



DMA AWARDS 2017 FAQs

Here is a quick round up of the most frequently asked questions.

Can I enter more than once?

Yes, you can enter one campaign into multiple categories and multiple campaigns into the same category.

How much does it cost to enter?

Member early bird - £200 (+VAT)

Non-member early bird - £250 (+VAT)

Member standard - £250 (+VAT)

Non-member standard - £300 (+VAT)

Member late - £300 (+VAT)

Non-member late - £350 (+VAT)

The cost is per category entered, not per campaign.

How can I pay?

You can pay by card or cheque once your entry or entries have received client sign-off. Please allow five days before the deadline if you're paying by cheque. Invoices will be generated automatically.

Only after payment is received will your entry be complete.

What is the entry deadline?

15 September 2017

Is my entry confidential?

Yes, the DMA prides itself on a very robust confidentiality policy, particularly in order to encourage clients to be very open about results of the campaign.

Please note that all work submitted by agencies is judged anonymously and no agency names should appear in any part of the entry.

If your entry is shortlisted it will appear online and in the DMA Awards Annual as a case study. No information entered in the "for judges' eyes only" box will be used.

Does every entry need client sign-off?

Yes.

An entry is considered incomplete without client sign-off. Step five of the application process prompts you to enter your client's email address. They will be sent a copy of the entry to sign off. You will receive an automated response prompting payment when this is done.

Who judges the entries?

Over 300 industry judges attend a rigorous four-day judging process. Each category has a chair, and up to eight other senior marketers (agency and client side), all with relevant experience.

How will my work be viewed by judges?

All judges view and score the work on iPads.

What happens after the judging?

Each judging panel generates a shortlist then votes anonymously to reach a final of five per category. From the shortlist, a gold, silver, bronze, 4th and 5th will be awarded.

When is the shortlist announced?

The shortlist will be announced on 12 October 2017.

We host a shortlist event that any entrants are welcome to attend. Otherwise the shortlist is published online on 16 October 2017.

When should the campaign have run?

For the vast majority of categories, eligible dates for campaign consideration are 1 August 2016 to 31 July 2017. Work must have been live within these dates. It can be a finished or ongoing campaign.

Note: [Review our category descriptions](#). Certain categories will consider work beyond these stated eligibility dates.

Should I send in supporting material with my written entry?

We strongly recommend providing supporting material. You can find full guidelines [here](#).

How long can videos be?

Videos can be no longer than three minutes. We recommend you keep them to two minutes if possible.

Can international work be entered?

Yes, but only if it was produced from a UK agency/company.