

MARKETING AWARD APPROVAL PROCESS FOR AGENCIES

June 2021



FINCHCO
AGENCY

OVERVIEW

This document outlines the review and approval process for agencies submitting award entries across Westpac Marketing initiatives. Guidelines/ templates referenced in this pack can be found at Westpacs Brandgov page [here](#) using the below login details.

Username: brandgov

Password: Cu5tomerF!rst

It is important to note that, before proposing an award entry to the business, you will need to seek confirmation in writing from the award organisers on whether the submission will be published. Entries that will be published or communicated publicly in any capacity will need to go through rigorous approvals, including Corporate Affairs, Legal and Compliance, extending the overall time requirements.

PROCESS ON A PAGE

STAGE	TOPLINE PROCESS	ALL AWARD ENTRIES					IF PUBLISHED	
		SENIOR PROJECT/ LOB LEAD	PRODUCT/ RESEARCH & INSIGHTS	BRAND	PR LEAD/ FINCHCO	JEN MELHUISH	COMPLIANCE/ LEGAL	CORPORATE AFFAIRS
CONCEPT	IF UNPUBLISHED: ALLOW UP TO 5 BUSINESS DAYS. IF PUBLISHED: ALLOW UP TO 8 BUSINESS DAYS							
	Agency to fill out concept request form, including confirmation in writing from award organisers if the award submission will be published	Yes			Yes	Yes		Yes
FIRST DRAFT	ALLOW 5-10 BUSINESS DAYS							
	If endorsed, proceed with developing draft for Senior Project Lead approval	Yes	If required/ relevant	Yes				
FINAL ENTRY	IF UNPUBLISHED: ALLOW UP TO 5 BUSINESS DAYS. IF PUBLISHED: ALLOW UP TO 10 BUSINESS DAYS							
	Final draft with verified positioning and data signed off by Senior Project Lead to proceed through final approvals	Yes			Yes	Yes	Yes	Yes
NOTES		This stakeholder will be intimate with the broader campaign and close to business results				Jen Melhuish is the final approver when the submission is not published	Finchco Agency will engage Corporate Affairs, Legal and Compliance if any part of the submission will be published or the award is run by a media house (e.g. B&T)	

STAGE 1 - CONCEPT APPROVAL

Allow 5 business days for concept approval of unpublished award entries, and 8 business days for published entries.

Before drafting an award submission, the agency or internal stakeholder/owner must flag the proposed entry with key stakeholders in the Westpac business by developing a concept approval request (one-page maximum) that includes the below key areas. Please see template available on the Brandgov page.

Once drafted, please share the request for approval via email with the relevant Westpac Senior Project/ LOB Lead/s, Jen Melhuish and Finchco Agency. If any part of the entry will be published or is run by a media house (e.g. B&T), Finchco will also share with Corporate Affairs for endorsement.

- **Award**
- **Category**
- **Who the submission will be attributed to** (agency/s, client, combination). Other agencies who played a pivotal role in the campaign and contributed to results should be consulted to see if they should be integrated or would like to be acknowledged in the entry.
- **Westpac campaign to be nominated** - along with rationale as to why we could win and the benefit to the Westpac brand
- **Deadlines and key timings**
- **Elements of the submission** - i.e. is it just a written submission? Are there any assets required from the business e.g. spokesperson involvement or research/insights/ metrics? Please specify in detail and allow additional time for these elements.
- **Context** - have we entered these awards before?
- **Privacy and confidentiality of the submission** - including if the entry will be published or not (we need this in writing from the award organisers)

STAGE 2 - SUBMISSION DRAFT

Allow 5 - 10 business days for drafting, gathering approved data, and first round reviews.

If endorsed to proceed with the award submission, the agency can develop a first draft to be shared with the Westpac Senior Project Lead for approval.

There are a few elements to consider at this stage:

- **Type of campaign** - Westpac stakeholders who played a part in the campaign should have an opportunity to review the entry. For example, product-led campaigns should be reviewed by a relevant Product/LOB team member. If this is required, please allow additional time for the relevant teams to be engaged.
- **Assets** - If assets are required from the business to draft the submission (e.g. insights, data, performance metrics) this should also be built into the review timeline to still allow for the requested number of business days for the Senior Project Lead to review.
- **Issues** - Creative campaigns can produce strong brand results, but are not always appropriate for award submissions due to broader business context.
- **Quality control** - Please see slide 6 for further details.

STAGE 3 - APPROVAL ON FINAL ENTRY

Allow 5 business days for review of unpublished entries, and 10 business days for published entries.

Once the award submission has been verified by the Westpac Senior Project Lead, the final entry needs to be provided to Finchco Agency and Jen Melhuish for approval.

If award submission is kept confidential, for judges only (must confirm this in writing):

- Submission must be approved/ have final endorsement from Jen Melhuish
- Submission does not need to be reviewed by Corporate Affairs, Compliance or Legal

If award submission will be published:

- Submission (published element or redacted version) needs to have approval from Corporate Affairs, Compliance/Legal. Finchco Agency will manage this if required.

A NOTE ON QUALITY CONTROL

- **Research and Data:** It is the agency or internal stakeholders obligation to fact check and provide clear, referenced data points in the submission. These data points need to be signed off by the Senior Project Lead to confirm authenticity and positioning. All sources of data need to be attributed. Stakeholders such as Corporate Affairs or Legal and Compliance will expect to be reviewing final versions, which need to include final data points.
- **Competitors:** Be sensitive to competitor references and data point usage. The preference, generally, is not to specifically reference competitor brands, rather group them under big four or a regional (as an example). Referencing competitors in a respectful way is important.
- **Tone:** While we understand that award submissions need to be written in a compelling way – the Westpac brand operates in a complex environment and reputational risk needs to be considered when drafting (don't overstate impact, don't reference contentious issues relating to the brand).
- **The real story:** It is important to consider the broader business's role in certain initiatives and not over-claim the impact of a piece of creative or marketing in isolation if it is part of a much wider business strategy. Key stakeholders need to be considered and the true problem needs to be the basis of the submission – not retrofitted.
- **Consider the 'why' for Westpac:** Award submissions from agencies on behalf of Westpac brand work need to have a clear benefit to the brand, not just the agency partner. This is why submissions need to be presented in the right tone and produce a positive halo effect for the brand.

SENIOR PROJECT/ LOB LEADS

This is not an exhaustive list but the project leads engaged should be accountable for the project/ a subject matter expert and be of equivalent seniority to those listed below.

EDB Lucy Stewart	Housing Amy Brack-Bennett	Brand Nic Bardsley	Sponsorships Pat Cunningham
Business Karen Giuliani	Foundation Amy Blacker	Digital Kate Pepper	Digital content Mel Portelli/ Felicity Duffy
	Senior Marketing Jen Melhuish	Group Media/ Corp Affairs Georgie Hay	

THANK YOU