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Contact: [awardentries@dma.org.uk](mailto:awardentries@dma.org.uk)

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Entries open - *Monday 9 July*

Early bird deadline - *Friday 3 August*

Entries close - *Friday 14 September*

Shortlist announcement party - *Thursday 11 October*

DMA Awards ceremony - *Tuesday 4 December*

# DMA Awards entry pack



# 2018

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**Why  
enter?**



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

For over three decades, the DMAs has attracted entries from brave brands, the inspiring agencies they partner with and the multitude of tech and innovation suppliers who all combine to help bring vivid dreams to technicolour life.

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

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### Strategy

Despite searing invention.

Lightbulb exploding moments ofureka creativity.

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.

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### Creativity

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

And today we are surrounded by a vibrant sense of the playful as we move about in our digital and "real" worlds, awashed by colour.

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

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

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### Results

The DMA Awards champions the role results play in crystallising brilliant creativity and rocksolid 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.



**Who  
can enter?**

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The DMAs welcome entries from agencies, clients, tech suppliers, innovation companies, start-ups – or any combination of all or some: we are a broad church.

We see sparkling work from global agency operators and small studios, SMEs and mega brands.

Campaigns forged in the furnace of the London creative scene, or work crafted in hotbeds of inspiration from all the corners of these fine isles.

We just want the best.

Your best, whoever you are, wherever you are, and no matter how big (or small) you may be.



**What  
to enter?**

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## When should the campaign have run?

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For the vast majority of categories, eligibility dates for campaigns that have run are between 1 August 2017 and 31 July 2018.

Work must have been live at some point within these dates. It can be a finished or ongoing campaign.

Please review our category descriptions further along in this pack – or [click here](#) – because certain categories will consider work beyond these stated eligibility dates.

## Can international work be entered?

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International work can be entered if produced by a UK business

## Can I enter more than once?

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**Yes.**

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

## Does every entry need client sign off?

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**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.

For more detailed information on what to include in your submissions, head to section 11 in the pack or [click here](#).



**How  
to enter?**

## Guidance

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A helping hand goes a long way.

Especially when it comes to navigating the choppy waters of Awards submissions.

So we've put together a handy guide that tells you the key basics to submitting your campaign to the DMA Awards.

You may tailor the entry for different categories. Navigate your entries by clicking My Entries.

All DMA Awards entries are made online, so head here to [dmaawards.org.uk](http://dmaawards.org.uk) for starters.

Hit the Enter Now button to begin your DMA Awards entry.

The entry process to the DMA Awards breaks out into five stages.

We've summarised them and the activity they require here:

### 1. Campaign overview

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Choose the categories you'd like to enter. You can enter as many as you wish.

### 2. The team

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Tell us the individuals and companies to credit for the work.

### 3. Campaign in summary

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This will be what judges use to aid their debate and fight for your campaign. Be concise.

Get to the key elements quickly, but don't hold back on essential information.

### 4. Campaign in detail

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Expand on your work.

Sensitive information should be put in the "for judges eyes' only" box. Upload and notify us of any supporting material you are going to provide to support your entry.

### 5. Client submission

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Do a pre-flight check to see your entry laid out in the way the DMA judges will look at it. Once you're happy with it and your supporting material is displaying correctly, you'll need client sign-off.

Add your client's email address. They'll be able to sign-off online.



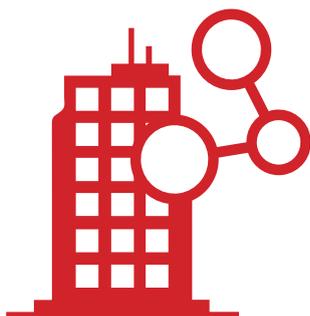
# 2018 category overview

## Guidance around four tracks

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The DMA Awards categories are split into four key tracks.

Learn more about them below.

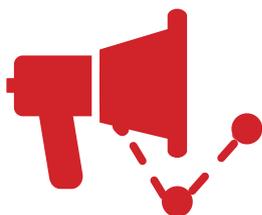


### Industry sectors

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These categories are industry specific to you to showcase the best campaigns you've worked on, within that sector.

Example industry sector category: **Automotive**



### Campaigns

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These categories are specific to the overall campaign output / aim.

Example campaign category: **Brand building**

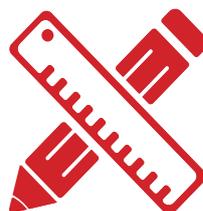


### Channels

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These categories are broken down into the different channels you may use to reach the audience in your campaign.

Example channel category: **Email**



### Craft

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These categories promote the specific craft elements that illuminated within a campaign, producing strong work that could challenge for a DMA Award.

Example craft category: **Writing**

A large, semi-transparent, dark red number '6' is centered on the page, serving as a background for the text.

# The categories

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The 2018 DMA Awards features 33 categories.

Check out the full list, complete with brief introductions and 2017 winner info (and inspo) below.

