
Handbook for the 16th (2024-2025) Tiger Roar Awards

The 16th Tiger Roar Award Competition Theme

The era of intelligent control

The progress of people drives the progress of the times, and the height of people determines the height of the times.

When humans contemplate themselves and attempt to map their intelligence onto the digital world, the AI era officially begins. The impact of AI on the era has already begun, from AlphaGo's subversion of Go to ChatGPT's rapid rise to fame, every advancement of AI has shaken the world. In recent years, Artificial General Intelligence (AGI) has fully penetrated into various industries, from e-commerce to tourism, from healthcare to finance. From the initial single tool based empowerment form, AI has evolved into today's AI agents, deepening towards more comprehensive and advanced forms, becoming intelligent entities with autonomous perception, intelligent decision-making, and action capabilities.

In the long run, AI will inevitably affect the operational logic of the times. Culturally speaking, AI itself is a new type of productive force, and its development will give a series of new meanings and challenges to culture, exerting an immeasurable impact on human society and civilization; Economically speaking, the potential contribution of AI to the global economy is enormous, with an annual growth rate of trillions of dollars, which can greatly improve productivity; In a societal sense, AI technology will have a comprehensive impact on existing legal, ethical, psychological, and other aspects, and trigger deep thinking among humans.

The driving force of the era of "smart governance" is not limited to AI, AI is just one of the representatives of new quality productivity, and our era calls for a more comprehensive understanding of "smart governance". When China's economic development reaches a new level, consumption becomes the key to breaking through, and brands return to their original important position. Cultivating and strengthening new types of consumption, increasing data consumption, and innovating consumption scenarios have become important levers for the country to promote consumption policies. In the summer of 2024, "Black Myth: Wukong" showed us the tremendous power of consumption and service, as well as the new heights reached by the global export of Chinese culture. It is these changes that have created a different era of 'smart governance' from

the past. We must be sensitive to these changes, be good at grasping them, and transform them into the driving force of the times.

In 2025, Huxiao will follow the trend of the times, closely follow the pulse of the times, and showcase the "smart control" characteristics of our era to the industry and the market, reflecting Huxiao's principle of "being a builder of the industry". We hope to use technology as the driving force, innovation as the breakthrough, and consumption as the core to continuously enhance the value of digital marketing to support enterprise growth, and promote the continuous growth of the professional value, social value, and even cultural value of the digital economy and Chinese brands.

Zhiyu requires extraordinary wisdom, courage to break through, and even more importantly, one step ahead in action. In 2025, Huxiao and the industry will think together about the present and "smart control" the future.

catalogue

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The Tiger Roar Award does not accept any form of selection or abandonment of awards.

The organizing committee fully authorizes the judging panel, And entrust the supervisory committee to supervise the entire process.

All award results are independently judged by the jury.

For any behavior that does not respect the rules of the competition, The organizing committee of the Tiger Roar Award will keep all judges informed, And grant them the relevant rights of a three-year ban.

01 Schedule Notice

The 16th Tiger Roar Award Competition Schedule and Precautions for Each Node

stage	time	matters needing attention
	November 28, 2024 - March 21, 2025	<p>Item: Submission of entries for the competition</p> <p>Pre match notice:</p> <p>Based on the principle of open participation, the Tiger Roar Award is free to participate, and only reasonable production costs (including material fees, expert review fees, trophy and certificate production costs, etc.) will be charged after the winning case works.</p> <p>If multiple categories are submitted for the same case work, multiple case works will be automatically generated, and corresponding production costs will be levied based on the number of award-winning case works.</p> <p>In principle, a company in an industry should not submit more than 20 case works.</p> <p>Reporting System: case.hooxiao.com</p> <p>Award materials:</p> <ol style="list-style-type: none">① Confirmation letter for participation (stamped with company seal)② Regarding the introduction of various dimensions of the case details, including text, images, videos, and other auxiliary materials, please upload them according to the system requirements (do not include information about the participating company itself, partners, etc., otherwise the participation qualification will be cancelled, except for advertisers and media platforms)③ Company logo (used for external promotion after winning awards,
Submission of works		

usually the logo of the participating party)

Item: Check if it has been shortlisted

March 28,
Online 2025 -April
review 3, 2025

Query entrance: After the online review is completed, log in to the submission system (case. hooxiao. com) to check whether the submitted work has been shortlisted for the final review (open for query around April 5th)

