



Please note the system may log you out after 20 mins. Once you have entered the category for an entry it is automatically saved in your drafts. Each time you move to the next step thereafter your progress is saved - e.g. once you've completed your uploads if you click the next button that info is saved. So make sure to complete each step before you leave your computer for any length of time.

We know you have worked really hard on putting together your ADFX entry so we have developed a entry system that is pain free.

Before you begin there a couple of important things you will need to have organised;

1. Make sure you have downloaded the guide to writing an entry and adhered to the word count for each section.
2. You will need your agencies username and password for the IAPI website. Email jay@iapi.com if you don't have this.
3. You will need both your case study for judging and the IAPI databank in a editable doc such as word.
4. You should have all your tables, graphs, images, company and client logos in the correct files as stated in the T&Cs clearly labelled and organised on your computer.
For video we are looking for a Vimeo or YouTube URL or 1280x720, H264 encoding with .mp4 file.
For audio we are looking for 192kbps MP3 audio.
For printed material, charts, tables, graphs, logos etc.. we are looking for JPG 72 dpi with a maximum width or height of 1500 px.
For PR reasons we also need two creative images that are 115mm wide and have a resolution of a least 300 dpi uploaded to the media gallery clearly labelled PR image.
Please read "what you should upload with your entry" to double check you have everything as you need.
5. Watch the video guide to uploading, print off this doc. and keep it to hand.
6. Do a few dummy runs to get used to the system and then delete when you are done.

All of this will make the process a lot easier for you and each entry should take no more than 30 mins to upload.

More than one person from each agency can log into the dashboard at the same time e.g. you could have three people uploading three entries at the same time.



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Getting Started

Go to www.adfx.ie/enter/.

Enter your agencies username and password to access the entry dashboard and click on add an entry.

Your Entries

Entry Title	Categories	Status	Action
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You have no entries so far

LIST ALL ENTRIES

ADD ENTRY

Step One

Entry info

This is your opportunity to explain what was difficult or interesting about achieving the marketing objectives. (Why was this NOT just 'business as usual'?) You need to think about all the possible sources for the problems: the market, brand, audience, entrenched behaviour, budget restrictions, competitive activity, past history etc... You need to sum up the task in language or models that is/ are clear & compelling?

Step One - Entry Info

Firstly you need to give your case a title that sums up your story in one sentence. Secondly we need some contact details so we can give credit where credit is due.

Title *

Primary Agency

Agency *

Entrant Name *

Job Title *

Email *

Phone *

Mobile *



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Step Two

Category

Select the category/ies that you wish to submit your case into. You can enter a case into more than one category if you wish e.g. FMCG and new launch by clicking on the [plus button](#). This will be counted as two entries and you will be charged accordingly.

You should start to see the information you have entered so far on the right of the webpage.

Category **Retail & Fashion**

- + FMCG
- + Corporate, Finance & Services
- + IT/Telecommunications & Digital
- + Leisure, Media & Entertainment
- + Alcoholic beverages
- + Public Service, Social Welfare & Education
- + New Launch
- + Long Term Effectiveness
- + Pharmaceuticals, Healthcare, Cosmetics & Toiletries
- + Automotive
- + Electrical Consumer Goods

Step Two - Category

Please select the category or categories you wish to enter this case study. Click on the plus symbol to add a category. Click on the minus to remove a category.

You can enter into more than one category e.g. FMCG and New Launch. This will be classed as two entries and you will be charged accordingly.

Category **Retail & Fashion**

- + FMCG
- + Corporate, Finance & Services
- + IT/Telecommunications & Digital
- + Leisure, Media & Entertainment
- + Alcoholic beverages
- + Public Service, Social Welfare & Education
- + New Launch
- + Long Term Effectiveness
- + Pharmaceuticals, Healthcare, Cosmetics & Toiletries
- + Automotive
- + Electrical Consumer Goods

BACK

NEXT

Title: test
Client: Wholefood limited
Brand: Soup Stop
Agencies: Rothco



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Step Three Search Criteria

You should be familiar with the IAPI databank by this stage. The public case study which you are going to upload at a later step will feature here if you win.