Click the categories icons to land on a case study of each 2017 Gold winner.

For further information and insight on each category, head to the [Appendix](#) at the end of the pack.

## Industry

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### 1. Automotive

This category is for B2B and B2C work that promotes automotive products or services.

Grab some inspiration: Gold winner 2017  
– *Digitas for Lexus*



### 2. Travel and leisure

This category is for B2B and B2C work promoting travel services and leisure brands.

Grab some inspiration: Gold winner 2017  
– *Proximity London for Virgin Holidays*



### 3. Entertainment, publishing and gaming

This category is for B2B and B2C work promoting entertainment, publishing and gaming brands.

Grab some inspiration: Gold winner 2017  
– *Proximity London, UM London, for The Economist*



### 4. Technology

This category is for B2B and B2C work promoting technology brands.

Grab some inspiration: Silver winner 2017  
– *OgilvyOne for IBM*



### 5. Utilities and telecommunications

This category is for B2B and B2C work promoting utilities or telecommunication brands.

Grab some inspiration: Gold winner 2017  
– *Engine for E.ON*



### 6. Retail

This category is for B2B and B2C work promoting retail (including FMCG) brands selling both goods and services.

Grab some inspiration: Gold winner 2017  
– *ICLP for Hackett*



### 7. Financial services

This category is for B2B and B2C work promoting retail (including FMCG) brands selling both goods and services.

Grab some inspiration: Gold winner 2017  
– *PSONA for Co-op Funeralcare*



### 8. Health and wellness

This category is for B2B and B2C work promoting health and wellness products or services.

Grab some inspiration: Gold winner 2017  
– *Open and Good Innovation for Scope*



## 9. Public sector

This category is for B2B and B2C work promoting or raising awareness of public sector products and services.

Grab some inspiration: Gold winner 2017  
– *Karmarama for The British Army*



## 10. Charity

This category is for B2B and B2C work that seek to raise funds and/or awareness of charities.

Grab some inspiration: Gold winner 2017  
– *Proximity London for The RNLI*



## 11. Best B2B

This category is for B2B work only.

Grab some inspiration: Gold winner 2017  
– *OgilvyOne Business for Inmarsat Aviation*



## 12. Best B2C

This category is for B2C work only.

Grab some inspiration: Gold winner 2017  
– *Proximity London for The RNLI*

## Channels

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## 13. Best use of email

This category is for best use of email or an email programme generating response or engagement in either a B2B or B2C campaign.

Grab some inspiration: Gold winner 2017  
– *TMW Unlimited for Virgin Trains East Coast*



## 14. Best use of mobile and connected device

This category is for best use of mobile and connected device technology to deliver either a B2B or B2C campaign.

Grab some inspiration: Silver winner 2017  
– *Havas helia Cirencester for Subway*



## 15. Best use of search

This category is for best use of search optimisation or search marketing within a B2B or B2C campaign.

Grab some inspiration: Gold winner 2017  
– *Royal London*



## 16. Best use of social media

This category is for innovative work driven by social media channels across all products and services in either a B2B or B2C campaign.

Grab some inspiration: Gold winner 2017  
– *Proximity London for Bacardi Martini DJ Bot*



### 17. Best use of door drops

This category is for unaddressed marketing print.

Grab some inspiration: Silver winner 2017  
– *Havas helia Cirencester for Great Western Railway*



### 18. Best use of mail

This category is for work in single-addressed mailing or mailing campaign across either B2B or B2C.

Grab some inspiration: Gold winner 2017  
– *krow for Fiat*



### 19. Best use of experiential

This category is for campaigns that use brand experiences to engage an audience as either a single or part of a multichannel B2B or B2C campaign.

Grab some inspiration: Gold winner 2017  
– *Engine for E.ON*



### 20. Best digital performance

This category is for B2B or B2C campaigns showing best use of digital technologies including programmatic trading.

Grab some inspiration: Gold winner 2017  
– *Proximity London for The RNLi*



### 21. Best out of home

This category is for data-driven, out of home (OOH) as either a single or part of a multichannel B2B or B2C campaign.

Grab some inspiration: Gold winner 2017  
– *Posterscope for VERY/ Shop Direct*



### 22. Best use of moving image or audio

This category is for best use of audio and/or moving image in any medium to generate a response.

Grab some inspiration: Gold winner 2017  
– *RAPP UK for PayPal*

## Campaigns

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### 23. Best integrated campaign

This category is for campaigns using three or more media in any combination. Work may be B2C or B2B.

Grab some inspiration: Gold winner 2017  
– *Elvis for Mondelez*



### 24. Best launch campaign

This category is for campaigns launching new brands, products or services. Work may be B2C or B2B.

Grab some inspiration: Gold winner 2017  
– *Open and Good Innovation for Scope*



### 25. Best brand building campaign

The category is for campaigns that develop brand awareness, perceptions and attitudes amongst prospects and / or customers over the long term. Work may be B2C or B2B.