Item: Check the award notification

April 11,
Offline 2025 - April
final 12, 2025
review

Award notification: After the final review, the Secretariat of the Tiger Roar Award Organizing Committee will send an award notification email regarding the winning status of the shortlisted works (at this stage, only the level award or excellent award will be notified, and the specific award level will be officially announced at the award ceremony)

Item: Gold Award Defense

Gold 2025
Award April 25th,
Defense 2025

Preparation for defense: After the final review is completed, only companies that have been notified that their relevant cases have been nominated for the gold award are required to participate in the gold award defense. The project team will form a defense group and participate in the presentation defense to determine the final gold award case. (Encourage brand owners to participate in on-site defense)

Event: Award ceremony, prize collection, and cost collection

Tiger 2025 - June
Roar 7th, 2025
Ceremo ny

Confirmation information: Before the award ceremony, make final confirmation of the company name, case name, and other information related to the trophy, certificate, award list, and other external publicity

Docking invoicing: Prior to the award ceremony, inform relevant information such as invoicing content, invoicing information, invoicing type, etc. and issue invoices

Contract organization: Prior to the award ceremony, organize contracts, mail and stamp them, and archive them based on the corresponding cost amounts for the award-winning cases

Award Collection: The award ceremony will accept the award on site. The winning works can be collected on stage (gold award, silver award, technical product award, institutional award, character award), in person (bronze award, excellence award), and other ways. Not all award results need to be collected on stage. Please refer to the notification of the Tiger Roar Award Secretariat for details.

Payment: Payment process will be made within 15 working days upon receipt of the contract

Frequently Asked Questions for the 16th Tiger Roar Awards Competition

Q: Do companies that were previously registered need to be re registered?

1 A: What is needed. The Tiger Roar Award submission system is updated and optimized every year. In order to ensure that information errors are not caused by personnel changes or company information updates, it is necessary to re register.

Q: Can the information filled in during registration be modified after winning the award?

2 A: It's not possible. In order to further refine the process and avoid lengthy information exchange, regardless of the company name, case name, or main text information, all materials such as trophies and certificates will be produced and promoted based on the submission page. Please fill in carefully to confirm accuracy.

3 Q: What is the fee standard for the Tiger Roar Award?

A: Based on the principle of open participation, the Tiger Roar Award is free to participate, and only a production fee will be charged after the winning case work. The specific standard of production fee is detailed in the requirements for participation in 03.

At the same time, it should be noted that if multiple categories are submitted for the same case work, multiple case works will be automatically generated, and corresponding production costs will be levied based on the number of award-winning categories of the case works. Please choose the submission category carefully.

4 Q: How many categories are there for the Tiger Roar Award and how are they selected?

A: The Tiger Roar Award is divided into marketing case category, creative work category, e-commerce and effect marketing category, technical product category, and institutional character category (nominated by the organizing committee). Each category has subcategories and specific definitions. Please choose the appropriate category based on the participating company's own case direction for submission. If you have any questions about some categories, please consult with the Secretariat partner.

5 Q: Can I participate in the competition if the case I want to submit is co created with other companies?

A: It's possible. However, before participating in the competition, authorization from the case partner must be obtained, and the confirmation letter for participation must have the seals of both companies. If there is a dispute arising from the copyright of the entries, the submitting party shall be responsible for handling the relevant matters, and the organizing committee has the right to revoke the award results that have been evaluated.

6 Q: Can the company name be disclosed in the case text?

A: It's not possible. To ensure fairness in the evaluation process, it is prohibited to include company names, logos, image watermarks, video watermarks, etc. related to the participating companies' own information in the case text. Otherwise, their eligibility to participate will be cancelled (except for advertisers and media platforms).

7 Q: Do images/videos/audios have to be uploaded?

A: Images are an important dimension for judges to understand case materials, and it is recommended to upload them as a mandatory item.

For categories strongly associated with videos, videos must be uploaded, otherwise it will affect the score of the work, such as video marketing in the marketing case category, video content in the creative work category, and short video creativity category.

For audio marketing classes strongly associated with audio, audio must be uploaded, otherwise it will affect the score of the work, such as audio marketing classes.

8 Q: What is the judging process for the Tiger Roar Award?

A: ① Online review (the large review panel conducts preliminary review of all submitted

cases, and the proportion of preliminary works shortlisted for final review is about 28%);

② Offline final review (the final review judges will conduct a final review of the shortlisted works, determining 1% -2% for the gold award, 5% -6% for the silver award, 9% -10% for the bronze award, and 10% -12% for the excellent award). The specific number of awards may be adjusted by the judges based on the submission situation of each category;

③ Gold Award Defense (Only companies that have been notified of relevant cases and are eligible for gold award nomination are required to participate in the gold award defense, while other companies are not required to participate. The final gold award will be determined by more than half of the votes cast by the presidium based on the offline defense of the gold award nomination cases.).

