

**DMA AWARDS**  
**2020**  
**THE THREE**  
**PILLARS**

#DareToBeJudged

**DM**  
Data &  
Marketing  
Association **A Awards**  
Rewardingly hard to win

# THE DMAS' BOLD AND BRILLIANT BACKBONE



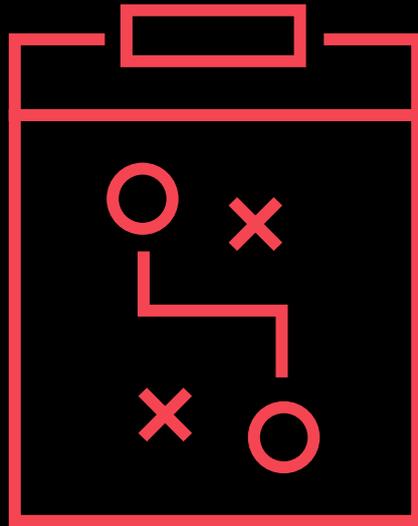
This is about strategy, creativity, and results. You have to be at the top of your game in all of those three areas to win.

**Cordell Burke**

Creative Managing Partner UK  
UP THERE, EVERYWHERE

What forms the bold and brilliant backbone of the DMA Awards? Our focus on the combination of and connection between three pillars – **strategy, creativity, and results** – sets us apart from other awards shows in our industry.

Here you'll discover what each one really means in the eyes of our expert Judges and Category Chairs (just like the DMAs, their makeup is far from conventional) and a few **Gold-winning campaigns from 2020 that pushed these pillars to another level.**



# STRATEGY

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# THOUGHTFUL THINKING UNLEASHES INGENIOUS IDEAS

Strategy forms the crux of every successful campaign. *It's a complete narrative that ties together all other vital elements, bringing imaginative ideas alive through a thoughtful action plan.* A plan that maps out each step, leap, turn, bridge, and potential pothole, seamlessly. Here are a couple of campaigns from the DMA Awards 2020 that did just that.



The work is well crafted and thought out. More importantly, it provides them with a good platform going forwards.

**Simon Gill**

Chief Creative Officer  
Isobar

**Ogilvy & ODEON Cinema Holdings:**  
**ODEON Digital Customer Experience**

We've all got used to staying in and watching streaming services. **Ogilvy** and **ODEON** pointed out that, these days, it seemed more complicated to book a cinema ticket than an around-the-world one, Simon said.

They asked themselves, how can we reimagine it? **The cinema experience should be a big-day-out event, but people shouldn't fight their way through complicated systems to enjoy it.**

Through looking at this end-to-end and anticipating how the web, app, and kiosk would predominately drive it, they made a lot of improvements.

Additionally, they instilled into this why **Odeon** cinemas are enjoyable, unlocking positive brand friction.





It tapped into the brand ethos of making customers feel more alive.

**Jill Dougan**  
Marketing Director  
British Gas

## The Marketing Store & O2:

### Go

This campaign took on the challenge of getting existing and new audiences more engaged with the brand's well-known loyalty programme.

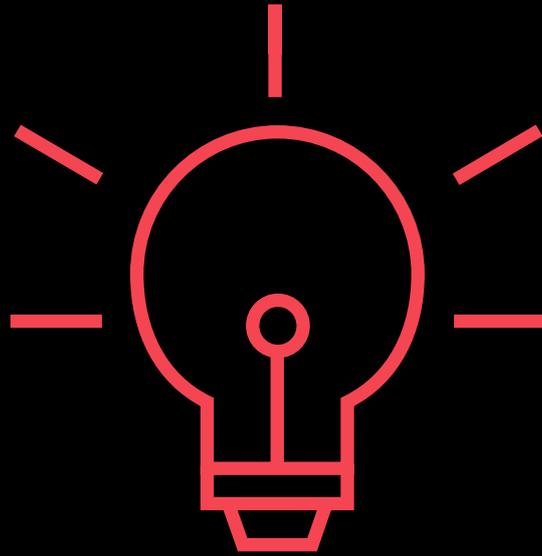
A Government report that suggested by 2030, people in the UK will be 35% less active than they're currently, drove the insight, Jill said.

