



2024
ROI AWARDS
ENTRY KIT

+ + + +

www.roifestival.com

迈向AI增长时代

17TH ROI AWARDS

2024

金投赏商业创意奖

参赛手册 ENTRY KIT

Towards the Era of AI Growth



ROI Festival – All in AI and Charity Foundation

On March 21st, more than 100 nicely dressed guests filled the banquet hall of the historic and iconic HKJC Clubhouse on Shan Kwong Road, Happy Valley. This is the first time ROI Festival has held our members meeting and reception in Hong Kong and annual theme "Towards the Era of AI Growth" was announced. Last October at the Annual Dinner, the Organizing Committee announced that ROI Festival Awards will continue to be hosted in Shanghai every October focusing on domestic circulation, in addition, an external circulation in Hong Kong every March to actively respond to the central government's call of Dual Circulation strategy. Five months later, ROI Festival Charity Foundation held its members' meeting & launch dinner in Hong Kong carrying the theme of "Hong Kong - our next level up", achieved great success.



Since last year, ROI Festival saw that the future AI era will usher in new opportunities and challenges. As leaders in the industry, all members of ROI Festival welcome challenges with great enthusiasm and a sense of mission. We firmly believe that this year we'll see a surge of AI entries. Plenty of efforts and resources in relevant research and visits were made under the slogan All in AI, and we have met with leading companies and tech companies. We believe that this year's AI track will become the fastest hot track in ROI Awards' history. At the same time, the AI we have developed and trained for more than a year is used to assist judges in efficient and accurate review of entries during the final evaluation. Although it is in a test phase, it is expected that the number of AI-assisted review works involved will be within 3% of entries this year, and AI is only an auxiliary role. The final result is still based entirely on the judges' scores, but we believe this is a great innovative taking, for all these actions and measures occurred in just the last several months.

On the contrary, at the debut release in Hong Kong, the ROI Festival Charity Foundation officially presented our public welfare development. Since 2011, ROI Festival has established a public welfare program to educate young people on creativity, support scholars' research and professors to promote brand communication of public welfare, and improve general public awareness on creativity. Our focus on creative education has always been on the roadmap and is developing in the form of a charitable foundation with long-term sustainability.

On one hand, the rapid response and change reflect the ROI Awards' agility to meet the new era under the leadership of our Council. On the other hand, the Council has also formulated a long-term sustainability development plan for the awards in Creativity Education. The contrast and the achievements we have made, I believe this is the secret behind ROI Festival's industry status today. Finally, I would like to thank all the participating companies and partners. Without your support, ROI Awards could not have come this far. I also look forward to everyone's excellent works this year and their participation in the ROI International Festival of Creativity this October. This year's ROI Festival will be beyond expectations as we practice entering the era of AI growth. We will subvert the conventional speech mode, more live, better interactive experience, wider spread, and improved content. Looking forward to this together!

Dr. Onicek He, Founder & Chief Architect of ROI Awards & ROI Festival

March 23rd, 2024

“

ROI Festival is registered in Hong Kong as a non-profit and a charitable organization. It is a not-for-profit member organization, focusing on creativity education. Having 50+ members, together to drive China business creativity, and empower the growth of enterprises home and abroad.

”



(2024 ROI Festival Launch Dinner held at HKJC Clubhouse at Shan Kwong Road, Happy Valley, Hong Kong)

03 KEY DATES



CONTENTS

17TH
ROI AWARDS 2024



04



PART ONE

Values of ROI FESTIVAL

05

Mission, Vision, and Values
Background
The Origin
The Theory of Business Creativity
The Evaluation Model of ROI Awards
How to use the ROI Audit model for evaluation
ROI Audit Evaluation Model 5.0
Supervision Mechanism
Evaluation Criteria
Budget types of Marketing Creativity Categories
Entry Material Standard
Value of Participation



PART TWO

ROI Awards Categories

18

Brand Company Group
Agency Company Group
Media Company Group
Production Company Group
Product Design Group
Overseas Group
Social Responsibility & Sustainable Development
Industry Classification
Awards
Establishment & Cancellation of Categories



PART THREE

JURIES & JUDGING

53

Juries & Judging
Judging Process Optimization
Judging Process
Judging Process of Grand Prix
Juries Scoring
Rules on Discussion among Judges
Plagiarism, Infringement and Originality
Group photo of previous juries
ROI Awards previous juries
Figures on previous ROI Awards

(English translation is provided for the purpose of understanding only.
The 2024 ROI Awards Entry Kit in Chinese shall prevail.)



PART ONE



VALUES OF
ROI FESTIVAL

17TH
ROI AWARDS 2024



06

Values of ROI FESTIVAL

Mission, Vision, and Values

ROI Festival is the world's first business creativity awards, which aims to celebrate the most creative brands and enterprises, encourage them to utilize limited budgets to achieve the highest and most effective return. ROI is Return on Investment.

ROI Festival's mission:

To drive China business creativity, to empower the growth of enterprises.

ROI Festival's vision:

To become a top three global creativity awards, having entries from over 100 countries, and to establish a museum that archives, studies, and promotes China business creativity towards a global collection.

ROI Festival's values:

To pursue sustainable development,
To spread the power of benevolence,
To ignite people's faith in creativity,
To pass these down to more excellent people!

Background

ROI Festival was founded in Shanghai, China in 2008. Through 16 years of development, it has developed into a highly anticipated award in Asia and a globally recognized international awards in China.

The 16th ROI Awards in 2023 recorded a total of 2,845 entries. Among them, the participating companies in the Brand Company Group grew 3% and have entries from Australia and Nigeria for the first time, a solid step forward into globalization. The Agency Company Group increased by 112% in the AI creative category, 37.5% in the e-commerce operation category, and 133.3% in the offline promotion category; the influencer content creation category in the Media Company Group increased by 15.6%, the audience planning category increased by 5.7%, the search engine category increased by 133%, the social marketing category increased by 13.1%, and the directional integration category increased by 175%; the Production Company Group also made significant breakthroughs, with a growth of 8.7% in the photography service category and 8.3% in the photo retouching service category.

The Origin

At its establishment, Dr. Onicek He, founder of ROI Awards, has hoped to differentiate with existing traditional creative awards at that time, he advocated the use of creativity to help business success, and quantified the contribution and value of creativity from the perspective of management. ROI is Return on Investment, and hence adopted the English name ROI Awards. It is more than just awards. The ROI Awards ceremony and forums are held as a large-scale festival, which forms the origin of ROI Festival to be held very October. The Chinese name 'Jin Tou Shang' is the translation of ROI Awards in that Jin means Gold, Tou means Investment, and Shang means Awards.

The ROI Awards trophy is designed by Dr. Onicek He, the founder and chief architect. The trophy is a body statue with both hands stretched upward, skillfully putting the three letters roi into its contour: the trophy looks like the lowercase letter r on the side, while the head and body of the trophy look like the letter o and i respectively on the front.

Different from traditional advertising design awards, the core of ROI Business Creativity Awards is to look at the works from management perspective, rather than simply from the perspective of advertising creativity or pure design. The perspective of management is much broader and longer-term. In addition to the works of marketing creativity, there are also works of product creativity, which is the essence that is different between ROI Awards and other traditional advertising design awards.

The Theory of Business Creativity

ROI Awards is the first in the world to come up with the concept of Business Creativity. In 2013, 2015 and 2018, Dr. Onicek He, the founder of ROI Awards, successively published three books on "Business Creativity" to define the understanding of the theory. Simply put, Business Creativity, is the creativity that can realize business value. It is typically brought out by enterprises or their related institutions, through internal incubation or external acquisition, and ultimately used to achieve business value. The purpose of business creativity is very clear, the creativity generated in order to achieve certain business value. Business value is not the same as market value. Business value refers to the economic value of things in production, consumption and transaction, which is usually expressed and measured in monetary terms.

The Evaluation Model of ROI Awards

According to the latest evaluation model, ROI Audit 5.0, which has been under continuous improvement toward optimization to adapt to marketing theory and ever evolving innovative technologies. Previous version abstracts the factors leading to the final result of the case into two parts: the creative element driven by the enterprise as the internal cause, and the various influences caused by the external environment as the external cause, which guides the evaluation basis of case. The latest ROI Audit 5.0 focuses more on two core budgets of commercial creation process - Product R&D and Marketing, and classifies business creativity into short, medium, long-term goals, matching the respective creative stages and activities. This serves as the core setting of awards categories, and gives directives on evaluation methods.

ROI Awards Evaluation Ecology

Through 16 years of development, the ROI audit model has constructed a complete ecological system. Through this system, all works can be evaluated objectively and fairly every year.

The model consists of three parts:

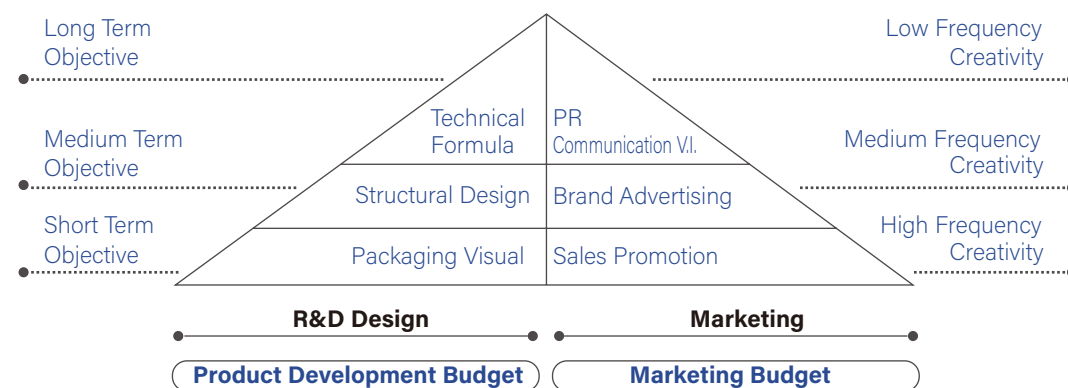
- 1.All participating companies will submit entries according to the entry guide published yearly;
- 2.For the appointment of judges, the organizing committee will invite authoritative and influential experts in the industry to become ROI Awards judges only after passing vigorous standards;
- 3.Third party supervision. The award-winning rules and proportion announced by the ROI Awards every year are independently audited by PwC, one of the world's largest accounting firms.