Grab some inspiration: Gold winner 2017  
– *Engine for E.ON*



### 26. Best customer acquisition campaign

This category is for B2C or B2B data driven customer acquisition campaigns.

Grab some inspiration: Gold winner 2017  
– *Medialab Group for National Trust*



### 27. Best customer journey

This category is for B2C or B2B campaigns that take the customer or prospect on an engaging journey that delivers results.

Grab some inspiration: Gold winner 2017  
– *Proximity London for Virgin Holidays*



### 28. Best loyalty and CRM programme

This category is for B2C or B2B data-driven marketing programmes. The work can be either single or multiple channels.

Grab some inspiration: Gold winner 2017  
– *LIDA for O2*

## Craft

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### 29. Best writing

This category is for writing in a single execution or campaign in any medium across either B2B or B2C work.

Grab some inspiration: Gold winner 2017  
– *LIDA for The Open University*



### 30. Best design or art direction

This category is for design and art direction across either B2B or B2C work.

Grab some inspiration: Gold winner 2017  
– *LIDA for IKEA*

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001011  
101001

### 31. Best data strategy

This category is for data insights and application of data across either B2B or B2C work.

Grab some inspiration: Gold winner 2017  
– *Karmarama for The British Army*



### 32. Best digital experience

This category is for digital experiences which showcase customer interactions with a brand through technology.

Grab some inspiration: Gold winner 2017  
– *OgilvyOne for IBM*



### 33. Best creative solution

This category is for creative thinking in solving a particular marketing challenge, for either B2B or B2C work.

Grab some inspiration: Gold winner 2017  
– *Open and Good Innovation for Scope*



# The judging process:

What our judges  
look for

## What do judges look for

Behind every DMA Award winner there is a judge that believed in it.

So what do our arbiters of marketing magic look for in a DMA Awards entry?

At the heart of every entry should be a story. A story that effectively communicates to the judges the background, development, execution and results of the campaign.

That story should be told with a passion that proves the entry is worthy of recognition as a DMA winner.

The judges have to assimilate a lot of information from different sources in a relatively short space of time. In many cases they will read the entry form and then review examples of creative work digitally and physically.

It's important your entry has a clear narrative thread that holds it all together, and keeps the judges engaged.

Our judges will measure work against our three pillars. Here's how to make your entry catch their eyes and keep their attention.

## Results

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When presenting results, show actual results rather than indices.

you indicate that your results are confidential they will stay that way.

total campaign cost (and what that includes), total sales, cost per sale.

All judges are bound by a strict confidentiality agreement, and are not allowed to take notes during the judging process. So rest assured, if

Again, individual categories will look for specific results and KPIs, but as a general rule always include cost-effectiveness measures, showing

Research information and anecdotal comments are no substitute for financially robust metrics.

## Creativity

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This is your big pitch.

Ensure your creativity is presented to the judges in the best way possible. Make it easy for them to see how the creative worked, and to understand the creative journey that consumers went on.

For complex campaigns some

entrants choose to supply examples of the creative work in annotated presentations or in short films. In both cases the supporting material must not be overtly selling, it should simply keep to the facts. For example, creative work showed in a film supplied with an unrelated music soundtrack which has clearly

been designed to enhance the entry may be disqualified. There are also strict guidelines on the permissible length of supporting films.

Remember: judges want to experience the work just as consumers did.

## Strategy

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The strategy section is your chance to explain convincingly why you did what you did.

What have you learned about the target audience that informed the strategy, creativity, or targeting?

What were the insights that inspired your approach?

Strategy will be at the core of your entry story, so ensure it is clear and straightforward and that it links to all the other parts of your submission.

Judges will look for strategies that move a business in a new direction, and strategies that harness data and insight effectively to create results not previously achieved.

Your winning entry will have judges saying:

***“I wish I’d thought of that”.***

The background features a solid red color with several overlapping circles of varying shades of red, creating a layered, abstract effect.

# **The judging process: How the DMAs are judged**

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Our judges gather for four days in October in central London to tackle hundreds of entries across our category selection: this year, 33 of them.

## **Category judging**

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Each category is judged by up to 12 handpicked judges, led by a nominated category chair, with the judging taking place in separate rooms for each category.

DMA Awards judges review:

- Campaign summaries
- Campaigns in detail
- Supporting materials (ie. imagery, video, hard-copy)

In the first round of judging - each category judge reviews each entry and scores out of 10, against the three pillars of the DMAs: strategy, creativity and results.

Judges who feel they have an interest in an entry are asked to disclose this and won't be able to judge score this work.

Once scoring is complete, category chairs visit the DMA team in order that a full shortlist of nominated entries can be compiled.

Judges must now sit for round two of the judging process. Each piece of work is debated and discussed.

This process will result in the private declaration of a shortlist that features nominated work placed as follows:

- Gold
- Silver
- Bronze
- Fourth
- Fifth

The DMA Awards shortlist will be complete at this stage. No judges know how each other scored and are dismissed.