The campaign took on four executions:

- Go Explore
- Go Dine
- Go Green
- Go Spontaneous

They worked with partners, including a **National Geographic** wildlife photographer and filmmaker, to create wonderful pieces around these that were different and unexpected, from a Guinness-themed BBQ experience to a living billboard in Shoreditch.





# CREATIVITY

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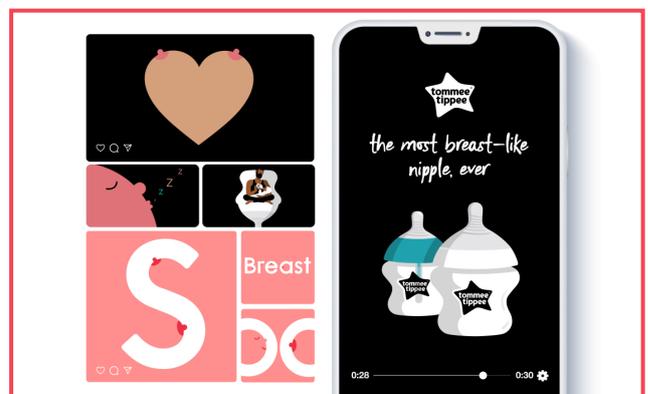
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# CONVENTION CRUSHING CREATIVITY

There's no doubt the immeasurable value that creative concepts and executions have, from **stunning, out-there art direction** to **emotion-evoking copy** that inspires.

The DMA Awards 2020 highlighted the power of this:

**MRM London** and **Tomme Tippee** created an animated world alongside the incredible artist Noma Bar, which told the story of **Tomme Tippee** being the most natural nipple for a bottle for their campaign, **Nipplevision**.



**M&C Saatchi and The Fragrance Foundation** communicated the emotional value of perfume in people's lives through elegant lyrical copy for their campaign, *Fragrance Lasts*.

But beyond brilliant copy, design, and art direction, when it comes to creativity, what do our Judges look for?

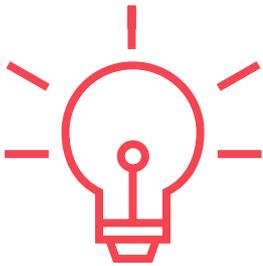
Keep reading to find out.

He'd never part with his green wool cardigan  
He wore it clearing the garden  
He wore it cleaning the garage  
Comfy, he said                      Smelly, I said  
A heady whiff of leather and sawdust  
And port,            and musk,            and ash  
.  
A n d                      h i m  
I'll never part with his green wool cardigan



**THE FRAGRANCE FOUNDATION UK**

Read more stories at [scentmemories.org](http://scentmemories.org)  
Fragrance lasts



Don't just think of creativity in terms of concepts and execution: think about **originality across all of the thinking** you did in your campaign.

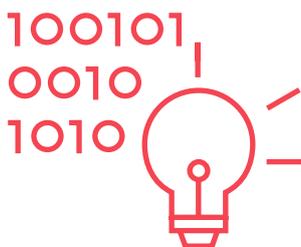
**Jason Andrews**  
Creative Partner  
Iris

100101  
001011  
101001



Though data might not be the absolute heart of where your campaign ends up creatively, it has to form the basis.

**Nicky Bullard**  
Chief Creative Officer  
MRM



As creatives, we should feel comfortable with data. We shouldn't have it as a crutch.

**Simon Gill**  
Chief Creative Officer  
Isobar



What they did was anything but automated: it was really, really smart thinking.

**Jason Andrews**  
Creative Partner  
Iris

**Merkle & Hyperoptic:**  
**Hyper-Optimum Bidding Strategy:**  
**A Global First**

**Hyperoptic** is a broadband provider with a small footprint. The challenge for them was running a digital campaign without massive wastage, Jason said.

They used the latest analytical tools from the likes of **Google** to pick things up in beta and engineer them to create interesting hybrid software models that allowed them to **do things that hadn't been done before**.

It's often assumed marketing automation means all bots and no brains, he said. This can't be further from the truth.

He praised the campaign for its **originality, entrepreneurial thought, and willingness**





It struck us as a very different way of approaching a classic retail problem.

**Jill Dougan**  
Marketing Director  
British Gas

### April Six & Scania: The Unbelievable Truth

“I never thought I’d find out so much about the world of trucks,” Jill said, adding that the campaign made you look at that environment in a different way.

The heart of it aimed to start turning around a drop in HCV sales during a challenging year.

