

WOMMY Awards Official Terms and Conditions

1. **Submission Period:** The WOMMY Awards (the “Competition”) commences on June 3, 2013 at 12:00pm CT and ends on August 30, 2013 at 11:59pm CT (“Competition Period”). The submission period for the WOMMY AWARDS begins June 3, 2013 at 12:00pm CT and ends on August 23, 2013 at 11:59pm CT (“Submission Period”). **NOT OPEN TO THE GENERAL PUBLIC.**

2. **Eligibility:** The Competition is open to brand and agency marketers from advertising agencies or companies operating worldwide. Employees, contractors, directors and officers of the Word of Mouth Marketing Association (“WOMMA” or “Sponsor”), it, affiliates, subsidiaries, distributors, sales representatives, retailers, and advertising, promotion and judging agencies and all other service agencies involved with the Competition, and members of the immediate family (spouse, parent, child, sibling and their respective spouse) and household of each such employee are not eligible to participate. The winners of any 2012 WOMMY Awards are not eligible to submit a Campaign or win the Competition. For the purposes of this Competition, only the agency/company submitting the Campaign and whose information is listed on the Submission Form will be deemed the submitter (“Submitter”) and will be eligible to win an award and related prizes (if any). In order for a word of mouth marketing campaign (“Campaign”) to be eligible to participate in this Competition, WOMMA assumes no responsibility for any internal disputes among the agency/company with regard to the Campaign submitted into the Competition, or any internal disputes among the various individuals and/or entities that have collective interest in any submitted Campaign. Such disputes will not be resolved by WOMMA. In the event that any such dispute or personnel change interferes with the operation of the Competition, Submitters involved in the dispute may be disqualified, at WOMMA’s sole discretion. VOID WHEREVER PROHIBITED OR RESTRICTED BY LAW. By participating in this Competition, Submitters agree to be bound by these Official Rules and by the decisions of WOMMA that are final in all matters relating to this Competition. Sponsor reserves the right to request any documents necessary to verify eligibility.

3. **To Enter:** Submitters are invited to submit their Campaign for consideration for an WOMMY Award on one or more of the following categories (each a “Category”):

Category Name	Category Description
Introduction Award	<p>Awarded to the best word of mouth communication program to introduce a new product or service.</p> <p>Introduction Award Criteria:</p> <ul style="list-style-type: none"> • Show how innovative word of mouth was used to successfully introduce a <i>new</i> product or service into the marketplace with quantifiable, measureable success. • <i>Only products or services available for purchase after August 2012 will be considered eligible.</i>
Momentum Award	<p>Awarded to the best word of mouth marketing program for an existing product or service.</p> <p>Momentum Award Criteria:</p> <ul style="list-style-type: none"> • Show use of an effective word of mouth marketing program used to grow or reenergize an <i>existing</i>

	product or service that was in the marketplace prior to August 2012.
Engagement Award	<p>Awarded to the best customer engagement program.</p> <p>Engagement Award Criteria:</p> <ul style="list-style-type: none"> • Demonstrate how engaging with customers has had a positive impact on the brand by driving sales, changing purchasing behavior, brand perception, or satisfaction levels in the market. • Show how the brand generated word of mouth by transforming the way it does business.
Social Media Award	<p>Awarded to the best use of social marketing as an interaction medium.</p> <p>Social Marketing Award Criteria:</p> <ul style="list-style-type: none"> • Demonstrate the best use of social media platforms, such as Facebook, Twitter, Pinterest, and Instagram, etc. as a medium for engagement and interaction instead of traditional tactics. • Highest-level cases will showcase the relative impact of an integrated social approach against historical tactics.
Mobile Award	<p>Awarded to the best use of mobile to generate word of mouth.</p> <p>Mobile Award Criteria:</p> <ul style="list-style-type: none"> • Demonstrate how the integration of mobile technologies into the marketing mix generated word of mouth, engaged customers, drove sales and increased conversations both online and offline through mobile. • "Mobile" includes integrated applications, advertising, and optimized experience across smartphones, tablets, cellphones and portable gaming devices.
Charitable Award	<p>Awarded to the best use of word of mouth to support and promote a local, national, or international cause or a proactive community service.</p> <p>Cause Marketing Criteria:</p> <ul style="list-style-type: none"> • Show best use of integrated online and offline word of mouth marketing program to advance a cause marketing initiative.
Research Award	<p>Awarded to the most effective integration of research into word of mouth marketing and/or social marketing strategy.</p> <p>Research Award Criteria:</p> <ul style="list-style-type: none"> • Demonstrate the integration of research into strategy or programs. Identify whether the research lead to the discovery of program concept, optimization of the strategy, or both. • Show how the research was integral into change of direction or formation of strategy. <p>(Research conducted prior to 2012 is eligible but demonstrated output is required to be in market in 2012)</p>