Click on a heading e.g. Marketing communications to expand and tag your entry with the relevant fields that apply under each heading by [clicking the plus button](#). NB all databank headings are compulsory.

Your tags will appear at the top in search criteria. If you need to remove one simply click the minus button.

Search Criteria **Repositioning**

Marketing Communications Strategy

- + Brand Launch / New Product Launch
- + New Campaign But Same Positioning

Marketing Communications Model

Business Effects

Advertising Effects

Communication Channels

Step Three - Search Criteria

The public case study will be available to a wider audience in our databank and on WARC post awards.

This is a great resource for the industry and much used. It only works with your help.

Please tag your entry with the relevant search criteria/s by clicking on the plus symbol.

The search tags you select will appear in the tab at the top. If you need to remove a tag simply click the minus symbol.

Once you're happy with everything hit next.

Search Criteria **Repositioning**

Marketing Communications Strategy

- + Brand Launch / New Product Launch
- + New Campaign But Same Positioning

Marketing Communications Model

Business Effects

Advertising Effects

Communication Channels

BACK NEXT

Title: test
Client: Wholefood limited
Brand: Soup Stop
Agencies: Rothco
Categories: Retail & Fashion



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Step Four

Media upload

All the images that you need for both your cases and PR will need to be uploaded here. That includes graphs, charts, tables, your killer chart, creative work, agency and client logos.

For images

Simply click on the [add files](#) button and attach an image and repeat until you have all your images in the select files box. Once they are all there press [start upload](#) and you will see images move to the media gallery on the right of the page once successfully uploaded.

To add video using a URL

Simply copy and paste the URL from Vimeo or YouTube in the box provided. [Click on add](#) to upload the video to the media gallery. You will see it on the right if the upload has been successful.

Upload new files

Select files
Add files to the upload queue and click the start button.

Filename	Size	Status
Drag files here.		

[Add Files](#) [Start Upload](#) 0 b 0%

Or add an URL in the box below (vimeo or youtube)

[Add](#)



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Step Five

Case Study Details

Almost there.....we promise!

Here is where you upload both your entry for judging and the databank. (It is compulsory that both cases are submitted and changes can not be made once you have confirmed your entries)

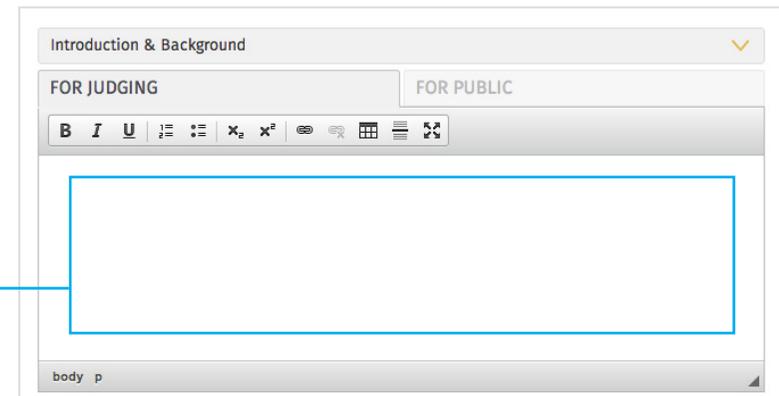
The good news is once you have all this done we won't be hounding you looking for extra materials and you can look forward to the awards night.

Make sure you have both cases (judging and databank) available in a doc. such as word to copy and paste.

Once you are ready to begin click on the first heading Introduction and background.

Add Text

To put text in a section simply copy from the word doc and paste in the space provided.