9 Q: Where can I find previous award-winning cases of the Tiger Roar Award?

The "Tiger Roar Culture" mini program is the official case library of the Tiger Roar Award, and all award-winning works will be included in the "Tiger Roar Culture" mini program for reference. At the same time, the Tiger Roar Culture mini program can also easily search for award results with just one click, automatically generate award long images, and view various types of award cases from previous years.

Tiger Roar Culture Mini Program Sun Code

10 Q: Can I give up the award result?

A: It's not possible. The Tiger Roar Award does not accept any form of selection or abandonment of awards. The organizing committee fully authorizes the judging panel and entrusts the supervisory committee to supervise the entire process. All award results are independently judged by the judging panel. For any behavior that does not respect the rules of the competition, the Tiger Roar Award organizing committee reserves the right to notify the entire judging panel and impose a three-year ban on them.

02 Event Introduction

Organizational structure

Guidance: China Business Advertising Association (Digital Marketing Professional Committee)

Host: Tiger Roar Award Organizing Committee

Organizer: Huxiao Media

brief introduction

The **Tiger Roar Award is a comprehensive award with professional influence in the digital field of Chinese brand marketing.** The Tiger Roar Award Organizing Committee, composed of leaders from professional organizations such as industry associations, professional media platforms, and industry leading companies, was initiated and established. It is guided by the China Business Advertising Association and adheres to the principle of "being a builder of the industry", selecting and recording high-quality cases for the industry annually.

The **Tiger Roar Award has attracted nearly ten thousand participating companies over the years, selected tens of thousands of high-quality case works, and has a large expert team consisting of over a thousand well-known practical professionals in the industry.** Through rigorous and standardized evaluation processes such as online review, offline final review, and gold award defense, we always maintain a gold award winning rate of around 1%, ensuring the bottom line principle of the gold value of the award; The Tiger Roar Award rejects the act of selecting awards, and through this consistent and serious normative behavior, influences the industry and guides its development; The Tiger Roar Award continuously outputs valuable content to the industry through case insights. The Tiger Roar Award has been successfully held until its 16th edition.

location

Comprehensive awards with professional influence in the digital field of Chinese brand marketing

sense of worth

Adhere to simplicity and humility, achieve success for others, and become a builder of the industry

Competition website

Tiger Roar Award participation system: case.hooxiao.com

The registration for the new Tiger Roar Award starts on November 28th every year and ends in March of the following year

Case Library

Tiger Roar Culture Mini Program

Visual recognition

China Business Advertising Association Logo Digital Marketing Professional Committee Logo Tiger Roar Award Logo Tiger Roar Award Ceremony Tiger Roar Award Banquet Tiger Roar Award Final Review Tiger Roar Award Judge (Weibo, the **last few logos were not actually used last year after design, considering practicality and continuity**)

Previous competition data

The 15th Tiger Roar Awards attracted over **1000 participating companies** from brand owners, media platforms, marketing and communication agencies, technology companies, e-commerce institutions, and more. Over 4500 entries were submitted, and over **200 awards** were **independently** submitted by **brand owners**. After **online** evaluation by **more than 1000 judges**, offline final evaluation by **122 final judges**, and gold medal defense by **12 chairpersons**, out of the **more than 4500 entries** collected at the 15th Tiger Roar Awards, **76 gold medal entries** were ultimately produced, with an award rate of about **1.6%**. The nomination rate for gold, silver, and copper level awards was about 18%, and the overall award rate was about **28%**.

Scan the code to view the list of winners for the 15th Tiger Roar Awards

Theme Evolution

The First (2009-2010) Tiger Roar Award: Brand Building City

The Second (2010-2011) Tiger Roar Award: Building on the Past and Opening Up the Future

The 3rd (2011-2012) Tiger Roar Awards: Dialogue with the Protagonist

The Fourth (2012-2013) Tiger Roar Award: First Hand pattern

The 5th (2013-2014) Tiger Roar Award: The Power of Capital

The 6th (2014-2015) Tiger Roar Award: Making Numbers Smarter

The 7th (2015-2016) Tiger Roar Award: Encounter and Opportunity

The 8th (2016-2017) Tiger Roar Award: Tiger Roar · Cloud Surge

The 9th (2017-2018) Tiger Roar Award: Battle on the Move

The 10th (2018-2029) Tiger Roar Awards: New Frontier, New Vision, New World, New 10th