On top of these three guidelines, the organizing committee of ROI Awards has continuously fine-tuned and optimized the evaluation system every year, ensuring transparency, impartiality and openness.

How to use the ROI Audit model for evaluation

In the latest ROI Audit 5.0 model, we look at the impact of product development budgets and marketing budgets on complete business creativity from a corporate management perspective. Therefore, it is required that entries must indicate the long-term, medium-term or short-term goals of the company. At the same time, it is also the first time asking whether the creation is a high-frequency, medium-frequency or low-frequency creation.

ROI Audit Evaluation Model ROI Audit 5.0



On this basis, the format of the case entry still follows the structural prescribed form of "Background, Objective, Creativity, Result, Analysis".

The jury will still be composed of professionals and experts from different industries and fields, and will use this to simulate the real market, and give objective judgments on cases under the guidance of the ROI Awards evaluation model.

Supervision Mechanism



Since 2012, PwC, one of the world's largest accounting firms, has provided third-party vote counting services for ROI Business Creativity Awards for 12 consecutive years. With the development of ROI Awards, its service scope has expanded from the initial complete offline statistics, to offline statistics plus data supervision of online operating system.



On June 13, 2012, Dr. Onicek He, Founder and Chief Architect of ROI Awards, signed an agreement with Mr. Li Dan, Managing Partner and Chief Accountant of PricewaterhouseCoopers (PwC) Zhongtian CPAs, for PwC to become an independent vote counting partner of ROI Awards. PwC uses its global expertise and professional systems to ensure objectivity and fairness, enabling ROI Awards to develop into an influential award in Greater China, Asia and the World.



Evaluation Criteria

All entries will be scored by the following three criteria standards.

Objective & Difficulty: 30%

Every work and case must have its goal. There are many factors involved. Different enterprises, different brands, different stages and different budgets face different challenges. This is like a diving competition. The degree of difficulty is different, and the final score is also different. The same is true for the competition cases of ROI Awards. A case having a 1million budget vs a case having hundreds of millions in budget, the target difficulty and expectation of the two will be different. A mature international top 500 brand and a new growing brand also have different brand status and trust in the eyes of consumers.

Creativity & Execution: 30%

ROI Awards believes that a good case is the combination of creative sensibility and execution rationality. How to efficiently find your target audience and let them experience your products or services - in this dimension, the core of the evaluation is to see whether the work or the case can make the target audience to have a very good brand experience.

Result: 40%

ROI Awards attaches great importance to quantifying creativity with the market. The result of this evaluation standard is that corresponding to the previously proposed objectives, the objectives are not necessarily short-term effects, such as sales volume, but may also be medium and long-term effects, such as consumer preference or corporate social responsibility related to public welfare. No matter how your goal is set, the final result must match the set objectives. Otherwise, a work that has unfinished ROI, cannot achieve its business objective and naturally cannot get high scores.



Budget types of Marketing Creativity Categories

ROI Awards make continuous innovation and breakthroughs in the development. Its category design has always been the closest to the market with the most cutting-edge technology and trend. We classify all marketing works into three categories: long-term effect, medium- to long-term effect and short-term effect: corresponding to the budget type and category in the enterprise. Such classification is more in line with the expectations of enterprises, therefore they can select excellent works more objectively and fairly.

The following is the definition of three types of budgets:

Sales Promotion Budget (short-term effect)

This budget mainly comes from the sales department. Some companies also call it performance budget. The goal of enterprises is usually to achieve sales or conversion. The budget of internet e-commerce is typically in this category, or the so-called short-term effects budget.

Brand Budget (medium- to long-term effect)

This part of the budget mainly comes from the enterprise brand department, so it is called brand budget. Some companies call it marketing budget, and its internal definition is from the budget of the marketing department. No matter how it is called, the objective of an enterprise is usually to establish the goodwill preference of target consumers, more exposure and brand awareness, and marketing activities or events for the longer term investment of the brand.

PR Budget (long-term effect)

PR budget is also called corporate communication budget, including the communication of the enterprise's own brand and CSR. This budget is often confused with the public relations function or event. Here, ROI Awards mainly defines it as the part of Earned Media winning free media reporting, including offline media press conferences and the content of social media.

Summary: Short-term, medium-term and long-term effect budgets are all relative concepts. At the present, we define the short-term effect as the effect that occurs within three months, the medium-term effect is the one that occurs within one year, and the long-term effect is the one that occurs for more than one year. With the rapid development of technology and marketing solutions, various marketing concepts emerge one after another. The combination of branding and performance effects is considered by marketers, the reason is that enterprises have become more and more efficient at achieving business goals.

Entry Material Standard

Case Format

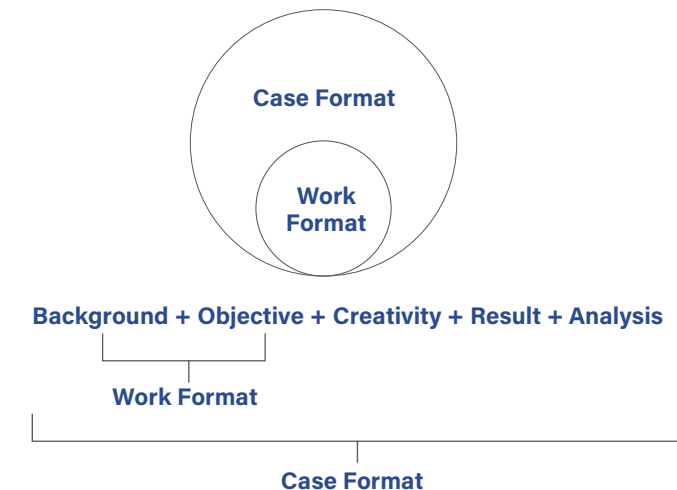
Entries are submitted in the form of a Case. The ROI Awards Organizing Committee requires entries to use the PPT file format of Microsoft PowerPoint and operate under the reference template provided by ROI Awards. Each PPT is a stand alone case. The case format is used in the selection of ROI Awards, which is towards a complex professional selection. Judges need more conditions and information before they can make the final judgment combined with their own experience. Therefore, all cases must include five aspects: Background, Objective, Creativity, Result, and Analysis.

Note: Entries in case format can be submitted with video to supplement the review. In order to ensure the fairness of the review, only one video of no more than two minutes is accepted for each case. Supplementary video is not mandatory. Participating companies can choose whether to submit it or not.

The same case can participate in different sub-categories (e.g., creative integration cases containing sports event marketing, both creative integration category and sports marketing categories can be submitted at the same time), however the PPTs of the submitted cases cannot be identical, they should focus on different sub-categories of ROI Awards accordingly.

Work Format

Entries are submitted in the form of a Work. Each work only requires the contents of background and objective. Work Format is used in the selection of ROI Awards for works that focuses on creative design. Compared with case format, the judges will spend more time looking at the details of the works. The official requirement of the ROI Awards Organizing Committee is to use relatively high-resolution JPG format pictures and MPG format video.



**Case Format: Background (20%) + Objective (20%)
+ Creativity (30%) + Result (20%) + Analysis (10%)**

Materials used are different when writing different cases. The following indicators are for reference to participating companies

Background: Enterprise history, current size, market status, consumer preference and competition status.

Objective: growth rate, sales volume, market share, click rate, conversion, exposure, management satisfaction, team satisfaction and dealer satisfaction.

Creativity: the complete process from creativity to final execution.

Result: as compared to the set objective.

Analysis: the participating company analyzes why this case is outstanding.



Value of Participation

- 1 ROI Awards is the world's first business creativity awards, its evaluation standard is to use the market (both professional judgments and consumer/sales responses) to quantify creativity.
- 2 Creditworthy and Objectivity : Our professional judges and evaluation procedures, together with the collaboration partnership with PwC, all ensure the results are authoritative and objective.
- 3 Active Participation: ROI Awards is the first one who rewards marketers for maximizing R&D budget of product creativity or marketing budget of communicating creativity to achieve best ROI from the corporate perspective. It also helps accelerate development from the perspective of the industry.
- 4 Prominent judges: It gathered first-class enterprise product R&D and brand management decision-makers in China and abroad, as well as senior executives of international 4As and senior executives of local influential companies as judges, our prominent judges have helped established the authority and influential power of the ROI Awards. Their final selections may represent the wind vane of business creativity every year.
- 5 Participation of advertisers:
阿迪达斯/adidas、爱马仕/Hermes、安克创新/Anker Innovations、安踏/ANTA、百胜中国/YUM、百事/Pepsi、宝洁/P&G、宝马/BMW、保时捷/Porsche、伯爵/PIAGET、博柏利/Burberry、CK/Calvin Klein、卡地亚/Cartier、蒂芙尼/Tiffany、东风日产/DONGFENG-NISSAN、东阿阿胶/Dong-E-E-Jiao、法拉利/Ferrari、葛兰素史克/GlaxoSmithKline (GSK)、古驰/Gucci、海尔/Haier、华为/HUAWEI、惠氏/Wyeth、京东/JD、吉利/Geely、蕉下/Banana Umbrella、壳牌/Shell、凯迪拉克/Cadillac、康师傅/Master Kong、可口可乐/Coca-Cola、克丽丝汀迪奥/Christian Dior、兰蔻/Lancome、乐高中国/Lego China、乐事/Lay's、立白集团/Liby、联合利华/Unilever、联想/Lenovo、路易威登/Louis Vuitton、路虎/Land Rover、马爹利/Martell、玛氏/Mars、麦当劳/McDonald's、梅赛德斯-奔驰/Mercedes-Benz、美赞臣/Mead Johnson、蒙牛/MENGNIU、米其林/Michelin、奈雪的茶/NAIXUE、耐克/NIKE、欧莱雅集团/L'Oreal、欧珀/OPPO、泡泡玛特/POP MART、青岛啤酒/TSINGTAO、雀巢/Nestle、人头马/Remy Martin、荣耀/HONOR、瑞士莲/Lindt、三星电子/Samsung、森马/SEMIR、上汽大众/Shanghai Volkswagen、天创/TCL、维沃/VIVO、完美日记/Perfect Diary、沃尔沃/Volvo、香奈儿/Chanel、小米/Xiaomi、星巴克/Starbucks、雅诗兰黛/Estee Lauder、伊利/Yili、亿滋/Mondelēz、一汽奥迪/FAW Audi等。