## **Grand Prix judging**

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Choosing a DMA Grand Prix winner takes place on the final day of Awards judging.

Our category chairs gather – led by our Chair of judges – to build a Grand Prix shortlist by reviewing all Gold winners and judging them against the Awards pillars of creativity, strategy and results.

From that shortlist the category chair judges reach a decision on a DMA Awards Grand Prix winner.



**What  
happens  
next**

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You've done what needs to be done.

You've got the work, you've entered the DMAs.

And our judges have had their say.

What next?

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### **What happens after judging?**

Judging week culminates in the creation of our DMA Awards shortlist.

Each judging panel generates a list of contenders for the respective category they assess, before then voting anonymously to reach a final five per category.

For the shortlist, a maximum of five campaigns will be in the running to win a podium spot on the awards night.

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### **When is the shortlist announced?**

The shortlist is announced on Thursday 11 October - the day judging is completed – at the exclusive [DMA Awards shortlist party](#).

As an entrant you are invited to attend to meet your competition, the DMA Awards judges themselves, and to see what the next steps will be in your DMA Awards journey.

We publish the shortlist to the wider industry the week following.

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### **DMA Awards night**

The next date in your diary must be the Awards night itself.

Be there, in person, to see where your brilliant work will take you. Podium finish? Category win? Or all the way to the Grand Prix?

Awards night takes place on Tuesday 4 December, at Old Billingsgate. Be there along with over 800 of the UK marketing and creative industry's best for a night under the stars next to the River Thames.

Always hugely popular – an ideal event to salute a year's hard work, to celebrate with your team or to entertain your clients – we encourage early booking.

To register your interest please email [awardsnight@dma.org.uk](mailto:awardsnight@dma.org.uk)

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### **DMA Awards Annual**

Should your work win the hearts and minds of our judges and make the DMA Awards podium, you'll form a crucial part of our Awards Annual.

This is the place where work that works is seen, a testament to your efforts and skills, as we provide snappy case studies and colourful representations of the depth and breadth of great campaigns that the DMA Awards, rewards.

The Annual lands on the desks of leaders throughout the marketing and creative worlds; is picked up and bought by agency winners, brand champions and proud team members; and holds pride of place on the mantelpieces of grandparents all around the UK (and beyond).

# 10

## Deadlines and fees

## **Entry open dates, early bird - standard and late entry deadlines**

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Entries open:	Monday 9 July
Early bird deadline:	Friday 3 August
Entries close:	Friday 14 September
Late entry deadline:	Friday 21 September

### **How much does it cost to enter?**

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Cost per category entered, not per campaign.

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)

### **How can i pay?**

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You can by card or BACS once your entry or entries have received client sign-off. Invoices will be generated automatically that you can access on the entry site

# A quickfire guide to entering the DMAs

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There are some key pointers you should consider to help you shape your entry.

Keep these in mind as you work up your Awards entry.

**1.** Pick out your best work

No doubt you've worked on lots of great stuff in the past year or so.

It can be tough to pick a favourite child, but this is the DMAs: your work has got to show case great strategy, show-off traffic-stopping creativity, all backed up by seismic results.

Those are our key pillars – have you got the campaigns to match?

**To do: Select your best for the DMA Awards test**

**2.** Check out our tracks and categories

With step one out of the way, dig into what the DMA Awards offers you in terms of tracks and categories.

Match your work up against the categories that best suit your work. There are 33 categories this year, split out into four tracks.

Read about them in depth earlier on in the entry pack and remember, you can enter as many as you'd like.

**To do: Dig into our categories**

**3.** Get friendly with our guidelines

We've got info and guidance to help you organise your supporting materials and bring shape and order to your Awards entry.

Now would be a good time to get to know this stuff so you can understand exactly what we're looking for.

**To do: Read up on supporting materials in the next section**

**4.** Write-up your entry, offline

One thing that will help you build a better Awards entry is to mock one up. Use our sample entry form found further along in the pack to help you do this.

Print it out and capture all the content you need to take your entry from offline to on.

**To do: Head to our sample entry form to get your practice in**

**5.** Use your team to help you build a winning entry

Your brilliant work came about because, well, team work makes the dream work.

So get your writers and your designers, your account people and your planning brains, all together and get their thoughts on the nuts and bolts of your campaign so you can tell your story in the richest story possible.

**To do: Get the band back together – bring biscuits**

- 
6. If you are entering work on behalf of your clients, then you'll need sign-off, from them, before we can consider the work.

**To do: Get clearance to go**

7. Last but not least.

Head online to start your journey

Time to bring it all to life and remember.

To start your entry just head online at [dmaawards.org.uk](http://dmaawards.org.uk) and kick things off. And remember: once you've started the digital version of your entry, you can save and come back to it at any time.