The 11th (2019-2020) Tiger Roar Award: The Power to Move Forward

The 12th (2020-2021) Tiger Roar Award: Connecting the Future

The 13th (2021-2022) Tiger Roar Awards: Embarking on a New Journey

The 14th (2022-2023) Tiger Roar Award: Yuanli Growth

The 15th (2023-2024) Tiger Roar Award: Refactoring the Future

The 16th (2024-2025) Tiger Roar Award: The Age of Intelligent Control

Organizational Structure Setting

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Award value

- Winning companies can receive exclusive Tiger Head Trophy (Level Award)/Exclusive
- Certification Certificate (Excellence Award).
- Winning companies can invite their leaders to join the Tiger Roar Grand Jury for evaluation activities (subject to review).
- Winning companies can receive full online promotion and exposure of the Tiger Roar Award winning list, with an estimated exposure of over one million for the award ceremony both online and offline.

- Winning companies can publish their award-winning cases synchronously on the "Tiger Roar Culture" mini program and be selected for the Tiger Roar Award winning case library.
- Excellent award-winning enterprises have the opportunity to receive targeted invitations for live streaming sharing of special case studies.
- Winning companies can receive free tickets for offline events such as the Annual Tiger Roar Ceremony, Annual Awards Ceremony, Annual CGO Summit, Annual China Digital Marketing Summit, and other special events for the year 2025.
- Winning companies can receive support from media resources such as the official website of Huxiao, Huxiao Award Weibo, and targeted matching support for award-winning news releases and daily promotional articles of the winning companies.
- Winning companies can watch for free. The guiding unit of the Tiger Roar Award, the Digital Marketing Professional Committee of the China Business Advertising Association, organizes high-quality activities such as Cloud Thinking and Sharing, Famous Enterprise Walk Interactive Salon, and has the opportunity to participate and share.
- Winning companies have the opportunity to be included in the 2025 China Digital Marketing Ecological Map.
- Excellent cases of award-winning enterprises have the opportunity to be selected for the case analysis of the 2025 Tiger Roar Annual Insight Report.
- Winning companies can enter the brand owner supplier recommendation library: brand owners can consult on different types of marketing models, recommend specialized suppliers, and cooperate with Jianlian.

Tiger Roar Ceremony

As a professional and large-scale event in the field of brand marketing digitalization, the Tiger Roar Ceremony is held in Shanghai at the end of May and the beginning of June every month. It includes core sections such as the China Digital Business Communication Forum, the Tiger Roar Award Ceremony, and various parallel forums. Every year, we attract 60+partners, 200+brands, 500+industry executives, and 3000+attendees to participate and witness, focusing on core issues in the digital field of brand marketing. Through practical sharing and in-depth interpretation, we provide inspiration to all parties in the industry. At present, the Tiger Roar Ceremony has

become one of the core platforms for all parties in the digital field of brand marketing to speak out to the outside world.

Insert the logo of the partner of the Tiger Roar Festival below to prove the influence of the Tiger Roar Festival

2024 Tiger Roar Ceremony

Total exposure of the event: 2051w+,

video and audio: 1250w+,

outdoor: 380w+,

graphic and text: 351w+,

live broadcast: 70w+,

03 Competition Requirements

Requirements for the 16th Tiger Roar Award

matter	content												
1 Requirements for Participants	<p>Object: The 16th Tiger Roar Award. Participants must register as commercial entities to participate. Brand owners, agency companies, media platforms, technology companies, and other enterprises and institutions engaged in brand marketing digitalization related businesses are all eligible to participate.</p>												
2 Competition Time Requirements	<p>Time: The submitted work must be creative, produced, and released between March 22, 2024 and March 21, 2025.</p> <p>Registration fee: Based on the principle of open participation, the Tiger Roar Award is free to participate, and only a production fee will be charged after the winning case work.</p> <p>Composition of production costs: Reasonable production costs (including material costs, expert review fees, trophy/certificate production costs, etc.) will be charged after the case works are awarded.</p>												
3 Participation fee requirements	<p>*Special note: If multiple categories are submitted for the same case work, multiple case works will be automatically generated, and corresponding production costs will be charged based on the number of award-winning case works.</p> <p>Fee standard:</p> <table><thead><tr><th>prize</th><th>cost</th><th>trophy</th><th>certificate</th></tr></thead><tbody><tr><td>Gold/Silver/Copper</td><td>8600 yuan/piece</td><td>1</td><td>1</td></tr><tr><td>Excellence Award</td><td>3800 yuan/piece</td><td>0</td><td>1</td></tr></tbody></table>	prize	cost	trophy	certificate	Gold/Silver/Copper	8600 yuan/piece	1	1	Excellence Award	3800 yuan/piece	0	1
prize	cost	trophy	certificate										
Gold/Silver/Copper	8600 yuan/piece	1	1										
Excellence Award	3800 yuan/piece	0	1										