- 6 Participation of famous creative agencies:
包括安索帕中国/Isobar China、奥美/Ogilvy、传立媒体/Mindshare、电通中国/dentsu China、浩腾媒体/OMD、华扬联众/Hylink、极致传媒/Initiative、剧星传媒/Vision star、蓝色光标/Blue Focus、李奥贝纳/Leo Burnett、派瑞威行/Aspiration、三人行/THREE S COMPANY、省广集团/GIMC、天与空/TIANYUKONG、伟达公关/H+K Strategies、蔚迈中国/Wavemaker、新意互动/CIG、阳狮媒体/Publicis Media、有氧/YOYA DIGITAL、原象/i2mago、蕴世/iNSPIRE等。
- 7 Participation of top tier media & digital media companies:
爱奇艺/iQIYI、百度营销/Baidu Marketing、哔哩哔哩/Bilibili、财新传媒/Caixin、超级汇川/CHAOJIHUICHUAN、快手磁力引擎/Kuaishou Magnet Engine、抖音电商/Douyin E-Commerce、分众传媒Focus Media、京东/JD、巨量引擎/Ocean Engine、芒果TV/mangoTV、360 公司/Qihoo 360、什么值得买/SMZDM、搜狐视频/tv.sohu.com、TikTok/TikTok、腾讯/Tencent、网易传媒/NetEase、微博/Weibo、小红书/xiaohongshu、雅仕维/Asiaray、优酷/Youku、知乎/Zhihu等。
- 8 E-Commerce service providers and MCN enterprises:
宝尊电商/BAOZUN、宸帆/CHENFAN、交个朋友/JGPY、凯淳/Kaytune、丽人丽妆/lily&beauty、联世传奇/linkworld、美ONE、茉莉数科/moligroup、鹏泰电商/Cheil、若羽臣/RUOYUCHEN、无忧传媒/Joy Media、壹网壹创/Onechance、原象/i2mago等。

17 THE VALUE

Significance behind award-winning works

There are five levels of ROI Awards, namely Nomination award, Bronze, Silver, Gold, and Grand Prix! In 2023, the ROI Business Creativity Awards collected a total of 2,845 outstanding works. These participating companies include both well-known multinational enterprises and local listed Companies, covering the vast majority of well-known enterprises and brands in Greater China. However, more than 80% of the works will be eliminated during the first round evaluation for nomination, and the proportion of gold awards is only 1.79%, resulting in only 9 grand prizes. Therefore, winning a ROI Awards trophy means that the work is very outstanding and is the most successful and highest ROI business creativity in the market in the past year!

Definition of successful works

According to the theory of business creativity, the ROI Awards look at the issue and define the success of the work from the perspective of management. Whether a piece of work is successful or its ROI is high is the core judgment standard of ROI Awards, "the efficiency of achieving the goal under same conditions!"

ROI Awards see creativity as a means, not an end. The success of an idea depends on whether it has achieved its objective. Under the same conditions, different ideas have achieved their objectives, so they are distinguished by efficiency. In fact, the root of all management issues is match-making of efficiency. As a Business Creativity Award, the core of ROI Awards is to constantly discover and promote more efficient ideas to achieve business objectives. In theory or in practice, improving efficiency is the essence of management. Therefore, from this point of view, the ROI Awards can be considered a management award. It can be said so, because using creativity to improve efficiency and achieve business objectives is the most concerning issue of management.



PART TWO



Brand Company Group				
Entry Format	Case			
Entry Category	BD-01 Marketing	BD-02 Global Marketing	BD-05 New Marketing Trends	BD-06 AI Technology and Marketing Application New
	BD-1001 Integrated Marketing Communication (Single) BD-1002 Integrated Marketing Communication (Annual) BD-1004 Celebrity & KOL	BD-2001 Branding Integration BD-2002 Performance Integration	BD-1003 Digital Retailing BD-4001 New Product Full Link Marketing BD-5002 Local Online Operation BD-5003 Product Strength Marketing BD-5004 Short Play Content Marketing New	BD-6001 AI Content New BD-6002 AI Communication New BD-6003 AI Innovation Integration New

Kuaishou Magnet Engine x ROI Awards partnership

With the purpose to help brand value break through to achieve dual-effect improvement of brand and product through creative content and marketing communication of short plays. Kuaishou Magnet Engine partners with ROI Awards Organizing Committee and has become an award partner this year. Entries for the following award category will receive special support from Kuaishou Magnet Engine and receive a 50% discount on entry fees.

BD-5004 Short Play Content Marketing
Kuaishou Magnet Engine and its affiliated companies are not allowed to participate in the above.

Xiaohongshu x ROI Awards partnership

With the purpose to help brands understand segmented user demands, achieve good product seeding promotion and breakthroughs, drive product sales growth and successful brand mindset, Xiaohongshu partners with ROI Awards Organizing Committee and has become an award partner this year. Entries for the following award category will receive special support from Xiaohongshu and receive a 50% discount on entry fees.

BD-5003 Product Strength Marketing
Xiaohongshu and its affiliated companies are not allowed to participate in the above.

Marketing: (Case Format)

BD-1001 Integrated Marketing Communication (Single): entry submission is a single project, whether it is new product launch, brand promotion or product promotion.

BD-1002 Integrated Marketing Communication (Annual): entry submission is based on the annual integrated communication marketing case. Different companies or enterprises have different fiscal year, time calculation and cycle duration are different. Different from the single project, this category considers the integral performance of the whole year rather than a single phase of the project.

BD-1004 Use of Celebrity and KOL: communication marketing case of brand cooperation with celebrity or KOL.

Global Marketing: (Case Format)

BD-2001 Branding Integration: cases of global marketing that combine online and offline resources, with brand enhancement as the main goal.

BD-2002 Performance Integration: cases of global marketing that use multiple tools, multiple channels, and data insight to achieve performance goals.



New Marketing Trends: (Case Format)

- BD-1003** Digital Retailing: refers to new retail model in which brand companies use advanced technologies such as big data and AI to upgrade and transform the production, distribution and sales process, and deeply integrate online services, offline experience and modern logistics.
- BD-4001** New Product Full Link Marketing: refers to cases that use e-commerce, aim at life stages of new product incubation, warm-up, launch growth, hot-picks, through insights and user feedbacks, use full-link and omni-channel integrated marketing that solves operational pain points, improves efficiency, and enhances the influence.
- BD-5002** Local Online Operation: refers to offline merchants through integration of online content, marketing resources and digital technology, stimulates online consumption scenarios, improves offline traffic, and achieves synergistic growth in brand and performance.
- BD-5003** Product Strength Marketing: refers to cases that rely on content-based online platforms, the brand focuses on user insights; its marketing highlights specific product strengths in order to seize segmented markets. By creating high-quality content with a focus on target audiences, use cases, trending topics, etc., the brand leverages organically driven word-of-mouth momentum, and enables effective product marketing and market breakthroughs, driving sales growth, brand awareness, and the healthy development of business.
- BD-5004** Short Play Content Marketing: refers to cases that content producers or copyright owners who target short play content products, targeting consumers, combining content creativity of short play, as well as targeted short play marketing strategies and delivery methods. Use mini programs, short video platforms and other multi-channel-oriented publicity, diversion and conversion, to realize content monetization.

AI Technology and Marketing Application: (Case Format)

- BD-6001** AI Content: refers to marketing cases driven by natural language processing, computerized vision, cross-modal and other technologies of AI (artificial intelligence), in creative forms such as graphics and text to communicate with consumers.
- BD-6002** AI Communication: refers to marketing cases of user interaction through AI (artificial intelligence) technology and tools, including creative forms such as digital humans.
- BD-6003** BD-6003 AI Innovation Integration: refers to marketing cases using AI (artificial intelligence) technology and tools to conduct an innovative integration.

How to participate

All participating companies please register on ROI entry submission system (entry.roifestival.com) and submit entries online.

Please follow our wechat public account 金投赏商业创意奖 for details about registration, rules, materials, format, and submission, etc.

If you have fully understood the rules, please proceed directly to ROI entry submission system (entry.roifestival.com) and submit your entries.

Format

Case Format: PPT

Participating companies are welcomed to produce a supplementary video to explain the works/case submitted. No extra charges for this video are required. The organizing committee believes that a supplementary video may transmit more information about the entry case, but it is not necessarily linked to winning.

Entry Fee

15th April – 31st May (early bird submission period)	1st June – 15th June (regular submission period)	16th June - 30th June (extended submission period)
RMB2150/each	RMB2750/each	RMB2950/each



Agency Company Group					
Entry Format	Work	Case			
Entry Category	CA-01 Creativity -Classic	CA-04 Creativity -Integration	CA-08 Media -Integration	CA-12 Performance Marketing	
	CA-2001 TV	CA-2005 Creativity Integration	CA-1002 Digital Media Integration	CA-1024 Performance Placement Optimization (KA)	
	CA-2002 Print	CA-2013 Digital Creativity Integration	CA-1011 Omni-Media Integration	CA-1025 Performance Placement Optimization (Small & Medium Size)	
	CA-2003 Radio	CA-06 Media -Classic	CA-09 Market Research	CA-1026 Vertical Video Marketing Material	
	CA-2004 Outdoor				
	CA-3001 Brand Design Service	CA-1007 TV	CA-7001 Market Research Service	Sales Promotion Budget (Short-term Effect)	
	CA-3002 Packaging Design Service	CA-1008 Print	CA-10 Brand Management		
	CA-4002 Terminal Display	CA-1009 Radio	CA-9001 Long-term Brand Creativity Management		
	CA-02 Creativity -Digital	CA-1010 Outdoor	CA-9002 Long-term Brand Media Management		
		CA-4001 Offline Promotion	CA-11 Advertising Marketing Technology		
	CA-2006 Display Ads	CA-07 Media -Digital	CA-1006 Programmatic Purchase		
	CA-2007 Interface Design	CA-1003 Social Media Marketing	CA-1012 Audience Planning		
	CA-2008 Video Creativity	CA-1004 Mobile Media Integration	CA-6001 Data Management		
	CA-2010 H5 Creativity	CA-1005 Search Marketing	CA-13 Games Marketing		
	CA-2011 Short Video Creativity	CA-1021 Video Live Broadcast	CA-1301 Sports Marketing		
	CA-2012 Programmatic Creativity	CA-1029 OTT Large Screen Marketing	CA-1302 E-sports Marketing		
	CA-2016 Vertical Video Creativity	CA-1030 Terminal Smart Devices Integrated Marketing	CA-14 E-commerce Service		
	CA-2017 Big Data Creativity	CA-1031 Talent Marketing	CA-1401 E-commerce Operation	CA-05 Public Relations Service	
	CA-2018 AI Creativity New	CA-1032 Smart Multi-Scenario Marketing New	CA-1402 Social Content Marketing & Operation		
		CA-1501 AI Content New	CA-1502 AI Communication New	CA-4006 Public & Private Domain Joint Operation	CA-5001 Social Media Communication
			CA-1503 AI Innovation Integration New	CA-8003 Full Link Integrated Marketing	CA-5006 KOL & Celebrity Project
					CA-5007 Event Planning and Management
				CA-5008 Public Relations Integrated Communication	
	Budget Type	Sales Promotion Budget (Short-term Effect) Brand Budget (Medium- to Long-term Effect)			PR Budget (Long-term Effect)

Petal Ads x ROI Awards partnership

With the purpose to better leverage the marketing advantages of full-scenario ecology, continue to explore innovative marketing, end-to-end solutions for multiple scenarios such as work place, home, travel, and help advertisers achieve business growth and brand enhancement, Petal Ads partners with ROI Awards Organizing Committee and has become an award partner this year. Entries for the following award category will receive special support from Petal Ads and receive a 50% discount on entry fees.