So plenty of opportunity to get things just right

**To do: Head to the home of the DMA Awards – and enter**

# Submission and supporting material guidelines

## **Submission guidelines**

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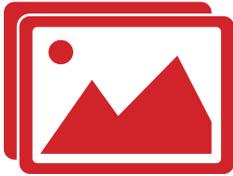
- Remove all references to the agency in your entry
- Put any confidential information that you don't want published in the secure and confidential section marked "For judges' eyes only". All judges sign non-disclosure agreements, ensuring they do not discuss judging out of the room
- We will need to see examples of the work with your entry, in the form of supporting material, where possible use live examples
- Please provide two hero images for use with DMA Awards shortlist creative content and promotion; DMA Awards night creative content and promotion; and for use on the DMA Awards Annual (if applicable)

## **Supporting material guidelines**

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- Supporting material should be supplied in a digital format by uploading files during step four of the online entry process
- All hard copy supporting material should be clearly labelled on outer packaging not on the supporting material itself with the campaign title and agency name. There should be no reference to the agency in any of your uploads or hardcopy material

Please use the following guidelines:



## Images

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Images should be supplied in either jpeg, .jpg, .png, .gif or .pdf

Judges expect to see examples of emails, websites and other creative collateral used throughout the campaign.

Include any visuals, such as user experience maps or indexing/graphs, to demonstrate results



## Websites and landing pages

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Please place all links to a live URLs in the 'URL' box provided in section four of the entry process.



## Video

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Your video should be supplied in .mov, .mp4, .mv4 or .avi file formats only, they should be no longer than two minutes.

Maximum file size of 100MB.



## Hard copy

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The only occasion judges should see hard copy supporting material is if it was used within the campaign.

For example, mail and door drops. Please send three copies of each item per category entered where possible.

If you choose to send material used in the campaign please tick the 'Supply Hard Copy' box in section four of the entry process and send to the address below:

**FAO Eleanor Hibberd  
DMA Awards – Supporting material  
Direct Marketing Association  
70 Margaret Street  
London  
W1W 8SS**

The materials must arrive no later than Friday 28 September, with your agency name, campaign name and unique reference number clearly marked on the outer packaging

Note: we do not except campaign boards.

# Sample entry form



## DMA Awards 2018 Entry form

Please note that all entries must be submitted online. This form is for reference use only.

### STEP ONE - Campaign overview

Campaign title	
Entrant name	
Agency name	
Brand name	

### Categories

	<b>Industry sectors</b>	<b>11</b>	Best B2B
<b>1</b>	Automotive	<b>12</b>	Best B2C
<b>2</b>	Travel and leisure		<b>Channels</b>
<b>3</b>	Entertainment, publishing and gaming	<b>13</b>	Best use of email
<b>4</b>	Technology	<b>14</b>	Best use of mobile and connected devices
<b>5</b>	Utilities and telecommunications	<b>15</b>	Best use of search
<b>6</b>	Retail	<b>16</b>	Best use of social media
<b>7</b>	Financial services	<b>17</b>	Best use of door drops
<b>8</b>	Health and wellness	<b>18</b>	Best use of mail
<b>9</b>	Public sector	<b>19</b>	Best use of experiential
<b>10</b>	Charity	<b>20</b>	Best digital performance

21	Best out of home	28	Best loyalty or CRM programme
22	Best use of the moving image or audio		<b>Craft</b>
	<b>Campaigns</b>	29	Best writing
23	Best integrated campaign	30	Best design or art direction
24	Best launch campaign	31	Best data strategy
25	Best brand building campaign	32	Best digital experience
26	Best customer acquisition campaign	33	Best creative solution or innovation
27	Best customer journey		

### Campaign dates

The eligibility dates are 1 August 2017 - 31 July 2018. The campaign must have been live at some point between these to dates

From (DD/MM/YYYY):

To (DD/MM/YYYY):

### STEP TWO - The team

**What other agencies worked on the campaign? (*this is for joint entries only*)**

Company

**Who were the external suppliers? (*optional*)**

Company

Involvement

**Who was involved in the campaign?**

First Name

Last Name

Job Title

Company

\*Please include as many team members as possible on the online form

**STEP THREE - Campaign summary**

What was the brief? (50 words max)

What was the strategy? (50 words max)

What was the creative solution? (50 words max)

What were the results? (50 words max)

**STEP FOUR - Campaign in detail**

What details of the campaign strategy make it a winning one? (250 words max)

How did the creative thinking bring the strategy to life? (250 words max)

How did the results support the creative thinking? (250 words max)

List actual results and data to support the entry (For judges eyes only) (250 words max)

**Return on investment (optional)**

Please assist the DMA in a meta-analysis study around the effectiveness of campaigns. The below ROI calculator and the information you enter WILL NOT be visible to judges and is separate to the online form. If you WOULD like judges to see your ROI please insert it into the above results section. ROI to be expressed as £0.00 for every £1 spent

This is the formula for the ROMI calculator:

**Income – cost / cost**

Example 250,000 - 150,000 / 150,000

= ROMI of 0.6

Income

Cost

ROI

**Upload supporting material**

**Add website URL's**

**Upload images**

**Upload images** (maximum of 5 images). Upload in a .jpeg, .jpg, .png, .gif or .pdf.

**Upload a video**

**Upload a video.** Upload as an .mp4, .mv4, .mov or .avi file. Maximum video size is 100MB

**I give consent for my video(s) to be used for promotional purposes**

Yes/No

**Upload hero images**

Upload 2 high resolution (300 dpi) hero images. Upload as a .jpeg, .jpg, or .png

All supporting material will be viewed online with iPads. However, judges DO expect hard copy material if it was used in the campaign, such as door drops, mail or press advertising examples. At the bottom of the box please also add "All hard copy material to be delivered to **DMA Awards, 70 Margaret Street, London, W1W 8SS**" clearly labelled with your entry campaign title by 6pm on Friday 28 September.

**Supply hard copy material? Yes/No**

**STEP FIVE**

**Preview the entry form Yes/No**

**Client submission**

Before you finish you will be given the opportunity to view your entry in the DMA judging platform.

*Remember all DMA Award entries MUST receive client sign off before submission*

*In order to get client sign off you will need to provide the below. Please note that the contact you provide will receive an automatic email asking them to confirm the details of your entry.*

First Name

Last Name

Job Title

Email

**Tick here to accept the terms and conditions as well as the rules of entry**

# 14

**Key  
contacts**

Here is a list of key contact you will need when crafting your DMA Awards entry.

The Awards team will be able to help you if you have any queries.

**Eleanor Hibberd**

Head of events and Awards  
DMA – [eleanor.hibberd@dma.org.uk](mailto:eleanor.hibberd@dma.org.uk)  
0207 291 3357

**Charlotte Gough**

Awards executive  
DMA – [charlotte.gough@dma.org.uk](mailto:charlotte.gough@dma.org.uk)  
0207 291 3362

You can also contact us with queries via our dedicated DMA Awards Inbox - [awardentries@dma.org.uk](mailto:awardentries@dma.org.uk)



# Appendix:

## DMA Awards categories in full

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# Industry sectors

## 1. Automotive

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### What is it?

This category is for B2B and B2C work promoting automotive products or services.

### What can you enter?

Work relevant to car, van, truck and motorbike launches, sales; retention programmes; motoring services; accessories; after-sales.

Entries can comprise either a single item or a full campaign using either single or multiple channels.

### Ensure you show:

- Results that show cost-effective leads and/or sales generated
- How your work targeted existing or new customers
- How your work supported the overall marketing strategy for the brand/product/service

### How is it judged?

This category is judged equally on strategy, creativity and results.

Please note: insurance and financial campaigns with automotive components should be entered into the financial services category.

### Grab some inspiration

[Gold winner 2017 – Digitas for Lexus](#)

## 2. Travel and leisure

---

### What is it?

This category is for B2B and B2C work promoting travel services and leisure brands.

### What can you enter?

Work relevant to individual hotels; hotel chains; airlines; railways; cruise lines; travel booking companies; gyms and cinemas.

Entries can comprise of either a single item or a full campaign using either single or multiple channels.

### Ensure you show:

- Results that show cost-effective leads and/or sales generated
- Whether the work targeted existing or new customers
- How the work supported the overall marketing strategy for the brand/product/service

### How is it judged?

This category is judged equally on strategy, creativity and results.

### Grab some inspiration

[Gold winner 2017 – Proximity London for Virgin Holidays](#)

### **3. Entertainment, publishing and gaming**

---

#### **What is it?**

This category is for B2B and B2C work promoting entertainment, publishing and gaming brands.

#### **What can you enter?**

Entries can comprise of either a single item or a full campaign using either single or multiple channels.

#### **Ensure you show:**

- Results that show cost-effective leads and/or sales generated
- Whether the work targeted existing or new customers
- How the work supported the overall marketing strategy for the brand/product/service

#### **How is it judged?**

This category is judged equally on strategy, creativity and results.

#### **Grab some inspiration**

[Gold winner 2017 - Proximity London, UM London for The Economist](#)

### **4. Technology**

---

#### **What is it?**

This category is for B2B and B2C work promoting technology brands.

#### **What can you enter?**

Entries can comprise of either a single item or a full campaign using either single or multiple channels.

#### **Ensure you show:**

- Results that show cost-effective leads and/or sales generated
- Whether the work targeted existing or new customers
- How the work supported the overall marketing strategy for the brand/product/service

#### **How is it judged?**

This category is judged equally on strategy, creativity and results.

#### **Grab some inspiration**

[Silver winner 2017 – OgilvyOne for IBM](#)

## 5. Utilities and telecommunications

---

### What is it?

This category is for B2B and B2C work promoting utilities or telecommunication brands.