Add trophy booking	3800 yuan/piece	1	1
Add certificate	360 yuan/piece	0	1

4) Winning companies should understand the fee standards in advance before applying for awards. The Tiger Roar Award does not accept any form of selection or abandonment of awards. The organizing committee fully authorizes the jury and entrusts the supervisory committee to supervise the entire process. All award results are independently judged by the jury. For any behavior that does not respect the rules of the competition, the Tiger Roar Award organizing committee reserves the right to inform the entire jury and impose a three-year ban on them.

If any of the following situations occur, the participation qualification of the case work will be cancelled:

1) **Time:** If the implementation time of the submitted case works falls outside the specified period (March 22, 2024 to March 21, 2025), their eligibility to participate will be cancelled.

2) **Avoidance:** If the **company name, logo, watermark image, video file, etc.**

4 Cancellation related to the **participating company's own information appear in the case, their of eligibility participation qualification** will be **cancelled (except for advertisers and media requirements platforms).**

for participation 3) **Regulations:** If the submitted case does not comply with national laws, regulations, and advertising industry policies, and if the advertiser involved in the submitted case has serious social morality and bad business behavior, their eligibility to participate will be cancelled.

4) **Abandoned Award:** Companies that did not comply with the evaluation rules and standards, such as abandoning or selecting awards in the previous year, will have their eligibility to participate cancelled.

5) **Copyright:** For works that are not original or plagiarized, and for which copyright disputes cannot be proven after submission, their eligibility to

participate will be cancelled.

1) **Registration System:** case.hooxiao.com

Click on the Tiger Roar Award submission system, register for the competition account, complete the registration, and then return to log in.

2) **Download the participation confirmation letter:** After logging in, download the **template file**, confirm that it is correct, print and **stamp the official seal**, and **upload the scanned copy of the participation confirmation letter (this is a mandatory item, otherwise the work cannot be submitted)**.

3) **Reference case:** Before submitting the award, you can browse the excellent case works templates of previous awards on the "Reference Cases" page of the system homepage.

4) **Tiger Roar Award Material Package:** Before submitting the award, you can download the submission template file from the "Tiger Roar Award Material Package" on the system homepage, organize the local materials, and then submit them to the system.

**5 Submission
process
requirements**

5) **Submission of works:** According to the submission requirements, click on "I want to submit" and select corresponding categories such as "Marketing Case", "Creative Works", "E-commerce and Effect Marketing", "Technical Products", "Institutional Figures" to submit content.

6) **Review stage:** After the submission of the work, the case enters the "pending review" stage. The Tiger Roar Award Organizing Committee will conduct a preliminary review of the case content. If it shows "awaiting modification", it indicates that there are still areas of non-compliance with the submission rules and further modifications are needed; If "approved" is displayed, it means that the case registration is successful, and the case cannot be withdrawn after successful submission.

7) **Nomination inquiry:** After the online preliminary review of the submitted work is completed, the shortlist status can be checked in the system.

8) **Award inquiry:** After the completion of all evaluation stages, the Secretariat of

the Tiger Roar Award Organizing Committee will send an award notification email regarding the award status of the work.

1) Text filling requirements

Font: Microsoft Yahei; Font size: 14;

If there are traditional Chinese characters in the case work, please convert them to simplified Chinese characters.

2) Picture upload requirements

All images must be inserted rather than copied and pasted;

There should be no watermarks related to the name or logo of the participating company on the image;

Image accuracy: 300dpi, image format: jpg;

The number of images in each case study should not exceed 12.

3) Video/audio upload requirements

Limit the number of local video/audio and online videos to no more than 5;

Local videos only support MP4 format, and local audio only supports MP3 format, with a size of less than 100M;

Online videos need to be uploaded to the designated video platform of the reporting system. Click on the 'Share' button below the video, copy the 'Embed Code' and paste it into the designated location of the system.

1) All entries must not infringe on the copyright of others' works. For works with copyright disputes, the submitting party will be responsible for handling the relevant matters, and the Tiger Roar Award Organizing Committee has the right to cancel the entry qualification of the work.