CA-1032 Smart Multi-Scenario Marketing

Petal Ads and its affiliated companies are not allowed to participate in the above.

Xiaomi Ads x ROI Awards partnership

With the purpose to better promote the marketing application of smart terminal devices, continue to explore the media value and innovative use of OTT large screen marketing, help brands and consumers create deep connection, and stimulate higher commercial value. Xiaomi Ads partners with the ROI Awards Organizing Committee and has become an award partner this year. Entries for the following award categories will receive special support from Xiaomi Ads and receive a 50% discount on entry fees.

CA-1029 OTT Large Screen Marketing

CA-1030 Terminal Smart Devices Integrated Marketing

Xiaomi Ads and its affiliated companies are not allowed to participate in the above.

Baidu Marketing x ROI Awards partnership

With the purpose to better promote the application of generative AI in marketing, fully utilize the abilities of large-scale model understanding, generation, logic, and memory, drive comprehensive intelligence in marketing and operation, and generate a new prosperous future for business. Baidu Marketing partners with the ROI Awards Organizing Committee and has become an award partner this year. Entries for the following award categories will receive special support from Baidu Marketing and receive a 50% discount on entry fees.

CA-1501 AI Content

CA-1502 AI Communication

Baidu Marketing and its affiliated companies are not allowed to participate in the above.

Creativity - Classic: (Work Format)

- CA-2001** TV: refers to TV ads of 60 seconds or less, with TV as delivery channel.
- CA-2002** Print: refers to print ads, with print media as delivery channel.
- CA-2003** Radio: refers to audio ads, with radio broadcast as delivery channel.
- CA-2004** Outdoor: refers to creative works, with outdoor media as delivery channel
- CA-3001** Brand Design Service: refers to design works of brand logo, brand image, corporate image, etc
- CA-3002** Packaging Design Service: refers to visual design, creative modeling and other design services that combined with sales and marketing activities.
- CA-4002** Terminal Display: refers to in-store design and out-of-store design.

Creativity - Digital: (Work Format)

- CA-2006** Display Ads: refers to picture ads, and fee charged based on display
- CA-2007** Interface Design: refers to UI, official site, mini site, Taobao, T Mall and other user interface design.
- CA-2008** Video Creativity: refers to non-vertical video ads that are more than 30s in length with internet as delivery channel.
- CA-2010** H5 Creativity: refers to sharable H5 creative works that are typically done using mobile device.
- CA-2011** Short Video Creativity: refers to non-vertical video ads that are 30s or less in length with internet as delivery channel.
- CA-2012** Programmatic Creativity: refers to dynamic creativity generated automatically through programming.
- CA-2016** Vertical Video Creativity: refers to vertical video ads that are mainly for browsing on mobile.
- CA-2017** Big Data Creativity: refers to user insights and creativity enabling through the use of big data.

Creativity - Integration: (Case Format)

- CA-2005** Creativity Integration: refers to the combination of classic and digital around a big creative idea.
- CA-2013** Digital Creativity Integration: refers to cases that contain two or more creative contents in the Digital category.

Media - Classic: (Case Format)

- CA-1007** TV: refers to marketing cases with TV as the media channel.
- CA-1008** Print: refers to marketing cases with Print as the media channel.
- CA-1009** Radio: refers to marketing cases with Radio Broadcast as the media channel.
- CA-1010** Outdoor: refers to marketing cases with Outdoor as the media channel.
- CA-4001** Offline Promotion: refers to marketing cases mainly carried out through Offline Promotion activities.

Media - Digital: (Case Format)

- CA-1003** Social Marketing: refers to cases of integrated promotion on social media.
- CA-1004** Mobile Media Integration: refers to cases with digital media such as mobile internet as delivery channel.
- CA-1005** Search Marketing: refers to cases of integrated promotion on search engine.
- CA-1021** Video Live Broadcast: refers to cases of integrated promotion on live broadcast platform.
- CA-1029** OTT Large Screen Marketing: refers to cases based on smart TV terminals, combined with family life scenes, giving full play to terminal hardware and system capabilities, conducting digital placement and scenario-based intelligent marketing for users, helping brands achieve user consumption activation and long-term brand value growth.
- CA-1030** Terminal Smart Devices Integrated Marketing: refers to cases that take one or more smart hardware such as smart phones, smart wearables, smart TVs, smart speakers, etc. as channels to fully explore the smart collaboration and interaction capabilities among various terminal devices and give full play to smart terminal hardware. Features and system integration capabilities help brands create marketing service experiences with original scenarios and innovative interactions.
- CA-1031** Talent Marketing: refers to cases that use talents or KOLs own talents to create innovative marketing content that combine with platforms or resources to drive fans' economic results and stimulate commercial value for brand marketing.
- CA-1032** Smart Multi-Scenario Marketing: refers to cases that rely on the capabilities of the smart marketing platform, the content is used in multiple scenarios such as office, home, travel, entertainment, sports, etc. to reach the full-scenario marketing communication of the brand or product to achieve marketing goals.

Media - Integration: (Case Format)

- CA-1002** Digital Media Integration: refers to cases of integrated planning and purchase of digital media.
- CA-1011** Omni-media Integration: refers to cases of integration using all media channels.

Public Relations Service: (Case Format)

- CA-5001** Social Media Communication: refers to PR cases using social media such as Weibo, WeChat or other social platforms.
- CA-5006** KOL & Celebrity Project: refers to PR cases collaborated with KOL or Celebrities.
- CA-5007** Event Planning & Management: refers to PR cases of event management and execution based on client's existing creativity and strategy.
- CA-5008** Public Relations Integrated Communication: refers to PR integrated cases of helping clients in multiple channels and multiple services.

Market Research: (Case Format)

- CA-7001** Market Research Service: refers to cases that use advanced research methodologies or tools, help clients to find insights, test results, and have obtained success.

Brand Management: (Case Format)

- CA-9001** Long-term Brand Creativity Management - Entry Requirement;
1. participating companies must have won a Bronze award or above in 2023 ROI Awards;
2. case submitted is required to be the same brand that has won 2023 ROI Awards;
3. in addition to the unified evaluation standard of ROI Awards, judges will consider the continuity of creativity and brand maintenance when the agency provides long-term services for the brand;
4. only creative service cases are accepted.
- CA-9002** Long-term Brand Media Management - Entry Requirement;
1. participating companies must have won a Bronze award or above in Agency Company Group in 2023 ROI Awards;
2. case submitted is required to be the same brand that has won 2023 ROI Awards;
3. in addition to the unified evaluation standard of ROI Awards, judges will consider the continuity of media placement and execution capabilities when the agency provides long-term services for the brand;
4. only media service cases are accepted.

Advertising Marketing Technology: (Case Format)

- CA-1006** Programmatic Purchase: refers to cases using programming methods to media purchase and placement.
- CA-1012** Audience Planning: refers to cases using big data to plan and to launch for the required audience, according to users' tags and other identifiable information.
- CA-6001** Data Management: refers to cases that use DMP, CRM, sCRM and other data management application tools, to implement marketing and consumer data management, and realize precision marketing.

Performance Marketing: (Case Format)

- CA-1024** Performance Placement Optimization (KA): refers to cases that are effect oriented and achieve improved results by continuously optimizing means in the delivery process; suitable for annual spend of 50 million yuan and above.
- CA-1025** Performance Placement Optimization (Small & Medium size): refers to cases that are effect oriented and achieve improved results by continuously optimizing means in the delivery process, suitable for annual spend of 50 million yuan or less.
- CA-1026** Vertical Video Marketing Material: refers to cases of vertical video creative material launched through performance marketing in the form of bidding.

E-commerce Service: (Case Format)

- CA-1401** E-commerce Operation: refers to cases from store building strategy to store operation ability of user purchase experience, including online store decoration and design.
- CA-1402** Social Content Marketing & Operation: refers to cases based on content scenario, stimulate users' potential interest through live broadcast, short video and other content operations, and form an e-commerce case of coordinated growth of branding and sales.
- CA-4006** Public & Private Domain Joint Operation: refers to cases that provide public-private domain joint operation services for brands. While achieving efficient precipitation of private domain users, continue to operate public and private domain traffic, and improve the scale, adhesiveness and repurchase of brand's private domain users.
- CA-8003** Full Link Integrated Marketing: refers to cases of marketing activities and placement on e-commerce platform, can be on the platform, or both on the platform and outside the platform, as well as seeding activities that achieve full link integrated marketing.

Note: For entries in all sub-categories of CA-14 E-commerce Service, participating companies must have the authority to operate the e-commerce store account of the brand they serve in order to qualify.



Games Marketing: (Case Format)

CA-1301 Sports Marketing: refers to cases of brand marketing communication with sporting events (competition, teams, individuals) as the core.

CA-1302 E-sports Marketing: refers to cases of brand or product marketing activities with E-sports events (competition, teams, individuals) as the core.

AI Technology and Marketing Application: (Work/Case Format)

CA-1501 AI Content: refers to marketing cases driven by natural language processing, computerized vision, cross-modal and other technologies of AI (artificial intelligence), in creative forms such as graphics and text to communicate with consumers.