Influencer Award	<p>Awarded to the most effective/creative use of an influencer marketing program to achieve a business outcome.</p> <p>Influencer Award Criteria:</p> <ul style="list-style-type: none"> Show alignment of principles discussed in WOMMA's Influencer Guidebook 2013 (http://www.womma.org/influencers). Submissions can showcase Influencers who were supporting brands online, offline, or in integrated campaigns.
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Campaign must have been in-market on or after January 1, 2012 and must have ended on or before December 31, 2012. Entry Fees for the Competition must be submitted at the time of Campaign submission and must be paid by credit card through Wizehive at the time of submission. Entry fees for the Campaign are as follows:

Early Bird	Fees/Per Submission		
<u>Submission Deadline</u>	<u>Governing Member</u>	<u>Member</u>	<u>Non-Member</u>
June 3, 2013 at 9:00:00 a.m. CST – July 15, 2013 at 11:59:59 p.m. CST	\$399.00	\$499.00	\$549.00
<u>Final Deadline</u>			
<u>Submission Deadline</u>	<u>Governing Member</u>	<u>Member</u>	<u>Non-Member</u>
July 15, 2013 at 12:00:00 a.m. CST – August 23, 2013 at 11:59:59 p.m. CST	\$499.00	\$599.00	\$649.00
<u>Governing Member Extension</u>			
August 23, 2013 12:00:00 a.m. CST – August 30, 2013 at 11:59:59 p.m. CST	\$549.00	n/a	n/a

Campaign submission must include: (a) a written case study of no less than 300 words and no more than 1,500 words, in English (“Case Study”); (b) a signed non-disclosure form available on the Competition website (“NDA”); (c) four to six images or graphics that illustrate the Campaign (“Campaign Photos”); and (d) a headshot of the team that developed the campaign, either in individual headshots or one group photo (“Team Photo”) (altogether “Submission”). Case Study must contain a title and four objectives (each an “Objective”): (a) a clearly defined business

problem; (b) a well articulated insight into the named business problem; (c) a creative solution to the business problem; and (d) a description of the results that relate back to the business problem. Each section of the Case Study must be clearly titled with the corresponding Objective. DO NOT INCLUDE THE NAME OF THE AGENCY OR INDIVIDUALS SUBMITTING THE SUBMISSION IN THE CASE STUDY OR IN ANY CAMPAIGN PHOTOS OR OTHER CREATIVE MATERIALS. Agency and individuals' names should be included only on the entry form. All photos must be 300 dpi, in grayscale and in one of the following formats: .jpeg or .pdf. Campaign Photos must be able to print in approximately 1x1.25 inches and Team Photo(s) must be able to print in approximately 3.5x2.75 inches. To submit a Submission go to <http://WOMMA.org/WOMMY>. Any Submissions that do not confirm to the criteria set forth in these Official Rules or the Submission Criteria may be disqualified, in the sole discretion of WOMMA. An agency/company/brand may submit more than one (1) Campaign for the Competition; however, each Campaign must be unique. An agency/company/brand that submits more than one (1) Campaign is eligible to receive a ten percent (10%) discount on such agency/company/brand's total Entry Fees. An agency/company/brand may not submit a Campaign that was previously submitted for the 2012 WOMMY Awards, if it won an award. An agency/company/brand may resubmit a submission from the 2012 WOMMY Awards if there are new results for the submission. Submission materials become the property of WOMMA and none will be returned. WOMMA is not responsible for lost, late, illegible, misdirected, mutilated, incomplete, damaged or postage-due Submissions or Submission materials. The Campaign is subject to applicable federal, state and local laws and regulations.

