



I C M A
Making classified media work better!
International Classified Media Association

2012 CLASSIFIED MEDIA INNOVATION AWARD

Innovation is a new way of doing something or "new stuff that is made useful". It may refer to incremental and emergent or radical and revolutionary changes in thinking, products, processes, or organizations. Source: Wikipedia

Share your innovation within classified media!

This is the third Classified Media Innovation Award organized by ICMA. The winner will be selected from the proposals received from you. All classified media companies are allowed to participate, whether ICMA members or not. Just let us know what you are doing in the innovation arena. It is that simple!

The 2012 Award will be announced at the ICMA Innovation Awards Gala Party on 21 April in Atlanta, Georgia, USA. The winners will be decided by the ICMA Board of Directors and the top shortlisted companies are expected to present their innovation in the Global Summit.

The award is organized in cooperation between ICMA and Vaibmu Ltd. Vaibmu will handle your replies and prepare a short report, which will be emailed after the AFCP/ICMA Atlanta Global Summit.

How to participate in the Awards

Just a few easy steps will qualify you.

1. Read the Rules and Instructions from the following page
2. Share this document with your team and gather with them to discuss the following questions.
3. Once your work is complete send your submission to info@vaibmu.com.
4. Please remember to include your contact details for reference and follow up. Thank you!

The Rules and Instructions

To make the submissions comparable, please follow these instructions carefully.

1. **Open for all.** The 2012 Classified Media Innovation Award is open for all companies. You don't have to be an ICMA member to participate.
2. **Award.** A) **Each proposal will be reviewed for the overall award - the "2012 Classified Media Innovation Award"**. B) The short-listed proposals will be categorized by the board into any sub-awards presented such as the "1) **Quick Implementation**, 2) **Show me the money** 3) **Technology** and 4) **Print** awards respectively.
3. **Evaluation criteria.** Each Submission will be evaluated using four (4) criteria: 1) **Novelty**, 2) **Creativity**, 3) **Sustainability** and 4) **Results**. The results will have the heaviest weight in the evaluation. The jury will give also an extra weight for the clarity of the presentation.
4. **Content and Restrictions** regarding the submission. To make the submissions comparable, they should precisely follow the following structure and limitations:
 - A. **Title page** (Maximum one PowerPoint slide or Word page) containing the following information
 - a. Company Name, Country, City
 - b. Contact person name, title, email-address and phone number
 - c. The name(s) of the innovator(s) or the team behind the innovation.
 - d. **Executive summary** of the innovation and results in written format (max. 500 characters including spaces)
 - e. **The results**¹ (Max. 500 characters including spaces in written format or ¼ page table)
 - B. **Detailed presentation** with supporting tables, photographs, screenshots, links and other relevant information to provide the jury a clear picture of the innovation. This presentation may be used in the Global Summit to present the idea. (Max 4 PowerPoint slides)².
5. **Confidentiality.** Please note, that you are not allowed to submit any confidential information whatsoever.
6. **Deadline** for submissions is 10 February 2012. The submissions should be emailed to info@vaibmu.com

THANK YOU FOR PARTICIPATING IN THE 2012 CLASSIFIED MEDIA INNOVATION AWARD!

¹ What are the business results of the innovation? Did it increase revenue, decrease cost, increase customer base, improve brand recognition, or did it lead the company successfully from one business model to another? If there are no clearly tangible results or the jury is still out, please describe the positive outcomes of the innovation so far.

² What is the innovation that makes your company stand apart from the others? Note: Innovation can be a new product, a clever marketing campaign, a great way of organizing sales or production, a new strategic approach to the market, etc. You are not limited to any channel – print, mobile, online are valid.