



Are awards important?

Well, given that I run The Caples Awards, I'm not going to say 'no', am I?

That said, it's a good question.

Especially now, when there seems to be a backlash against awards generally.

It all started when Publicis pulled out noisily from all awards shows at Cannes in 2017.

That gave the bean-counters permission to sound off about how expensive awards are.

And, because creative directors are now in thrall to their finance directors, budgets got mercilessly ravaged.

However, just because some accountants say awards don't matter doesn't mean they don't matter.

Actually, they matter more than ever.

Here's why.

Awards are good for morale

All agencies talk about the importance of creativity.

After all, it's the bit their clients can't do.

So, you CEOs and COOs, you FDs and CFOs, prove it.

Spend some money on your product.

It lets your clients know you think you've done a pretty good job on their behalf.

It also allows your creative people to feel good about themselves.

Since they have been crapped on all year, this is not unimportant.

(It was the writer H.G.Wells who once wrote, "Never underestimate the enthusiasm others have for changing your work.")

If they think they can win awards, they won't look around for other jobs.

When Publicis pulled out of awards, some very talented people pulled out of Publicis.

Creative people need some emotional reward for the long hours they work.

Awards are an advertisement for the agency

Clients are uninterested in what awards you win.

But they are interested in knowing that you do win them.

It lets them know they're not with a crap agency.

Also, the best marketers know that if they have big problems, they need the best people to fix them.

And the best people are to be found in agencies that win awards.

Because that's where they feel most appreciated.

Thankfully, the accountants haven't taken over completely.

Awards are an advertisement for advertising

Awards shows like The Caples (that's a plug, by the way) reward innovation.

New ways of tackling problems.

New applications of technology.

See “Auto Ads” for carsales.com.au from CHE Proximity Australia that was ‘Best in Show’ at The Caples 2018.

https://www.directnewideas.com/magazine/carsales_com_au_autoads/?id=2556

One day, all advertising could be this personalised.

Incidentally, it sold a lot of cars for a lot of happy Australians.

Take “SelfieSTIX” for Mars from Colenso BBDO Auckland.

https://www.directnewideas.com/magazine/mars_nz_pedigree_selfiestix/?id=2557

It’s a thing, not an ad. And it whacked up sales of Dentastix 25%.

Kerching.

Brand managers take note.

It’s further evidence that brands communicate as much in what they do as in what they say.

Award-winning work works better

Talking of proof, James Hurman’s book “The Case for Creativity” proves that ideas that get gongs also get results.

Similarly, Les Binet and Peter Field’s IPA updated treatise “The Long and the Short of It” shows that award-winning campaigns are six times more successful than unawarded ideas.

McDonald’s have said that their prize-winning work is, on average, 54% more successful.

And even McKinsey’s have piled in with the data to explain how creativity generates business value.

At The Caples Awards, results are important.

It’s a show that rewards work that works.

Awards inspire

If you enter The Caples Awards and if you win, your work will be saved in a book of the show.

You’ll get a free copy.

So will your clients.

And we will do everything we can to share your brilliance with as many other marketers as possible.

So that your great work can encourage more great work.

And standards rise.

So that advertising no longer irritates the heck out of people but engages. Entertains.

Charms. Seduces.

Now there’s an ambition.

For more information about The Caples, visit <https://caples.org>

Patrick Collister

The Caples Awards