4. Submission Guidelines: By submitting a Campaign Submission in the Competition, you hereby warrant and represent that your Submission and all materials in connection therewith conform to the requirements set forth herein. Submissions and Campaigns may not: (a) contain trademarks, logos or trade dress owned by others, or advertise or promote any brand or product of any kind, in a manner which suggests endorsement, without permission from the respective owners; (b) contain any personal identification, such as license plate numbers, personal names, e-mail addresses or street addresses, without permission; (c) contain copyrighted materials owned by others (including photographs, sculptures, paintings and other works of art or images published on or in websites, television, movies or other media) without permission from the copyright holder; (d) contain materials embodying the names, likenesses, photographs, or other indicia identifying any person, living or dead, without permission; (e) be in violation of any law; or (f) be pornographic, or depict hardcore or graphic sex, or any other material, including language, deemed objectionable to community standards, as determined by WOMMA, in its sole discretion. By submitting a Submission, each Submitter warrants and represents that the Submission: (a) is the Submitter's original work, (b) has not won previous awards, (c) does not infringe upon the copyrights, trademark rights, rights of privacy, publicity or other intellectual property or other rights of any person or entity; (e) that the Submitter has obtained permission from any person or entity who's name, likeness or voice is used in the Submission and (f) and that publication of the Submission via various media including Web posting, will not infringe on the rights of any third party. Any such Submitter will indemnify and hold harmless the Competition Parties (as defined below) from any claims, suits, losses damages and expenses (including reasonable attorneys' fees) that arise from claims to the contrary or any breach of these Official Rules. Any Submitter whose work includes likenesses of third parties or contains elements not owned by the Submitter (such as, but not limited to, music, depictions of persons, buildings, trademarks or logos) must be able to provide any documentation and releases necessary to prove their unrestricted ownership or license in all materials contained in their Submissions and their right to use such materials and the Submission without limitation for any purpose. including WOMMA's use of such Submission, in a form satisfactory to WOMMA, upon request, prior to award of prize and/or naming of Submitter as an Award Recipient (as defined below). WOMMA reserves the right to waive the Competition Submission requirements set forth herein in its reasonable discretion. WOMMA reserves the right in its reasonable discretion, during or upon completion of the Submission Period, to request that any Submitter resubmit their Submission which fails to comply with the

Competition Submission requirements or these Official Rules prior to any judging period or to reject any Submission that it finds, in its sole discretion, to violate any of the foregoing requirements or is otherwise not in compliance with this Official Rules.

If you think that any Submission infringes your intellectual property rights, click here if you wish to report it [<http://womma.org/privacy/>].

5. Judging: Submissions will be judged by an WOMMA panel of independent judges in two stages as follows:

- a. **Stage I:** Each Submission will be reviewed by Sponsor's selected judge(s) for the specific Category in which the Submission was submitted. Each Submission will be evaluated on the following equally weighted considerations ("Evaluation Criteria"): (a) Was there genuine, original thinking in the paper? (b) Was there a leap that others have not previously taken and would not automatically take?; (c) Was there a great idea that was simply and clearly articulated?; (d) Was the manifestation of the idea well executed? (e) Was thought leadership demonstrated for the category? and (f) Did the idea ultimately improve the success of the project?. Four (4) Submissions will be selected, from among all eligible Submissions received during the Submission Period, per Category, to recommend for the shortlist for Stage II of judging (each a "Finalist Submission").
- b. **Stage II:** Each Finalist Submission will be judged, amongst other Finalist Submissions in its Category, by the WOMMY Chairs based upon the Evaluation Criteria and will select the Gold, Silver, and Bronze Award recipients based on the judges evaluation and the Chair's evaluation. The remaining Submission in each Category will receive an Honorable Mention in the corresponding Category. Award recipients will be announced, and the WOMMY Award will be presented, at the 2013 WOMMY Awards ceremony on November 19, 2013 in Nashville, Tennessee. For additional information contact Jessica Murray at Jessica@WOMMA.org

6. Awards: Each WOMMY Award recipient will receive a WOMMY Award and have their case study published on WOMMApedia.com.

WOMMA covers no costs, expenses including transportation, event registration and hotel for WOMMY award recipients. All awards will be awarded to the Submitter as designated on the Entry form at the time of Campaign submission. Potential Award recipients are subject to verification. Each Award recipients, as a condition of receiving an Award must sign (i) an affidavit of eligibility and liability to release WOMMA, affiliated entities, advertising agencies, and any other participating sponsors, and their respective employees, from any and all liability, claims, demands and causes of action for personal injury and/or damage, theft, loss, or any other harm suffered in connection with this Competition or the use of the Award recipients Submission or materials related thereto; (iii) sign a nondisclosure agreement; and (ii) except where prohibited by law, a promotional release granting Competition Parties the right to use Award recipients' name, likeness and Film for advertising and publicity purposes in any and all media now known or hereinafter invented without territorial or time limitations and without additional compensation. Upon receipt of a WOMMY Award, each prize-winner is required to comply with any and all applicable federal, state and local laws, rules and regulations related thereto. Award recipient need not be present at WOMMY Award Reception in order to receive Award. In the event that an Award recipient is disqualified for any reason, the Award will be forfeited, even if the disqualified Award recipient's name may have been publicly announced. All taxes on Award recipient's prizes (if applicable) are sole responsibility of Award recipient.