2) If there is any data or content that is inconvenient to disclose to the public, please delete the relevant content before submission.

3) Once all entries are submitted, it is deemed that the Tiger Roar Award Organizing Committee is automatically granted the right to promote, use, and publish the works. The Tiger Roar Award Organizing Committee has the right to use the images, text, and video information submitted by the entries on relevant

6 Reporting standard requirements

7 Copyright requirements for participation

online platforms such as the award ceremony, Tiger Roar Culture Mini Program, Tiger Roar Case Sharing, Tiger Roar Activity Roadshow, Tiger Roar Network, and Tiger Roar Media's WeChat, Weibo, Sohu, NetEase, and Yidian Information.

4) After the evaluation, the award-winning works in each category will be published in the Huxiao Culture mini program.

04 Category Settings

Overview of Category Settings for the 16th Tiger Roar Awards

The 16th Tiger Roar Awards has launched an English version of the competition system for the first time. The following is an overview and specific explanations of each sub category.

Participating companies can choose the appropriate category based on the nature of their works to participate.

Award Setting Category Setting	Category Description	Proportion of submission and review dimensions Entry Submission and Scoring Percentage
(1) AI Marketing Category	By utilizing artificial intelligence related tools or platforms such as AIGC, Chatgpt, Midjourney, etc., we provide technical support to enterprises through deep learning and automatic generation of creative content such as text, images, audio, video, programs, etc., to assist in the process of digital upgrading of marketing.	Innovation 40% Implementation and Innovation 40% Effect and Data 30% Effect and Data 30%
(2) Scene marketing category	At a specific time and space, capture the core factors that trigger user needs in real time, facilitate users to quickly find the motivation to take the next action, and enable users to meet their needs in a complete scenario. Participants need to elaborate on how to use physical or virtual scenes as entry points for value innovation, improve marketing conversion rates, and enhance user experience.	Goal and Challenge 10% Insight and Strategy 30% Implementation and Innovation 20% Effect and data 40%

<p>(3) Public relations and communication</p>	<p>The process of systematically disseminating the brand image to the public through effective channels and means.</p>	<p>Goal and Challenge 10% Insight and Strategy 30% Implementation and Innovation 40% Effect and data 20%</p>
<p>(4) Public welfare marketing category</p>	<p>Enterprises or related organizations carry out public welfare activities, participate in public welfare, and give back to society through various marketing methods based on their actual situation.</p>	<p>Goal and Challenge 10% Insight and Strategy 35% Implementation and Innovation 35% Effect and data 20%</p>
<p>(5) IP marketing category</p>	<p>To achieve the transmission of brand value through IP marketing, the entries need to elaborate on how to successfully shape and spread the IP, ultimately realizing the process of traffic monetization.</p>	<p>Goal and Challenge 10% Insight and Strategy 30% Implementation and Innovation 30%</p>
<p>(6) Festival marketing category</p>	<p>Participants need to elaborate on how to utilize the node topic center to generate creative themes, create exposure events, shape user behavior habits, and accurately reach consumers at specific nodes, achieving the entire process of brand communication and sales improvement.</p>	<p>Goal and Challenge 10% Insight and Strategy 20% Implementation and Innovation 40% Effect and Data 30%</p>

<p>(7) KOL and celebrity marketing category</p>	<p>By leveraging the influence, credibility, and persuasiveness of key opinion leaders such as celebrities, public figures, and KOLs within their fan circles, the brand engages in a series of marketing and communication behaviors. The entries must emphasize how to effectively operate and maintain celebrities and KOLs, and enable fans to plant valuable and needed products.</p>	<p>Goal and Challenge 10% Insight and Strategy 30% Implementation and Innovation 30% Effect and Data 30%</p>
<p>(8) Cross border cooperation category</p>	<p>The marketing communication behavior in which different enterprises or brands collaborate to create competitive advantages by exchanging or combining their resources to achieve their own marketing goals.</p>	<p>Goal and Challenge 10% Insight and Strategy 30% Implementation and Innovation 30% Effect and Data 30%</p>
<p>(9) Media Innovation Category</p>	<p>In order to achieve good communication effects and economic benefits, innovative use of all media carriers that can carry advertising information can not only fully tap into the media attributes of non media attribute carriers, but also stimulate creative ideas. The media carriers that already have media attributes can be combined with multidimensional gameplay, and the results presented by the entries are required to reflect the role of media innovation in this effective marketing campaign.</p>	<p>Goal and Challenge 10% Insight and Strategy 30% Implementation and Innovation 40% Effect and data 20%</p>
<p>(10) Content marketing category</p>	<p>By relying on different types of content expression forms, create and share valuable content works that are relevant to consumer needs and in line with brand spirit. Through a series of processes such as creation, publication, and dissemination on content marketing platforms, deliver valuable content information to users, attract, impress, and influence users with content, and</p>	<p>Goal and Challenge 10% Insight and Strategy 35% Implementation and Innovation 35% Effect and data 20%</p>