CA-1502 AI Communication: refers to marketing cases of user interaction through AI (artificial intelligence) technology and tools, large-scale model understanding, generation, logic, and memory, including creative forms such as digital humans, to strengthen communication between corporates and consumer experience.

CA-1503 AI Innovation Integration: refers to marketing cases using AI (artificial intelligence) technology and tools to conduct an innovative integration.

How to participate

All participating companies please register on ROI entry submission system (entry.roifestival.com) and submit entries online.

Please follow our wechat public account 金投赏商业创意奖 for details about registration, rules, materials, format, and submission, etc.

If you have fully understood the rules, please proceed directly to ROI entry submission system (entry.roifestival.com) and submit your entries.

Format

Work Format: video, print, and creative work.

Case Format: PPT

Participating companies are welcomed to produce a supplementary video to explain the works/case submitted. No extra charges for this video are required. The organizing committee believes that a supplementary video may transmit more information about the entry case, but it is not necessarily linked to winning. Vertical videos need to submit Case PPT and work video materials.

Special tips for Performance Marketing category entries: For those who participate in the "CA-1026 vertical video marketing material" category, please download the exclusive PPT template of "2024 ROI Awards CA-1026 case template" to participate, and submit the video materials of relevant works contained in the case

Entry Fee

15th April – 31st May (early bird submission period)	1st June – 15th June (regular submission period)	16th June - 30th June (extended submission period)
WORK: RMB1200/each	WORK: RMB1500/each	WORK: RMB1700/each
CASE: RMB1400/each	CASE: RMB1800/each	CASE: RMB2000/each
Integration: RMB2150/each	Integration: RMB2750/each	Integration: RMB2950/each

Media Company Group			
Entry Format	Case		
Entry Category	CB-01 Classic Media Platforms	CB-02 Digital Media Platforms	CB-03 Media Integration
	CB-1001 TV	CB-1007 Information Platform	CB-4002 Media Integration
	CB-1002 Print	CB-1010 Talent Content Creation	CB-4004 Directional Integration
	CB-1003 Radio	CB-1011 Information Streaming	CB-04 Brand Management
	CB-1004 Outdoor	CB-1012 Video-Content Marketing	CB-5001 Long-term Brand Media Management
	CB-1005 Sports, Movies & Entertainment	CB-1014 Audience Planning	CB-07 AI Technology and Marketing Applications New
	CB-3001 Store Terminal	CB-1015 Video-Integrated Marketing	CB-7001 AI Placement New
		CB-1017 OTT Advertising	CB-7002 AI Innovation Integration New
		CB-2001 Application Tool	
		CB-2002 Search Engine	
Budget Type		CB-2003 Social Media Marketing	
		CB-2004 Online Game	
Sales Promotion Budget (Short-term Effect)			
Brand Budget (Medium- to Long-term Effect)			
CB-3002 E-commerce Platform			
CB-6001 Live Broadcast Platform			

Classic Media Platforms: (Case Format)	
CB-1001	TV: refers to cases of integrated communication from content cooperation to advertising promotion for clients, on national and provincial satellite TV, and ground channel TV stations.
CB-1002	Print: refers to cases of integrated communication of magazine or newspaper content cooperation to advertising promotion or combined with offline activities led by print media.
CB-1003	Radio: refers to cases of integrated communication of various radio stations, which use their broadcast media platform as the lead, from content cooperation to broadcast promotion or combined with offline activities.
CB-1004	Outdoor: refers to integrated communication cases that include various outdoor media resources such as outdoor billboard, bus bodies, building LCD screens, frames or mobile TVs, etc., using outdoor media platform as the leading role, to provide customers with content cooperation, advertising promotion or combination of offline activities.
CB-1005	Sports, Movies & Entertainment: refers to cases of integrated communication that use sports events, movies, entertainment shows as the lead media platform to provide services from content cooperation to advertising promotion.
CB-3001	Store Terminal: refers to marketing cases led by stores, terminal retail or wholesale shops as media platforms.

Digital Media Platforms: (Case Format)

- CB-1007** Information Platform: refers to integrated marketing cases on information service platforms (integrated or vertical).
- CB-1010** Talent Content Creation: refers to cases using talent original creativity as core, in the form of video, graphics, animation, etc.
- CB-1011** Information Streaming: refers to promotion cases that use information streaming on mobile device.
- CB-1012** Video-Content Marketing: refers to video-content marketing cases that use title naming, content implant, and means of inter-ception, etc.
- CB-1014** Audience Planning: refers to cases that use big data to plan and launch for the required audience, according to users' tags and other identifiable information.
- CB-1015** Video-Integrated Marketing: refers to integrated cases led by video platform, content marketing in the form of video clips or short videos or long videos through multiple channels, combined with online and offline activities.
- CB-1017** OTT Advertising: refers to cases of advertising on smart TVs, TV set-top boxes and other digital streaming media devices.
- CB-2001** Application Tool: refers to cases mainly focusing on entertainment, playback, download, security and other related application tools.
- CB-2002** Search Engine: refers to promotion cases that use search engine platforms.
- CB-2003** Social Media Marketing: refers to integrated marketing cases on social media platforms.
- CB-2004** Online Game: refers to promotion cases on online games platforms.
- CB-3002** E-commerce Platform: refers to promotion cases on e-commerce platforms, oriented by sales conversion.
- CB-6001** Live Broadcast Platform: refers to promotion cases on live broadcast platforms.

Media Integration: (Case Format)

- CB-4002** Media Integration: refers to cases of online and offline media integration, e.g. marketing case of a typical digital media platform combining online placement and offline related activities.
- CB-4004** Directional Integration: refers to cases that are based on backend data integration, make use of directional placement to users on multiple media platforms.

Long-term Brand Management: (Case Format)

- CB-5001** Long-term Brand Media Management - Entry Requirement:
 1. participating companies must have won a Bronze award or above in Media Company Group in 2023 ROI Awards;
 2. case submitted is required to be the same brand that has won 2023 ROI Awards;
 3. in addition to the unified evaluation standard of ROI Awards, judges will consider the continuity of creativity and brand maintenance when the media company provides long-term services for the brand.

AI Technology and Marketing Applications: (Case Format)

- CB-7001** AI Placement: refers to marketing cases using AI (artificial intelligence) technology and tools for placement.
- CB-7002** AI Innovation Integration: refers to innovative integrated marketing cases using AI (artificial intelligence) technology and tools.

37 CATEGORIES



How to participate

All participating companies please register on ROI entry submission system (entry.roifestival.com) and submit entries online.

Please follow our wechat public account 金投资商业创意奖 for details about registration, rules, materials, format, and submission, etc.

If you have fully understood the rules, please proceed directly to ROI entry submission system (entry.roifestival.com) and submit your entries.



Format

Case Format: PPT

Participating companies are welcomed to produce a supplementary video to explain the works/case submitted. No extra charges for this video are required. The organizing committee believes that a supplementary video may transmit more information about the entry case, but it is not necessarily linked to winning.



Entry Fee

15th April – 31st May (early bird submission period)	1st June – 15th June (regular submission period)	16th June - 30th June (extended submission period)
RMB2150/each	RMB2750/each	RMB2950/each





Production Company Group			
Entry Format	Work		
Entry Category	CC-01 Video Production	CC-02 Print Production	CC-03 Digital Production
	CC-1001 Video Production Service CC-1101 Performance Type Short Video Production	CC-4001 Photography Service CC-5001 Photo Retouching Service	CC -8001 Digital AI Production New

Video Production: (Work Format)

- CC-1001** Video Production Service: refers to video production works for film and TV advertisements (including pre-production, post-production, music production)
- CC-1101** Performance Type Short Video Production: refers to short video production works through bidding, produced for effect marketing placement, in particular production materials of CG animation, sitcoms, playable demo, voice-over, or product display type related works.

Print Production: (Work Format)

- CC-4001** Photography Service: refers to professional photography works provided to clients, according to client and agency requirements.
- CC-5001** Photo Retouching Service: refers to photo retouching and compositing works provided to clients.

Digital AI Production: (Work Format)

- CC-8001** Digital AI Production: refers to digital AI production content with user interactive experience, including production services of vr, ar, virtual digital human and other visual presentation methods with digital technology as core.

How to participate

All participating companies please register on ROI entry submission system (entry.roifestival.com) and submit entries online.

Please follow our wechat public account 金投资商业创意奖 for details about registration, rules, materials, format, and submission, etc.

If you have fully understood the rules, please proceed directly to ROI entry submission system (entry.roifestival.com) and submit your entries.

Format


Work Format: works of video, audio, print.

Entry Fee

15th April – 31st May (early bird submission period)	1st June – 15th June (regular submission period)	16th June – 30th June (extended submission period)
Video Production: RMB1100/each	Video Production: RMB1350/each	Video Production: RMB1550/each
Non-video Production: RMB900/each	Non-video Production: RMB1150/each	Non-video Production: RMB1350/each

Product Design Group	
Entry Format	Work
Entry Category	PB-02 Product Design
	PB-2001 Industrial Design
	PB-2002 Interactive Experience Design
	PB-2005 Packaging Design

Product Design: (Work Format)	
PB-2001	Industrial Design: refers to design cases around the outer appearance and function of physical product.
PB-2002	Interactive Experience Design: refers to design cases concerning user experience around a product or service.
PB-2005	Packaging Design: refers to design cases of product packaging.

 **How to participate**

All participating companies please register on ROI entry submission system (entry.roifestival.com) and submit entries online.

Please follow our wechat public account 金投资商业创意奖 for details about registration, rules, materials, format, and submission, etc.

If you have fully understood the rules, please proceed directly to ROI entry submission system (entry.roifestival.com) and submit your entries.

 **Format**

Format: PPT of the work for explanation, product display chart / three views.