They released clever creative, putting out strong statements such as, “You swallow around eight spiders each year in your sleep.”

It immediately caught people’s attention, she said, making them think, ‘What’s this actually about? What’s the offer? And what do I need to do to act on it?’





# RESULTS

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# REAL UNRELENTING UNRESTING

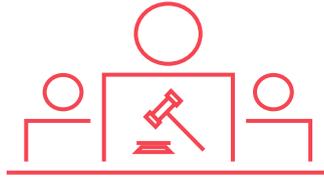
Results in 2020 were hailed as nothing short of incredible, for any year, but especially during a pandemic.

Here are **three expert tips** on this pivotal pillar, from the most important place to include results on your entry form to why achieving fantastic ones last year is no reason to rein things in in 2021.

- 1.** “If the results don’t come up in the first paragraph, the campaign, though it might do well, probably won’t get there. All elements are vitally important, but **it’s ultimately about the impact that the work has in the real world,**” said Stephen Maher, DMA Chair and CEO of **MBA**.
- 2.** **Merkle and Hyperoptic’s** campaign, Hyper-Optimum Bidding Strategy: A Global First, caught our Judges’ attention by being one of the few entries that talked about **‘good’ failure** in the results.
- 3.** For organisations to flourish, they need to have **a drive for continual improvement,** said Peter Markey, CMO, **TSB Bank**. Teams fail when they rest on their laurels, celebrate the results of yesteryear, and don’t look to the future.



You can read the case studies of all the DMA-Award-winning work, [here](#).



For more insights from our Judges and Category Chairs, check out:

[DMA Awards 2020: Winners' Series Campaigns – Inside the Work that Won](#)

[DMA Awards 2020: Winners' Series Channels and Craft – Inside the Work that Won](#)

[DMA Awards 2020: Winners' Series Industry Sectors and Data – Inside the Work that Won](#)

[DMA Awards 2020: Grand Prix Reveal – Inside the Shortlisted Campaigns](#)

## About the DMA Awards

The **DMA Awards** are the only awards in UK marketing to reward campaigns that make a difference: they are the proving ground for work that works.

For 39 years, the **DMAs** have attracted entries from brave brands, the inspiring agencies they partner with, and a multitude of tech and innovation suppliers, who all combine to help bring vivid dreams to technicolour life.

And every year, it is the commitment to rigour and a stonewall belief in our three pillars that sets us apart as the most rewardingly hard-to-win awards in the business.

### Strategy

Lightbulb exploding moments of eureka creativity and bolder-than-bold innovation.

This all needs to be pulled together and brought to life seamlessly and effectively: strategically.

This key pillar of the DMA Awards is where we measure work against what it set out to do, the route it planned, and mechanics it used to get there.

Because ideas, no matter how brilliant, will always need the warm blanket of a sure-fire plan to succeed.

### Creativity

Creativity has been said to be evidence of intelligence having fun.

Today we are surrounded by a vibrant sense of the playful as we move about in our digital and “real” worlds, awash with colour.

That’s why creativity is key to the DMA Awards: we seek to celebrate those firecracker moments when ideas ignite to bring the world around us to life.

Where concepts surge on the page, screen, billboard, or package to take up residence in our minds and imaginations.

### Results

The DMA Awards champion the role results play in crystallising brilliant creativity and rock-solid strategy.

Results are the evidence that the overall campaign mix was potent enough to make an impact and ripple out across the world.

Our Judges will interrogate results because they matter. They are what people remember. They are the ultimate proof that work, works.

## About the DMA

The Data & Marketing Association (DMA) is the driving force of intelligent marketing.

Guided by our customer-first principles enshrined in the DMA Code, we champion a rich fusion of technology, diverse talent, creativity, research, and insight to set standards for the UK's data and marketing community to meet in order to thrive.

We deliver this mission through a fully integrated classroom-to-boardroom approach that supports you, your team, and your business at every stage of your development.

Through DMA Talent, we create pathways for the next generation of marketers; our world-class training institute, the Institute of Data & Marketing, delivers learning to corporations and individuals; and through the DMA, we deliver advocacy, legal, and compliance support, as well as research, insight, and a packed events calendar.

With more than 1,000 corporate members, we are Europe's largest community of data-driven marketers.

[www.dma.org.uk](http://www.dma.org.uk)