### What can you enter?

Entries can comprise of either a single item or a full campaign using either single or multiple channels.

### Ensure you show:

- Results that show cost-effective leads and/or sales generated
- Whether the work targeted existing or new customers
- How the work supported the overall marketing strategy for the brand/product/service

### How is it judged?

This category is judged equally on strategy, creativity and results.

### Grab some inspiration

[Gold winner 2017 – Engine for E.ON](#)

## 6. Retail

---

### What is it?

This category is for B2B and B2C work promoting retail (including FMCG) brands selling both goods and services.

### What can you enter?

Work for retailers in either e-commerce or bricks and mortar environments.

Entries can comprise of either a single item or a full campaign using either single or multiple channels.

### Ensure you show:

- Results that show cost-effective leads and/or sales generated
- Whether the work targeted existing or new customers
- How the work supported the overall marketing strategy for the brand/product/service

### How is it judged?

This category is judged equally on strategy, creativity and results.

### Grab some inspiration

[Gold winner 2017 – ICLP for Hackett](#)

## 7. Financial services

---

### What is it?

This category is for B2B and B2C work promoting financial services.

### What can you enter?

Work that promotes banking services; savings products; lending products; pensions; investments; financial advice; and insurance.

Entries can comprise of either a single item or a full campaign using either single or multiple channels.

### Ensure you show:

- Results that show cost-effective leads and/or sales generated
- Whether the work targeted existing or new customers
- How the work supported the overall marketing strategy for the brand/product/service

### How is it judged?

This category is judged equally on strategy, creativity and results.

### Grab some inspiration

[Gold winner 2017 – PSONA for Co-op Funeralcare](#)

## 8. Health and wellness

---

### What is it?

This category is for B2B and B2C work promoting health and wellness products or services.

### What can you enter?

Work promoting over the counter healthcare products; pharmaceutical products for healthcare professionals; and products and services driving behavioural changes and healthier lifestyles.

Entries can comprise of either a single item or a full campaign using either single or multiple channels.

### Ensure you show:

- Results that show cost-effective leads and/or sales generated
- Whether the work targeted existing or new customers
- How the work supported the overall marketing strategy for the brand/product/service

### How is it judged?

This category is judged equally on strategy, creativity and results.

### Grab some inspiration

[Gold winner 2017 – Open and Good Innovation for Scope](#)

## 9. Public sector

---

### What is it?

This category is for B2B and B2C work promoting or raising awareness of public sector products and services.

### What can you enter?

Work that promotes public sector products, services, initiatives and causes.

The work should be designed to create action from its target audience which support local/national government or public sector initiatives, events and institutions.

Entries can comprise of either a single item or a full campaign using either single or multiple channels.

### Ensure you show:

- Results that show cost-effectiveness for leads and/or sales generated
- Participation levels, positive outcomes (e.g. behaviour change)
- Whether the work targeted existing or new audiences
- How the work supported the overall marketing objectives for the public body

### How is it judged?

This category is judged equally on strategy, creativity and results.

### Grab some inspiration

[Gold winner 2017 – Karmarama for The British Army](#)

## 10. Charity

---

### What is it?

This category is for B2B and B2C work that seeks to raise funds and/or awareness of charities.

### What can you enter?

Work that seeks to raise funds for, awareness of, involvement in or affinity to a registered charitable organisation.

Entries can comprise of either a single item or a full campaign using either single or multiple channels.

### Ensure you show:

- Results that show cost-effectiveness for leads and/or sales generated
- Whether the work targeted existing or new supporters
- How the work supported the overall marketing strategy for the campaign/product/service

### How is it judged?

This category is judged equally on strategy, creativity and results.

Please note: If committed giving (ie. regular donations such as standing orders or direct debits) is included in your evaluation of campaign performance or value, make this clear and show how you calculate the whole-life value of donations.

### Grab some inspiration

[Gold winner 2017 – Proximity London for The RNLI](#)

## 11. Best B2B

---

### What is it?

This category is for B2B work only.

### What can you enter?

Work that targets business customers and/or prospects. Entries can comprise of either a single item or a full campaign using either single or multiple channels.

### Ensure you show:

- Results that show cost-effective leads and/or sales generated
- Whether the work targeted existing or new customers
- How the work used customer insight in a new and interesting way
- How the work supported the overall marketing strategy for the brand/product/service

### How is it judged?

This category is judged equally on strategy, creativity and results.

### Grab some inspiration

[Gold winner 2017 – OgilvyOne Business for Inmarsat Aviation](#)

## 12. Best B2C

---

### What is it?

This category is for B2C work only.

### What can you enter?

Work that targets end consumers.

Entries can comprise of either a single item or a full campaign using either single or multiple channels.

### Ensure you show:

- Results that show cost-effective leads and/or sales generated
- Whether the work targeted existing or new customers
- How the work used customer insight in a new and interesting way
- How the work supported the overall marketing strategy for the brand/product/service

### How is it judged?

This category is judged equally on strategy, creativity and results.