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Step Five

Case Study Details

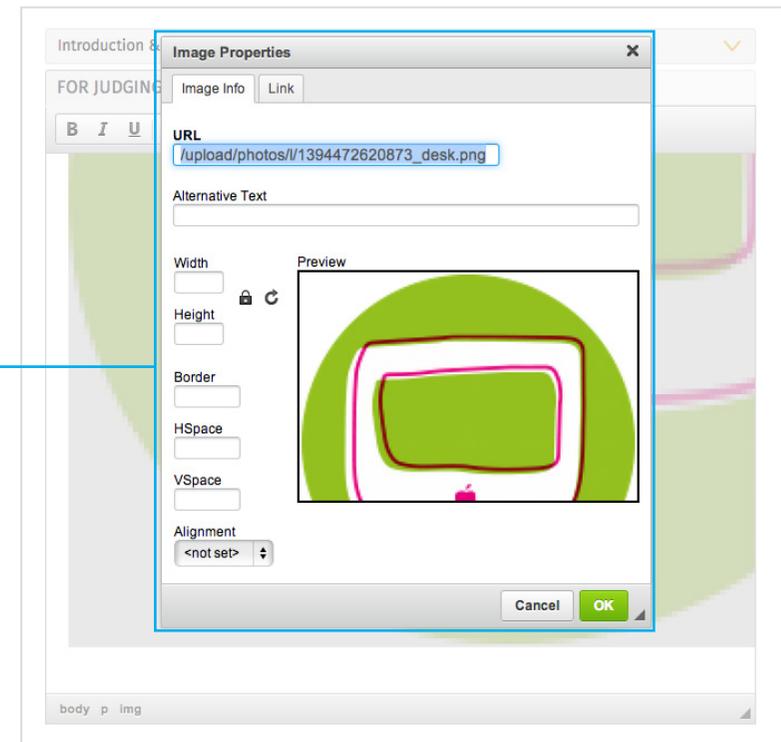
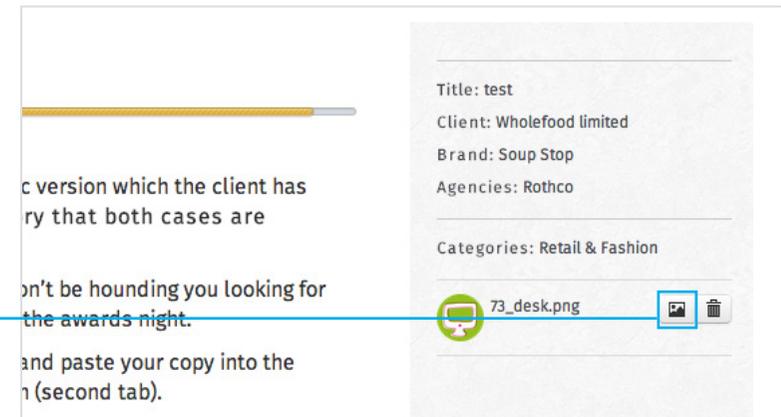
Adding an Image, Graph, Table etc..

To add a file such as image or graph double click the space where you wish for the image to be placed. You will need to hit the return button to create space. Then simply click on the [add image button](#) the image which is located on the right hand side beside the thumbnail of the image you uploaded in the step four.

We would recommend you do a few dummy runs on this.

Making changes to an Image

If you need to make a change to the image e.g align it differently or change the size simply [double click on the image](#) after you have placed it. Our advice however is not to make too many changes otherwise you are creating more work for yourself.





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Case Study Details

Building a Table

If you need to put in a table and don't have it as a jpg image you can build a table in the system.

Click on the [table icon](#)

[Press ok](#) and fill in the table directly on the screen.

What about Charts and Graphs?

These should all be jpg images that have been uploaded into the media gallery. Make sure all charts and graphs etc.. are clearly labelled and sourced.

The screenshot shows the ADFX entry editor interface. At the top, there are tabs for "Introduction & Background", "FOR JUDGING", and "FOR PUBLIC". Below these is a toolbar with various icons for text formatting (bold, italic, underline), list creation, link insertion, and a table icon. A blue box highlights the table icon. Below the toolbar, a "Table Properties" dialog box is open, showing settings for a table with 3 rows and 2 columns. The dialog has tabs for "Table Properties" and "Advanced". The "Table Properties" tab is active, showing fields for Rows (3), Columns (2), Headers (None), Border size (1), Alignment (<not set>), Width (500), Height, Cell spacing (1), and Cell padding (1). There are also fields for Caption and Summary. The dialog has "Cancel" and "OK" buttons at the bottom right. A blue box highlights the "OK" button.