	maximize brand communication effects with content.	
(11) Business Innovation Category	The activity of emphasizing the introduction of new business innovation models into the brand building system, by changing the basic logic of enterprise value creation, in order to enhance customer value and enterprise competitiveness, may include changes in the constituent elements of multiple business models, as well as changes in the relationships or driving mechanisms between elements.	Goal and Challenge 10% Insight and Strategy 20% Implementation and Innovation 40% Effect and Data 30%
(12) Social media marketing category	Enterprises use social media to publish relevant service and product information on social media networks, utilizing the fan attention and community effects on social media networks to attract users to actively participate and share, and increasing the exposure of enterprise product and service information on social networks. The entries must demonstrate the crucial role that social media plays in marketing activities.	Goal and Challenge 10% Insight and Strategy 30% Implementation and Innovation 40% Effect and data 20%
(13) Event marketing category	The means and methods by which enterprises plan, organize, and utilize individuals or events with dissemination value and social impact to attract consumers' interest and attention, enhance the visibility and reputation of the enterprise or product, establish a good brand image, and ultimately promote the sales of products or services.	Goal and Challenge 10% Insight and Strategy 20% Implementation and Innovation 40% Effect and Data 30%

<p>(14) Short video marketing category</p>	<p>By utilizing short videos as a medium, enterprises can fully leverage their content, social, and interactive attributes as a means of social marketing.</p>	<p>Goal and Challenge 10% Insight and Strategy 35% Implementation and Innovation 35% Effect and data 20%</p>
<p>(15) Video marketing category</p>	<p>A network platform based on video websites as its core, utilizing various methods such as television advertising, online videos, promotional videos, and micro movies to promote marketing and communication activities centered on content, guided by creativity, and presented in the form of videos. By utilizing finely planned video content, the marketing and communication campaign aims to achieve product marketing and brand promotion.</p>	<p>Goal and Challenge 10% Insight and Strategy 35% Implementation and Innovation 35% Effect and data 20%</p>
<p>(16) Effect marketing category</p>	<p>Guided by effectiveness, it aims to recognize outstanding works in brand advertising and promotion that significantly improve key indicators such as advertising exposure, click through rate, and conversion rate through precise target positioning, efficient media selection, and optimized advertising execution, achieving efficient user reach and commercial goals. Emphasize the actual effectiveness and return on investment of advertising placement.</p>	<p>Goal and Challenge 10% Insight and Strategy 20% Implementation and Innovation 30% Effect and Data 40%</p>
<p>(17) Sports marketing category</p>	<p>Participants must elaborate on the process of utilizing sports related elements for marketing activities, with a focus on the application of marketing methods closely related to sports.</p>	<p>Goal and Challenge 10% Insight and Strategy 35% Implementation and Innovation 35% Effect and data 20%</p>

<p>(18) Game marketing category</p>	<p>Participants must elaborate on the process of utilizing game related elements for marketing activities, with a focus on the application of marketing methods closely related to the game.</p> <p>(The advertiser is a gaming brand, but the case of using non gaming related elements for marketing activities is not applicable to this category)</p>	<p>Goal and Challenge 10% Insight and Strategy 35% Implementation and Innovation 35% Effect and data 20%</p>
<p>(19) Entertainment Marketing Category</p>	<p>By leveraging entertainment elements or forms, such as movies (including online movies), TV dramas (including online dramas), variety shows, and other forms of entertainment content, brand information can be embedded in various forms such as naming, sponsorship, IP cross-border dissemination, and co branded products to achieve good interaction between the brand and consumers, and achieve marketing goals such as brand promotion, attracting fans, or monetizing traffic.</p>	<p>Goal and Challenge 10% Insight and Strategy 35% Implementation and Innovation 35% Effect and data 20%</p>
<p>(20) Integrated marketing category</p>	<p>Comprehensively coordinate the use of various forms of communication, using the integration and application of multiple communication media as a means, and effectively disseminate information content online and offline, in order to achieve two-way communication with consumers and more effectively achieve the goals of advertising communication and product marketing. Participants need to elaborate on how to integrate resources and present the project to maximize marketing effectiveness.</p>	<p>Goal and Challenge 10% Insight and Strategy 30% Implementation and Innovation 40% Effect and data 20%</p>
<p>(21) Live streaming marketing category</p>	<p>Based on various live streaming platforms, we use live streaming methods to upgrade consumers' shopping experience, such as inviting top anchors, entertainment stars, corporate executives, brand merchants' official live streams and other traffic to participate in live streaming sales. Through different scenarios,</p>	<p>Goals and Challenges 15% Insight and Strategy 15% Implementation and Innovation 30%</p>