7. Conditions of Submission: BY SUBMITTING AN CAMPAIGN, SUBMITTER ACKNOWLEDGES THAT ITS SUBMISSION MAY BE POSTED ON WOMMA OR A

COMPETITION PARTY'S WEBSITE, IN WOMMA'S SOLE DISCRETION. Award recipients may be required to sign an Award Recipient's Agreement which grants to Competition Parties the non-exclusive, irrevocable right and license to exhibit, broadcast, copy, reproduce, edit, publish and distribute the Case Study, Team Photos, and Campaign Photos and any related materials submitted by Submitter (including but not limited to name(s), trademarks, trade names, likenesses, photographs, biographical materials and all other graphic and/or textual material) (together with the Submission, the "Materials"), and/or any portions or excerpts thereof, in any manner, an unlimited number of times, in any and all media, now known or hereafter devised, throughout the world, in perpetuity to advertise, market or promote Competition Parties, the Competition, the winning Submissions and any of its awards or presenting sponsors. Competition Parties may use and authorize others to use Submitter's name, trademark, logo, and each individual member of the Campaign team's name and likeness and other artists or individuals who rendered services in connection with the Submission in any media for the purposes of advertising, promotion or publicizing the Submission's Award and the Competition by Competition Parties. Submitters retain the Intellectual Property rights to the Submission, subject to the rights granted to WOMMA above. Submitters hereby agree to submit their Submission under the following terms and conditions: (i) that all materials submitted are free from any lien or claim by anyone, including, but not limited to, any union, guild or performance rights society; (ii) Submitter has obtained all rights, permissions and licenses necessary for Competition Parties to use the Submission for any purposes described herein; (iii) submission of a Campaign Submission is gratuitous and made without restriction, and will not place Competition Parties under any obligation, that Competition Parties are free to disclose or otherwise disclose the ideas contained in the Submission on a non-confidential basis to anyone or otherwise use the ideas without any compensation to Submitter, and by acceptance of the Submission, neither WOMMA nor the Competition Parties, waive any rights to use similar or related ideas previously known to WOMMA, the Competition Parties, or developed by any of their employees or agents, or obtained from sources other than you.

SUBMISSIONS POSTED TO THE WOMMA WEBSITE WERE NOT EDITED BY WOMMA AND ARE THE VIEWS/OPINIONS OF THE INDIVIDUAL SUBITTER AND DO NOT REFLECT THE VIEWS OF WOMMA OR THE COMPETITION PARTIES IN ANY MANNER. Any waiver of any obligation hereunder by WOMMA does not constitute a general waiver of any obligation to Submitters.

- 8. Limitation of Liability:** WOMMA, its volunteers, affiliates, subsidiaries, distributors, sales representatives, sponsors, retailers, and advertising, promotion and judging agencies and all other service agencies involved with the Competition, and each of their employees, directors, and officers ("Competition Parties") assume no responsibility for incorrect or inaccurate entry information whether caused by an Submitter, any of the equipment or programming associated with or utilized in this Competition or by any human error which may occur in the processing of the Submissions in this Competition. Competition Parties are not responsible for any problems or technical malfunction of any telephone network or lines, computer on-line systems, servers, or providers, computer equipment, software, failure of any e-mail or players on account of technical problems or traffic congestion on the Internet or at any website, or any combination thereof, including any injury or damage to participant's or any other person's computer related to or resulting from participation in or downloading any materials of this Competition. If, for any reason, the Competition is not capable of running as planned, including, but not limited to, infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of WOMMA, or Competition Parties, which corrupt or affect the administration, security, fairness, integrity or proper conduct of this Competition, or for any reason WOMMA deems it necessary, WOMMA reserves the right in its sole and unequivocal discretion to cancel, terminate, modify or suspend the Competition and/or the prizes. All interpretations of these Official Rules and the decisions of WOMMA are final. WOMMA reserves the right in their sole and unequivocal discretion to disqualify any individual and his or her Submission it finds to be tampering, or

has tampered with the Submission process; to be acting in violation of these Official Rules; or to be acting in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person or entity. As a condition of entering, Submitters agree (and agree to confirm in writing): (a) to release Competition Parties from any and all liability, loss or damage incurred with respect to the awarding, receipt, possession, and/or use or misuse of any award and from use of the Submission in any manner (b) under no circumstances will Submitter be permitted to obtain awards for, and participant hereby waives all rights to claim, punitive, incidental, consequential, or any other damages, other than for actual out-of-pocket expenses; (c) all causes of action arising out of or connected with this Competition, or any prize awarded, shall be resolved individually, without resort to any form of class action; and (d) any and all claims, judgments, and award shall be limited to actual out-of-pocket costs incurred, excluding attorneys' fees and court costs.

9. **Governing Law:** By entering, Submitters agree that all issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, participant's rights and obligations, or the rights and obligations of the Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of State of Illinois, without giving effect to any choice of law or conflict of law rules. By entering, Submitters consent to the jurisdiction and venue of the federal, state and local courts for Cook County, Illinois.
10. **Sponsor:** Word of Mouth Marketing Association, 65 East Wacker Drive Suite 500, Chicago, IL 60601.