

**RED
CARD**

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**CHINA DIGITAL
FOOTBALL AWARDS**

ENTRY GUIDE

CHINA DIGITAL FOOTBALL AWARDS

Welcome to the Red Card 2021: China Digital Football Awards. Now in its 10th year, we're excited to celebrate the best in the business in what has been a challenging year for all involved. There are 6 awards to be voted for by our panel of judges that will recognise outstanding performance across China's digital landscape.

This guide will help prepare you for the submissions and ensure that your work stands out and is duly rewarded.

WHAT IS IT AND WHY PARTICIPATE?



Recognition

Get your team recognised in the industry and within your company for the outstanding work you do in China.



Educate

This event is not just about handing out awards, but will also help educate the industry on key lessons learnt throughout the year with best practice from the movers and shakers.



Exposure

The Red Card report is covered every year by over 150 media outlets in 40+ countries over 5 continents. The winning activations will be seen by the sports industry around the world.

RED CARD 2020 WINNERS



FC Barcelona
Most Popular Football Club
Online in China



Cristiano Ronaldo
Most Popular Player
Online in China



Premier League
Most Popular Football League
Online in China



Paris Saint-Germain
Most Viewed Douyin Video



Chelsea FC
Weibo Award



FC Bayern Munich
Best Fan Event



Tottenham Hotspur FC
Best China Tour

RED CARD 2020 WINNERS



Chelsea FC
Best Original Video



iQIYI Sports
Best Sponsorship



AIA
Best CSR Campaign



La Liga
Best Grassroots Project



Manchester United FC
Best Use of Influencer



Paris Saint-Germain
Best Use of Technology



FIFA
Best Use of Design



Borussia Dortmund
Best Use of Fan Clubs

RED CARD 2021 JUDGES



Andrew Collins
CEO
Mailman Group



Wang Dong
President
PP Sports



Liu Jianhong
President
KLS Tech/Kaipu Sports



John Yan
Founder
Score Sports



Li Hong
Chairwoman
Shankai Sports



Echo Li
MD, Greater China
SPORTFIVE



Li Shuangfu
Co-Founder & President
Lanxiong Sports



Jia Baocheng
Director of Operations
Weibo Sports



Gao Yong
Director of Operations
ByteDance - Toutiao Sports



Chen Jia
Head of Sport
Kuaishou



Eric Geng
Senior Director
China Sports Media



Nikki Wang
Head of Sports Business
Deloitte China

CRITERIA

Originality

How unique was the idea?

Relevance

How well adapted was the initiative for China?

Performance

What were the objectives and the quantitative results?

REQUIREMENTS

Submission deadline:

11:59pm CET on 30th November 2020.

**Any entry submitted after the deadline will not be considered.*

Who can enter: Any football related activation in China from an organisation, club or company.

How to enter: Please fill out the Red Card 2021 Submission Form and send it after completion to:
redcard@mailmangroup.com.

Tips*

Text is the core and backbone of your entry. Choose your words carefully, tell us the story and impress us with results. Persuade the judges why you should win the award.

We **highly suggest you to attach video** footage with your submission. This will give the judges an easier impression on what you've done and emotionalise your entry significantly.

Provide figures - numbers speak for themselves.

Submit as early as possible, so we can give you feedback and optimise your submission for the judges.

We suggest to ensure that a minimum of one representative from your organisation/agency is available to join the awards ceremony on 28th January 2021 in Shanghai.

THE AWARDS

01 **Best Original Production**

Developed a creative video production that is suited to the local trends, values and platforms.

02 **Best Sponsorship**

Activated a sponsor on digital channels through an authentic, innovative and localised concept.

03 **Best CSR Initiative**

Launched a CSR initiative that made a significant impact to the local community. This can also include grassroots programs.

04 **Best Livestream**

Produced a best-in-class livestream across one of China's video platforms that included fan interaction and special features.

05 **Best Creative Campaign**

Launched a creative concept that was based on local insights and resulted in a peak moment for the brand.

06 **Best Ecommerce Initiative**

Delivered a unique local ecommerce campaign for the Chinese fan base.

GOOD

Please submit your entry via the Red Card
Submission document

Send the filled out submission form to:
redcard@mailmangroup.com

LUCKY