	<p>themes, and the formation of multiple live streaming matrices, we aim to reach different consumer circles to the greatest extent possible, achieve e-commerce recruitment, increase member activity stickiness, and improve purchase or repurchase conversion rates.</p>	<p>Effect and Data 40%</p>
<p>(22) E-commerce and Effect Marketing</p>	<p>Various transaction activities and comprehensive service activities related to multi platform effect marketing within the scope of e-commerce marketing.</p>	<p>Goals and Challenges 15% Insight and Strategy 15% Implementation and Innovation 30% Effect and Data 40%</p>
<p>(23) Interactive experience category</p>	<p>The entries need to demonstrate how to utilize various types of interactive experiences and methods to achieve interactive content with users and enhance user experience. Such as human-computer interaction, virtual reality, H5, apps, multimedia, VR, AR, mini games, mini program experiences, etc.</p>	<p>Goals and Challenges 20% Insight and Strategy 30% Implementation and Innovation 30% Effect and data 20%</p>
<p>(24) ESG communication category</p>	<p>Various types of creative works created around themes such as environmental protection, public welfare, green development, sustainability, and social responsibility.</p>	<p>Goals and Challenges 20% Insight and Strategy 30% Implementation and Innovation 30% Effect and data 20%</p>
<p>(25) Digital Creative Category</p>	<p>Based on digital media display channels, utilizing elements such as images, text, color, and space to create a complete visual combination of digital works.</p>	<p>Goals and Challenges 20% Insight and Strategy 30% Implementation and Innovation 30% Effect and data 20%</p>

Award situation

Final review rate: less than 28%

Expected number of level awards:

Level Award	gold prize	Silver Award	Bronze Award	Excellence Award
Quantity of each category	0-2 pieces	3-5 pieces	6-10 pieces	Remaining shortlisted quantity

Rating criteria:

evaluate	Poor	commonly	good	excellent
Score range	Less than 5 points	5-7 points	7-9 points	9 points or above

05 Review Process

The judging process and responsibilities of the 16th Tiger Roar Award

Serial number	Review process	Review time	Number of reviewers	Review composition	Review form	Review time	Review object	Nomination ratio	Responsibilities of judges
1	Online review	March 28, 2025 (Friday) - April 3, 2025 (Thursday)	About 1000 people	Full Review Committee	on-line	5-7 days	All entries	Only about 28% of all entries were shortlisted for the final round	Grouping system, around 30-40 groups, each group consisting of judges from different company attributes, will conduct initial online evaluation and scoring of all entries to determine the eligibility of the case for final review based on diverse and comprehensive evaluation perspectives, taking into account different opinions.
2	Offline final review	April 11, 2025 (Friday) - April 12, 2025 (Saturday)	About 100-150 people	Review Panelist	Offline	2 days	All works shortlisted for final review	Gold Award Nomination 1% -2%, Silver Award 5% -6%, Bronze Award 9% -10%, Excellent Award 10% -12%	Grouping system, around 10-15 groups, with final judges conducting closed door evaluations under two antennas, highly invested, concentrated, and brain burning. Face to face scoring, discussion, and deliberation produce highly knowledge-based content. The final judges are senior representatives of major brands and companies, providing

in-depth comprehensive evaluations based on experience, knowledge, and value space.

3

Gold Award Defense
April 25th, 2025 (Friday)
About 10-20 people

presidium

Offline 1-2 days

All works recom mende d for gold award nomina tion during the final review period
No gold award defense pass rate will be set, and the final gold award will be determined by more than half of the actual votes cast by the presidium

The participation of the presidium may be the only award in the industry that retains the gold medal defense, responsible for the award, responsible for the participants, and responsible for the gold medal representing the highest level, further ensuring the gold medal's value.

Scan the code to check the judging panel of the 15th Tiger Roar Awards

06 Contact Information

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