 Entry Fee		
15th April – 31st May (early bird submission period)	1st June – 15th June (regular submission period)	16th June - 30th June (extended submission period)
RMB1200/each	RMB1500/each	RMB1700/each



Overseas Group		
Entry Format	Case	
Entry Category	CH-01 Chinese Brands	CH-02 Overseas Brands
	CH-1009 Branding Integration CH-1010 Performance Integration	CH-1006 Regional Campaign CH-1007 Global Campaign CH-1011 China Market Entry of Overseas Brand New
Budget Type	Sales Promotion Budget (Short-term Effect)	
	Brand Budget (Medium- to Long-term Effect)	
	PR Budget (Long-term Effect)	

Petal Ads x ROI Awards partnership

With the purpose to support the globalization of overseas brands, promote the sustainable development of more overseas brands, and explore innovative solutions for entering China market. Petal Ads partners with ROI Awards Organizing Committee and has become an award partner this year. Entries for the following award category will receive special support from Petal Ads and receive a 50% discount on entry fees.

CH-1011 China Market Entry of Overseas Brand

Petal Ads and its affiliated companies are not allowed to participate in the above.

Overseas Group: (Case Format)

Chinese Brands: Cases of Chinese brands launched in overseas regions

CH-1009 Branding Integration: refers to cases of Chinese brands integrating online and offline resources, and take brand enhancement as the main goal of overseas marketing.

CH-1010 Performance Integration: refers to cases of Chinese brands using multiple tools, multiple channels, and data insight to achieve results in overseas marketing.

Overseas Brands: Cases of overseas brands launched in various regions

CH-1006 Regional Campaign: refers to cases of overseas brands launched in regions outside of China.

CH-1007 Global Campaign: refers to cases of overseas brands launched globally.

CH-1011 China Market Entry of Overseas Brand: refers to cases of overseas brands launched in China and its regions (Hong Kong, Macau, Taiwan)

Note: all categories of the overseas group are limited to Agency Company submissions. Brand Companies and Media Companies should place their entries in corresponding category groups respectively.

How to participate

All participating companies please register on ROI entry submission system (entry.roifestival.com) and submit entries online.

Please follow our wechat public account 金投赏商业创意奖 for details about registration, rules, materials, format, and submission, etc.

If you have fully understood the rules, please proceed directly to ROI entry submission system (entry.roifestival.com) and submit your entries.

Format

Case Format: PPT

Participating companies are welcomed to produce a supplementary video to explain the works/case submitted. No extra charges for this video are required. The organizing committee believes that a supplementary video may transmit more information about the entry case, but it is not necessarily linked to winning.

Entry Fee

15th April – 31st May (early bird submission period)	1st June – 15th June (regular submission period)	16th June – 30th June (extended submission period)
RMB900/each	RMB1150/each	RMB1350/each

45 CATEGORIES

Social Responsibility & Sustainable Development

In 2024, the public welfare category of the ROI Awards is enhanced as "social responsibility and sustainability development" category, to highlight its increasing importance. We face many challenges nowadays, from climate change, poverty, inequality, and so on. Only by actively assuming social responsibility can businesses, governments, and individuals work together to promote sustainability development. Social responsibility denotes that all organizations must include social, environmental, and ethical considerations in their operations, while sustainability development ensures that current needs are met without compromising the ability of future generations meeting their needs. Not only a moral and ethical issue, this is also key to long-term development, even survival. Therefore, ROI Awards recognizes the importance of social responsibility and sustainable development, and contributes to creating a better future through real action.

1: Enterprise Group:

Including various corporate CSR and ESG related cases

2: Non-Profit Organizations:

Including cases of non-profit institutions, public welfare organizations, charitable foundations, etc.

3: Media Platform Group:

Including cases organized by media platforms that collaborate with one or more enterprises

Hence, the ROI Awards Organizing Committee has set a special category for social responsibility and sustainable development, to encourage more excellent content to be discovered and recognized.

To encourage entries, 50% of the entry fee will be waived for all social responsibility and sustainable development category entries (the basic fee is subject to the entry fee under each category).

All social responsibility and sustainable development category entries will be evaluated uniformly.



Industry Classification

Manufacturing Products A		
A01 FMCG	A0101 Industry & Energy	Gasoline, oil, batteries, paint, lubricants, tires, etc.
	A0102 Household Items	Cleansing lotions, bath products, kitchen utensils, aromatics, insecticides, dehumidifying insect repellents, aluminum foil, cling film and food packaging, light bulbs, batteries (excluding car batteries), adhesives, shoe polish, varnishes and wood protection, paints, etc.
	A0103 Cosmetics & Personal Items	Toothpaste, toothbrushes, mouthwashes, toilet paper, tampons and pads, paper towels, diapers, razors and shaving products, hair brushes, combs, hairpieces, hair removal products, cosmetics, perfumes, shampoos, shower gels, hair sprays, soap, hair dye, etc.
	A0104 Alcoholic Beverages	Beer, red wine, spirits, alcoholic beverages.
	A0105 Non-Alcoholic Beverages	Soft drinks, milk, coffee, tea, mineral drinks, dairy products, etc.
	A0106 Food & Snacks	Boxed, filling, fresh food, snack food, infant milk powder, sweets, candy, ice cream, etc.
	A0107 OTC Healthcare Products	OTC, health care medicine, fitness weight loss, health food, fitness center, etc.
	A0108 Sportswear	Sportswear, sports shoes, sporting goods, etc.
	A0109 Clothing Accessories	Fashion, underwear, jewelry, shoes, hats, socks, bags, watches, etc.
A02 Durables	A0201 Household Appliances	Large and small household appliances, bulbs, batteries, cameras, film, etc.
	A0202 Office Equipment & Services	Fax machine, copy machine, office equipment, office furniture, etc.
	A0203 Real Estate	Commercial real estate, new buildings, etc.
	A0204 Electronic Products & Computers	Computer, mobile phone, electronic dictionary, translation machine and related peripheral products.
	A0205 Luxuries	Gold jewelry, high-end luggage, clothing, high-end watches, etc.
	A0206 Automobiles	Small cars: mini cars, small cars, compact cars; medium cars: medium-sized cars, medium and large cars; luxury SUVs: luxury cars, SUVs, MPVs, sports cars
	A0207 Medical Care & Medical Instruments	Hospital, medical equipment, etc.

Service Products B		
B01 Service	B0201/Logistics	Transportation, storage, loading and unloading, handling, packaging, circulation processing, distribution, information processing, etc.
	B0202/Software & Web Services	Operating systems, applications, game software, Internet providers, high speed Internet services, online services, Internet access, online games, search engines, and related Internet products and services, App services
	B0203/Public Utilities and Transport Services	Hotel, aviation, railway, taxi, car rental, trucking, freight, gas, power supply, water supply, and telecommunication services, etc.
	B0204/Catering Services	Restaurants and bars, fast food chains, cafes, etc.
	B0205/Culture & Entertainment	Drama, films, museums, music organizations, concerts, festivals, Film Festivals, sports and entertainment, books, tapes, video games, TV programs, etc.
	B0206/Finance & Insurance	Bank, finance, insurance, funds, securities, credit cards, etc.
	B0207/Games Software & Online Game	Client game, mobile game, web game, etc.
	B0209 /Education	Educational training, including online educational services, etc.
	B0210/Internet Finance	New financial service platforms that achieving accommodation of funds, payment, investment and intermediary services by internet technology and information and communication technology.
	B0211/Online Travel Service	Online traveling platforms
Commercial Products C		
C01 Commercial Products	C0101/Wholesale & Retail	Large-scale shopping malls, department stores, specialty stores, online stores, convenience stores, discount stores, pet shops, healthcare product shops, etc.
	C0102/E-commerce platform	Online e-commerce platform services, etc.

Awards

Grand Prix

The Grand Prix: the grand prix is the highest prize that each group of judges, after full discussion among all the gold awards of the group, and finally voted, which represents the highest honor of the ROI Awards. The Grand Prix has four requirements:

1. Having success commercially

As a ROI Grand Prix, especially the award is known for business creativity, we are sure that all the gold awards are very successful commercially and have achieved their business objectives. The Grand Prix is the most dazzling work selected again among these excellent works.

2. Representing Chinese creativity style

ROI Awards is establishing China's creative standards on the international stage and forming China's own style and characteristics. Chinese creativity style does not mean that there are Chinese elements in the works, which is too narrow. Compared with the award-winning works of mature international awards in Europe and America, ROI Awards has its own style and standard. It can be judged from several aspects.

First of all, it must comply with Chinese laws and regulations. As an international award, the organizing committee of ROI Awards uses an open mind to accommodate excellent creative works from all over the world. At the same time, we also respect the culture behind those works. In the past, some works about "inclusion and concern for homosexuality" have won silver award, which demonstrates the respect and inclusion of the organizing committee and all judges, however the grand prix must comply with Chinese laws and regulations.

Secondly, it must be a work that resonates strongly with Chinese consumers. It must be a very insightful work, which can resonate with Chinese consumers. We believe it can be national or global. In the history of ROI Awards, Huaxia Life "the search for war veterans around us", which is an insight that resonates with the nation. There are also P&G's "the best job in the world" to pay tribute to the Olympic champion mother's insight about maternal love, which can resonate all over the world. Its core rests on whether the work can deeply impress Chinese consumers.

Finally, it also represents China's current market environment. As a Business Creativity award, its ultimate goal is to achieve business objectives as the core. The countries and regions where these creative works are from, have great differences in their development stage, environment and market competition. Thus, standard and definition of success will be different: if a new product can capture the market in two years in a matured western market, it will be successful, but in the same industry in China at the present stage, especially in the context of high-speed iteration and competition, its definition of success may be only six months.

3. Having upward and positive energy

Grand Prix must be positive, optimistic and energetic. Some works and cases may be very successful in business, but they rely on attracting short-term attention, and even use many negative and pessimistic characteristics of human nature to market. The ROI organizing committee does not encourage such work.

Mr. Marc Pritchard, the global brand officer from P&G, agreed with ROI. He mentioned that P&G's advertising must touch our hearts. It embeds creativity and responsibility, makes us feel what is really important and shows the power of upward improvement. Therefore, they constantly advocate gender equality in advertisements, express their pursuit of equal positions, equal voice, equal pay, and equal respect, and jointly explore future actions to build a better world.

4. Representing industry trends and benchmarks for the industry

Once there was a PK for a Grand Prix that impressed the organizing committee. 16 judges voted and it was 8 - 8 on the last two excellent works nominated.

One is an integrated marketing case jointly created by a Chinese internet giant with a TV media giant, while the other is a video marketing case jointly created by a brand with a video website. The latter won.

The chairman of the jury commented: we think these two works are both excellent, but the giant couple like the former, such resources and budget can not have much reference and inspiration for participating companies, while the video marketing of the latter couple is booming. So all the judges finally gave their votes to the latter.