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Step Five

Case Study Details

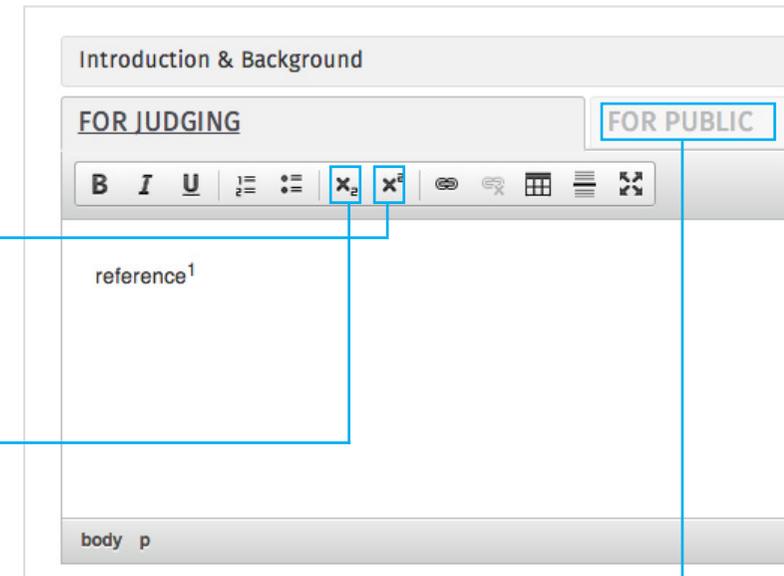
Adding footnotes or appendices

Simply double click the cursor where you need the reference to be placed and put in the number e.g. 1. Highlight the number and [click this button](#)

To type the reference/source move the cursor to the end of the page under all the text. Type the corresponding number and highlight. Then [click this button](#) and type the reference.

Uploading your case to the databank

When you have completed this section for judging simply click the work book titled [public](#) and repeat the steps.





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Step Five

Case Study Details

Completing the upload process

When you have completed Introduction and Background minimise this and expand the next heading Marketing Objectives and repeat until you have both cases uploaded. Then click on [save and review](#).

This will take you to a view area and you can see how your entry will look to the judges and in the databank. If you need to make changes simply click [edit](#). If you are happy click [confirm](#).

This will take you back to the dashboard. To submit your entry for review by IAPI [click on list all entries](#), tick your entries in the box provided and press [submit selected entries](#).

You will receive an email from IAPI to let you know if your entry has been moved through to payment or if changes are required.

Please note to avail of the entries discount do not pay until all your agencies cases have been uploaded and approved by IAPI.

A vertical list of sections with expandable arrows on the right:

- Introduction & Background
- Marketing Objectives
- The Task
- The Strategy
- The Idea
- Results
- Impact
- Summary

At the bottom, there are two buttons: **BACK** on the left and **SAVE & REVIEW** on the right.

The preview page for an entry titled "Red dress" by Rothco. It shows the following details:

- Categories:** Retail & Fashion
- Buttons: **FOR JUDGING** (selected) and **FOR PUBLIC**
- INTRODUCTION & BACKGROUND - JUDGING** section with placeholder text.
- Right-hand sidebar with a table of contents:

INTRODUCTION & BACKGROUND	
THE TASK	
THE STRATEGY	
THE IDEA	
THE RESULTS	
THE IMPACT	
SUMMARY	
MEDIA GALLERY	
- Bottom right buttons: **EDIT** and **CONFIRM**

The "Your Entries" dashboard shows a summary of entry statuses: **Drafts 1**, Submitted, Approved, and Paid.

Entry Title	Categories	Price	Status	
<input checked="" type="checkbox"/> red dress	Retail & Fashion	€500	Draft	

At the bottom, there are two buttons: **SUBMIT SELECTED ENTRIES** and **ADD AN ENTRY**.