlights of the client's objectives, your research methodology, key discoveries and insights, and how you applied those to your strategy and/or a campaign idea.

Definition of your challenge

250 words

Explain how your perspective helped frame your client's/brand's core problem. What were key obstacles for success, what was your strategically defined core target audience, and what measurable objectives did you set?

For **Impactful Multicultural Research** submissions: explain the problem that you were solving OR the key question you needed to answer and share the specific research objectives for your study. Share any assumptions you made and/or previous learning your work was building on.

The Key Insight & Strategy

250 words

Present the key tenets of your brief and strategy. Articulate and expand on the insights driving each tenet and the corresponding data that supports it. Briefly explain the rationale for your communication insight.

For **Shopper AND/OR Experiential Impact** submissions: please also describe your channel selection approach.

For **Content Creator & Consumer Engagement** submissions: what brand (or organizational) cultural insights were used to develop a content creator program targeting key consumers?

For **Creative Ingenuity** submissions: please identify your courageous and/or unexpected interpretation of the consumer insight or brief.

Methodology for **Impactful Multicultural Research** submissions: explain how you designed and fielded your research. Please articulate why you chose the approach you did. Please highlight any innovative and/or executional nuances to your research that contributed to the success of your study. Mention any barriers or complications that you had to overcome to successfully field your study.

Execution

250 words

Describe your core creative, program or platform idea. Clearly demonstrate how your insights are reflected in the creative interpretation and execution across the different channels employed in your program or campaign.

For **Media Connections** submissions: please describe your implementation, placement and optimization activities.

For **Shopper AND/OR Experiential Impact** submissions: please describe your key experience design and corresponding touch points ensuring to paint a picture of the scale of your activation.

For **Content Creator & Consumer Engagement** submissions: how did the content creator deliver brand insights while creating their uniquely organic content?

For **Impactful Multicultural Research** submissions: show how your research findings and/or overarching insights were used to define your strategy or brought to life creatively. Provide specific examples of how the learning was incorporated into the larger work.

What measurable and quantifiable success did the campaign drive? Quantifiable results can include sales lifts, share growth, brand health improvements, audience reach/engagement/delivery, event attendance, lead generation, etc. How is the success linked to problem you identified and the objectives set? What was the benefit to the brand and the business?

For the **Content Creator & Consumer Engagement** submissions: share results that illustrate consumer engagement and/or brand awareness impact.

For **Impactful Multicultural Research** submissions: describe your results and explain the insights you uncovered with your research. Please make sure you explain how your results led to an insight(s) and highlight the astuteness of your observations. Did your work open up new areas off understanding? Did it challenge or change your assumptions and/or knowledge going into the research?

What new learnings can the industry gain from your case? How does this work contribute to advancing the understanding of multiculturalism in America? How does this work promote the importance of Hispanic and multicultural strategic rigor?

For **Impactful Multicultural Research** submissions: what new learnings can the industry gain from your case? How does this work contribute to advancing the understanding of multiculturalism in America? How does this work promote the importance of Hispanic and/or multicultural strategic rigor?

☐ I confirm to meet the minimum requirements and I am eligible to enter this category

Material may be supplied as follows:

1. Upload JPEG or PDF files (print, outdoor, online banners). Between 2 and 4 individual creative elements per entry. File formats must be MP4 (TV, radio, online audio and video).
2. A maximum of 2 individual creative elements per medium.
3. Two (2) minutes case film summarizing your entry and showcasing the key creative elements is encouraged.
4. Media submissions should include a one (1) pager with a basic flowchart and any desired additional charts.
5. Experiential submissions should include one (1) pager with key images and layouts of your footprint design.
6. Please do not upload any further written material as the judges will not consider these. The written component of your entry should be fully explained within the provided form fields.

Material ONLY for the **Impactful Multicultural Research** category:  
One (1) page digital presentation (PDF) / image summarizing case study highlights, results and creative.

Optional:

- 1 - 3 additional creative assets that captures the spirit/essence of your project.
- A 2-minute case film summarizing your entry and showcasing the key insights and resulting strategic/creative elements.

Type of attachment

Photo

Video

Audio

Image

Creative

Graphic/Chart