This has formed a good precedent for us, which also represents the will of the organizing committee. Those from monopolized industries or large-scale enterprises and huge budgets have no significance of reference and encouragement for the sound development of the industry and the improvement of management ability and efficiency.

Best of the Year Awards

Best of the Year Awards are the top awards ROI organizing committee obtains from the statistics of all the awards given out for the current year. Its significance is reflected in the comprehensive strength of participating companies in different fields of business creativity in the past year.

The organizing committee will convert Nomination, Bronze, Silver, Gold & Grand Prix into different levels of points, then added, and rank according to different categories. The winner of each category will be awarded **Best of the Year Award**.

Gold, Silver, and Bronze Awards

According to the evaluation results of the final evaluation committee, the total scores of the nominated works under various categories are ranked, and the winner of the gold, silver and bronze awards is determined during the final on-site judging event. The number of gold, silver and bronze awards under various categories is determined by the number of entries combined with the pre-agreed proportion. The proportion of gold, silver and bronze awards this year is set at 2%, 3.5% and 5.5%.

The organizing committee has two options for setting the Gold, Silver and Bronze Awards:

1. Use the relative method - a proportion will be set. If the proportion of gold awards is set to be 2%, the number of gold awards will vary according to the number of entries. If there are 3000 entries, 60 gold awards will be given out, but if there are only 100 entries, then 2 gold awards will be given out.
2. Use the absolute method - there will be as many gold awards as there are categories set by the organizing committee, which has nothing to do with the number of entries.

Finally, the organizing committee chose the relative method. It is chosen in order to better reflect the core evaluation purpose of ROI Awards, which is to "restore the real market environment". The absolute method has its disadvantage, it cannot be adjusted according to changes in the market. For instance, if there are 3 entries in a category, the final result may be 1 gold, 1 silver and 1 bronze. Conversely, by using the relative method, if the proportion of gold award is set to be 2%, there will not be a gold award if there are less than 50 entries. Of course, the relative method also has its limitations. If all 50 entries are very poor as an extreme example, a gold award must be given according to the rule. However, this is not likely to happen in ROI Awards because the participating companies and their entries reflect the real situation in the market, and professionals and top tier companies are attracted to participate. Even for the Olympic Games, if the weather on the day of the final is very poor, it is possible that due to weather conditions, the performance of the best athletes is not as good as the bronze medalist of previous session. However, according to the rules of the Olympic Games, the top three in the final are the gold, the silver, and the bronze. This is because they are already the best in this session. Although they have not broken the record or exceeded the results of the previous session, there are still gold, silver, and bronze awarded. It is fair and just.

Nomination Awards

According to the results from the first round evaluation, the entries under each category are ranked accordingly and the top 20% of the entries will be shortlisted to go into the final evaluation. Those who do not win gold, silver or bronze awards in the end will receive the nomination award.

Establishment & Cancellation of Categories

Establishment:

Faced with ever-changing development and innovation trends in the industry, the categories of ROI Awards are constantly expanding to adapt to today's complex business environment. The classification of all award categories must be based on the following principles.

- 1: It must be extended on the evaluation model of ROI Audit to maintain the consistency of the ROI Awards.
- 2: It must represent the trend and direction of the enterprise's budget investment in the commercial market.
- 3: There must be enough participants in the market, and the scale of this industry is growing. ROI Awards will not establish categories that only one or two companies can participate in or have an absolute monopoly or a very tiny market. Market openness and competition are the basis.
- 4: The achievement of its ultimate business goals can be quantified and also evaluated.

Cancellation:

The process of award establishment corresponds to the process of award cancellation. When the following conditions are present, the category will be withdrawn.

- 1: It can no longer represent the trend and direction of budget investment for enterprises in the commercial market.
- 2: There are not enough participants in the market, and the industry is shrinking constantly. Only one or two companies participate in this category in a year. For more than three consecutive years, no entry was received.
- 3: Whether its ultimate business goals have been achieved can no longer be quantified and evaluated.

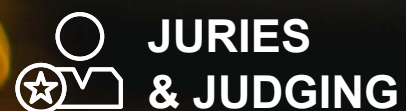
Establishment of Long-Term Brand Management Category

Since the 10th ROI Awards, the organizing committee has set up a long-term brand management category, which is a category that rewards brands, agencies, and media companies for their long-term service in exploring and creating more excellent works. Only companies that have won bronze or above in the past year are allowed to participate. A known pattern in the works that have won the grand prize in the past: all award-winning companies and their agencies have a close and lasting cooperation cycle.

Each grand prize contains the value of an agency's long-term service management for the brand. Therefore, we believe that an important factor in winning the grand prize for outstanding creativity is trust. Only long-term cooperation and lasting trust can create evergreen works.



PART THREE



JURIES
& JUDGING

Juries & Judging

Selection of Final Round Jury

ROI Awards invite C-suite marketing decision-makers from the world's top 500 companies, CEOs of well-known creative agencies and media agencies from both national and international markets, to form ROI Awards juries. Judges are qualified and nominated by the chairperson of the ROI Awards Organizing Committee then approved by the ROI Awards Executive Committee.

Selection of Preliminary Evaluation Jury and its significance

Each preliminary evaluation judge of the ROI Awards is recommended by the final evaluation judge of the ROI Awards and confirmed by the organizing committee. As assistants to the final evaluation judges of the ROI Awards, they are a very important part of the entire evaluation. All preliminary evaluation judges must be in the same company as the final evaluation judges, and must have rich experience in their profession to help the final evaluation judges do a good job in the initial round. The preliminary evaluation judges need to conduct the first round online evaluation, where 80% of the entries will be eliminated during preliminary evaluation based on average scores ranked from high to low, and obtained the remaining 20% as nominations. The final evaluation judges start scoring from the 20% nominations in the second round and arrive at various levels of awards.

The purpose of designing such an evaluation mechanism is to select good works more objectively. Because the lineup of the ROI Awards juries is very professional and influential, their company's marketing budget ranges from hundreds of millions to billions CNY, and their team is also the best professional ones in the market. The perspective of the top management generally focuses on the strategic level, while the subordinates who are truly active in the front line who deal with commercial creativity every day have a more tactical perspective. Therefore, through these judges who are closer to the market as the preliminary evaluation, nominations are selected in the first round. In the second round, they join in the final evaluation of various levels of awards, taking into account both tactics and strategy. In reality, the procurement of any commercial creativity of these enterprises often needs to be evaluated at the subordinate level before being decided by senior management. Therefore, this evaluation mechanism is completely consistent with the purpose of the ROI Awards, which is to "restore the true market environment".

Judging Process Optimization

Selection of Final Round Jury

From business creative acts, to extracting entries, to judges to understand cases and scoring, then to vote-counting work. There is always a possibility of errors in the process.

The purpose of the ROI Awards is to "restore the true market environment", so the organizing committee makes every effort to help the judging to restore the truth. However, in reality, each work will also be limited by the following situations and affect the final score. ROI Awards optimizes the process and strengthens the standards of every link, maximizes error control, and strives to restore the true performance of the cases.

Actual	Performance	Comprehension	Scoring
Entry company	Entry company	Judging	Judging
Category design	Entry template White paper Data requirement Video specs	Standards explained More juries Trainings provided	3rd party PwC 5-point scale

1: Actual work in real situations. All the business creativity entries of ROI Awards were real cases & works in the past year, so it will have a true-life effect.

2: Presentation shown on entry materials of the ROI Awards. In order to ensure that all participating companies can be evaluated on the same ground, all participating companies must participate according to the format and award classification defined by the ROI Awards Organizing Committee. These entry documents are mainly PPT documents, and some categories are photos and videos submission. Some case-based entries will also have a supplementary video. Hence, there exist differences in the writing and packaging of entries among different participating companies. The perspective of text composition includes logics and data references, as well as graphic design capabilities, including font type, size, color, and layout design of graphics and text. These differences will affect the final presentation effect shown in the entries.

3: Judges' understanding based on entries documents. According to statistics, the average time that each judge spends on each entry is about 3-5 minutes. During such short time, the judge will comprehend the work based on their experience and judgment. In addition, judges come from various industry background and experience, it is possible that different judges may have different understandings of the same piece of work. This is also the reason for a large-scale jury panel of more than 100 people to minimize errors by increasing the jury size.

4: Judges to give final score after comparing and referencing other entries. When scoring, judges will refer to the scores they gave to other works of current year's ROI Awards, and then ensure that their scores are maintained on the same benchmark to ensure fairness and consistency.

Therefore, we can see that errors will naturally occur in the process of the above four links. A work with excellent performance in real life may not receive good scores from the judges due to unclear descriptions or lack of packaging in the entry documents. Another situation is that a work with good performance, where description and packaging in the entry documents are also accurate, may have errors in the final score due to different opinions from the judges who are not from this field, or from those who are in this field for long and based their own understanding and expereince. The judges of ROI Awards have made many innovations in reducing errors in these four links. We have taken some measures to reduce errors in each link. For instance, continuously increasing the size of juries while maintaining the professional level of the judges, is an effort to avoid the impact of individual judges' scores on the final results.

Judging Process

Online 1st Round Judging	Online 2nd Round Judging	Onsite Final Round Judging	ROI Awards Ceremony
July 13 - July 23	July 29 - August 4	August 8	October 11

Through three rounds of evaluation, and the final results are calculated and examined by PwC, the 3rd party vote-counting partner of ROI Awards.

The first round of online preliminary evaluation selects the top 20% of entries by eliminating 80% of entries.

The second round of online scoring is to sort out the Gold, Silver and Bronze awards according to the ranked score of 20% of the shortlisted works.

The third and final round is an onsite judging. All judges will participate in the determination of the Gold, Silver, and Bronze awards in an onsite event. If there is a tie, the final judgment will be made in the form of onsite scoring. At the same time, the Grand Prix of the ROI Awards will also be selected on site through established procedures.

All Grand Prix, as well as Gold, Silver, and Bronze awards, will be signed off by the chairperson of the jury panel and submitted to PwC for sealing. The award results will be officially announced at the ROI Awards Ceremony two months later. During the scoring process, the principle of omitting the top and bottom scores before calculating the average will be followed.

Judging Process of Grand Prix

The Grand Prix is awarded after the determination of all Gold, Silver, and Bronze awards. Each jury panel can nominate the best three works from the group to enter the shortlist for the Grand Prix. All shortlisted works will be selected by the judges of this group, then presented to all judges and scored by all.

After all the scores are summed and ranked, final ROI Awards Grand Prix will be decided according to predetermined proportion.

In 2023, the shortlists and the Grand Prix are as follows:

Brand Company Group, 2 Grand Prix (from 6 shortlisted)

Agency Company Group, 4 Grand Prix (from 12 shortlisted)

Media Company Group, 2 Grand Prix (from 6 shortlisted)

Production Company Group, 1 Grand Prix (from 3 shortlisted)

The number of Grand Prix awards for the year 2024 will be confirmed and announced before the start of the first round judging according to the grouping of juries.

Juries Scoring

Currently, all groups in the ROI Awards adopt a 5-point scoring system. In the past 16 years, ROI Awards has used various scoring methods, all of which are aimed at pursuing highest fairness and lowest errors. In practice, in an environment where more than 100 judges' scores are counted, scores scored on a 5-point system (without decimals) have a smaller error rate than those on a 10-point or 100-point scale and can more accurately reflect the true will of the overall evaluation. As well, the difference between 1 and 5 points also perfectly reflects our management of expectation levels, from not meeting expectations at all to exceeding expectations.

According to evaluation standards:

A. Objective & Difficulty: 30%

B. Creativity & Execution: 30%

C. Result: 40%

Judges score 1-5 points in each of these three dimensions

- 5 points Exceeded expectations
- 4 points Fully met expectations
- 3 points Basically met expectations
- 2 points Did not meet expectations
- 1 point Complete fail meeting expectations

If Objective & Difficulty gets 5 points, it says that the work evaluated by the judge based on given background and goals, has exceeded the expected difficulty in the market. If it is 1 point, it says that based on the judge's experience, it has not reached any level of difficulty in the market.

If Creativity & Execution gets 5 points, it says that the entire project execution of this work is a very good process based on the judge's experience, and brand experience is very good. If it scores 3, it says that it only basically meets requirements and is a bare pass.

The last dimension is the same as above. If Result gets 5 points, it exceeded expectations, and if 1 point, it did not meet expectations at all.

The score for each work is summing up the score of A, B, C, then multiplied by their respective proportions.

Rules on Discussion among Judges

On the basis of optimizing the evaluation process and scoring, the judges committee also provides further regulations for on-site discussion of judges.

1: Mutual respect among judges. Judges are encouraged to express their opinions in the jury, and it is believed that this is a good way for judges to inspire each other during the evaluation event. However, all debates only focus on the work itself. In previous judging occasions, there were some particularly dominant judges who would express their opinions before each work is presented and persist in subsequent discussion, constantly influencing other judges. There were also some particularly quiet judges who only occasionally express their views, but they were not particularly forceful and persistent in front of dominant judges. Therefore, we ask the chairperson of jury panel to create an equal and fair discussion atmosphere to avoid these two circumstances.

2: Judges hold responsibility on discussions. Opinions expressed by judges, especially before voting, have a crucial impact on votes. This is especially true for negative evaluations of a work, such as plagiarism, non-originality, infringement, scam ads, failing market performance, and other negative comments. If these words have not been rigorously and responsibly verified, they may cause excellent works to be treated unfairly, which is very unfair to participating works. Therefore, during the ROI Awards evaluation event, unless a judge has very conclusive evidence and is able to bring the evidence out in some form on site, any judge cannot use the above imprecise comments to evaluate the work, and the chairperson of the jury has the right to suspend their expression.

3: Discussions and votes of the judges cannot be made public. Neither the jury panel nor the work are allowed to disclose the discussion of the jury panel, including opinions, preferences, and voting results, to any third party, including participating companies, media or others, without the authorization and approval of the organizing committee. The organizing committee hopes to create a judging environment where judges can speak freely, fully express their professional opinions, and without any burden, which can help the jury panel fairly decide on the best works. Each invited judge is a well-known figure in the industry and has a wide array of relationships and contacts. Many participating companies may have the ability to approach judges in the ROI Awards jury panel. Therefore, it is believed that if those contents were made public, it would burden the judges. The third-party vote count partner of the ROI Awards will keep the score drafts of all judges each year, and the chairperson of the jury panel will review and sign off after the judging is complete. The organizing committee will have dedicated record of the entire judging process on archive.

Plagiarism, Infringement and Originality

As for the works encountered in the evaluation involving plagiarism, ROI Organizing Committee will use the following criteria:

Those works that have violated the law or infringed the intellectual property rights of others and have been officially judged by the legal system.

For such work, the organizing committee has the right to directly cancel their qualifications and achievements, and ask for the withdrawal of certificates and trophies. For judging whether the work constitutes infringement, the judgment of the court, arbitration institution and other legally effective official organizations shall prevail. In other words, in the evaluation process, the ROI jury will only be responsible for the professionalism of the works, and all submitted works are legitimate works by default. Without any evidence, the jury may not doubt the legitimacy of the work, which will affect the scoring of the work.

Those works that are not illegal or infringing, or that there is no evidence to prove they are illegal or infringing.

If the judges believe that the creative style, technique and form of a work draw lessons from other works and they directly identify those suspected of plagiarism, the organizing committee believes that such behavior is not rigorous and deemed undesirable. If the judges bring subjective bias in the evaluation process, which affects the scoring of the works, the organizing committee does not agree with this behavior either. If it is proved to be illegal or infringing afterwards, the organizing committee reserves the right to cancel the result and get back the trophy.

The core of the judging is to see whether the creative works are successful in business. If it can succeed in business or has achieved its business objectives, it proves that in the eyes of consumers, it is a successful and favorite idea, and the jury can still affirm such works.

The compliance committee of ROI Board of Directors will accept complaints and requests about infringement or plagiarism of ROI Awards entries. On the premise that the appeal request meets the specific requirements, the compliance committee will be responsible for convening professionals, establishing an interim investigation team, organizing resources to carry out the investigation within two weeks after formally receiving the appeal request, and submitting the investigation results to the ROI Board of Directors, which will then make judgments and ruling, to decide whether to cancel the qualification and award results of the contested works.

Finally, it should be emphasized that the ROI Awards encourage originality. Under the same conditions, the jury is more sure of the original works. At the same time, the original works should be looked at objectively. ROI Awards is a business creativity award, which does not encourage originality purely for the sake of originality, but that deviates from the core of commercial success behind it.

Group photo of previous juries



16th Final Juries



15th Final Juries



14th Final Juries



13th Final Juries



12th Final Juries



11th Final Juries



10th Final Juries



9th Final Juries



8th Final Juries



7th Final Juries



6th Final Juries



5th Final Juries



4th Final Juries



3rd Final Juries



2nd Final Juries



1st Final Juries

ROI Awards previous juries

International Ad Agencies:

达邦集团/WPP、达睿思/DeVries、电通中国/Dentsu、哈瓦斯集团/Havas、杰尔中国/Cheil、盟博集团/IPG、阳狮集团/Publicis Groupe等。

National Ad Agencies:

安瑞信杰/Energy Trust、宝尊电商/BAOZUN E-COMMERCE、飞书深诺/Meetsocial、华扬联众/Hylink、极易电商/ecMAX ecommerce、剧星传媒/Vision Star、开域集团/Cue Group、凯淳股份/Kaytune、蓝色光标/BlueFocus、丽人丽妆/lrlz、利欧数字/Leo、联世传奇/LINKWORLD、茉莉数科/MMG、派瑞威行/Aspiration、品众创新/PZOOM、若羽臣/RUOYUCHEN、省广集团/GIMC、新意互动/CIG、优矩互动/ujumedia、悠易互通/YOYI、原象/i2mago、悦普集团/Yuepu、致维科技/Adwetec等。

Advertisers:

安克创新/Anker、百胜中国/Yum、拜尔斯道夫集团/Beiersdorf、宝洁中国/Procter & Gamble、贝壳找房/BEKE、达能/Danone、戴尔/Dell、长城汽车/GWM、方太集团/Fotile、海尔集团/Haier、汇丰中国/HSBC、极氪/ZEEKR、今麦郎/JINMAILANG、康师傅/MASTER KONG、克丽丝汀迪奥/Christian Dior、科大讯飞/iFLYTEK、可口可乐/Coca Cola、乐高中国/LEGO、立白集团/Liby、联想集团/Lenovo、罗技中国/Logitech、玛氏箭牌/Mars、麦当劳/McDonalds、美国运通/American Express、耐克/NIKE、农夫山泉/Nongfu Spring、噢麦力/OATLY、欧莱雅中国/L' ORÉAL、强生中国/Johnson & Johnson、雀巢中国/Nestle、荣耀/HONOR、瑞幸咖啡/Luckin Coffee、思爱普中国/SAP、Smart、三星电子/Samsung Electronics、上美集团/CHICMAX、微软/Microsoft、维萨/VISA、58同城/58TongCheng、王老吉/WangLaoJi、微众银行/WeBank、唯品会/VIPSHOP、西贝集团/XIBEI、香奈儿/CHANEL、携程集团/Trip、星巴克/Starbucks、雅诗兰黛/ESTÉE LAUDER、一汽奥迪/FAW Audi、亿滋中国/Mondelēz、易方达基金/Efunds、英菲尼迪/Infiniti、长安福特/Changan Ford、智联招聘/Zhaopin、洲际酒店集团/InterContinental Hotels等。

Figures on previous ROI Awards

Data provided by ROI Awards Organizing Committee in February 2024

Comparison on recent three years						
	2021		2022		2023	
	14 th		15 th		16 th	
Participating Companies						
Total Participants	771		1135		874	
Nominations	419	54.35%	479	42.20%	412	47.14%
Gold Awards	59	7.65%	53	4.67%	54	6.18%
Awards						
Entries	4012		3525		2845	
Nominations	801	19.97%	704	19.97%	784	20.00%
Gold Awards	81	2.02%	72	2.04%	58	2.04%
Averages						
Entries Per Participant	5.20		3.11		3.26	
1 Nomination produced from	5.01		5.01		5.00	
1 Gold produced from	55.72		55.95		49.05	
Nomination per nominee company	1.91		1.47		1.38	
Gold per gold winning company	1.22		1.19		1.07	

(English translation is provided for the purpose of understanding only.
The 2024 ROI Awards Entry Kit in Chinese shall prevail.)