### Grab some inspiration

[Gold winner 2017 – Proximity London for The RNLI](#)

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# Channels

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## 13. Best use of email

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### What is it?

This category is for best use of email or an email programme generating response or engagement in either a B2B or B2C campaign.

### What can you enter?

Work consisting of a single email, email that is part of a multi-channel campaign, or a series of emails forming a campaign.

The entries could have been sent as part of a batch and blast campaign, segmented campaign, lifecycle campaigns, programmatic or trigger emails.

### Ensure you show:

- A clear strategy that sets out the campaign objectives, any testing to be done and success criteria
- The ROI, response or engagement of the campaign, ideally compared to other channels or email campaigns
- Where possible provide further insight for judges to use in evaluating your campaign. Suggestions include pre-campaign goals against actual performance metrics (conversion, click, open etc); what data was used and the segment or personalisation tactics employed; creative and copy; optimisation and split testing; Q&A processes.
- Entries must include the subject lines used for the campaigns

### How is it judged?

This category is judged equally on strategy, creativity and results.

### Grab some inspiration

[Gold winner 2017 – TMW Unlimited for Virgin Trains East Coast](#)

## 14. Best use of mobile and connected devices

---

### What is it?

This category is for best use of mobile and connected device technology to deliver either a B2B or B2C campaign.

### What can you enter?

Showcase mobile apps; location or proximity-based solutions; SMS / MMS-based executions; mobile videos; location- or proximity-based activity; branded content or mobile TV ad executions; or a campaign on any mobile platform or device.

### Ensure you show:

- Why the campaign was developed
- How the campaign was developed
- User journeys
- Main functionalities
- Data capture strategy and techniques
- Technologies used
- Integration with other channels – online and offline

### How is it judged?

This category is judged equally on strategy, creativity and results.

### Grab some inspiration

[Silver winner 2017 – Havas helia Cirencester for Subway](#)

## 15. Best use of search

---

### What is it?

This category is for best use of search optimisation or search marketing within a B2B or B2C campaign.

### What can you enter?

Work based on SEO, SEM or both (specify).

Campaigns may also use search behaviour as the trigger for other data driven activity.

### Ensure you show:

Judges examine campaign search components; evaluate strategy; data strategy; targeting and profiling / segmentation work.

Suggestions to support organic search entry:

- Optimising layout and build
- Campaign elements with keywords / phrases used for search
- Insights into consumers' search behaviour and / or other insights

Suggestions to support PPC entry:

- Creativity in bid management (generic and specific keywording)
- Creativity in the way PPC works with organic optimisation efforts
- Showcase separate search effects from other channels (especially affiliates)

### How is it judged?

This category is judged equally on strategy, creativity and results.

### Grab some inspiration

[Gold winner 2017 – Royal London](#)

## 16. Best use of social media

---

### What is it?

This category is for innovative work driven by social media channels across all products and services in either a B2B or B2C campaign.

### What can you enter?

Work that uses unique aspects of social media channels to engage in tangible interactions with their audience or influencers and promote peer to peer engagement.

Can be paid for or organic activity (please be clear within entry).

Social can be the primary element of the campaign or an extension of a wider campaign if its impact is able to be proven in isolation.

### Ensure you show:

- How your work creates brand awareness, increases customer engagement, reaches new audiences or increases customer value
- The use of social media and other data sources to drive audience insight, target effectively and measure performance
- Innovation in the social tools you use
- How well your social is integrated with broader, organisational marketing goals
- Campaign results and KPIs showing brand building, acquisition or business growth (include ROI statements where possible)
- Unique use of social in your campaign

### How is it judged?

This category is judged equally on strategy, creativity and results.

### Grab some inspiration

[Gold winner 2017 – Proximity London for Bacardi Martini DJ Bot](#)

## 17. Best use of door drops

---

### What is it?

This category is for unaddressed marketing print.

### What can you enter?

Work that is delivered to residential households. This can comprise of a single door drop or a multi-contact campaign.

### Ensure you show:

- Strategy
- Targeting
- Creative and rationale
- Method of distribution
- Results achieved

### How is it judged?

This category is judged equally on strategy, creativity and results.

### Grab some inspiration

[Silver winner 2017 – Havas helia Cirencester for Great Western Railway](#)

## 18. Best use of mail

---

### What is it?

This category is for work in a single-addressed mailing or a mailing campaign across either B2B or B2C.

### What can you enter?

Work that targets existing customers or prospects.

### Ensure you show:

- Strategy
- Targeting
- Use of data
- Creative and rationale
- Results achieved

### How is it judged?

This category is judged equally on strategy, creativity and results.

### Grab some inspiration

[Gold winner 2017 – krow for Fiat](#)

## 19. Best use of experiential

---

### What is it?

This category is for campaigns that use brand experiences to engage an audience as either a single or part of a multichannel B2B or B2C campaign.

### What can you enter?

Work that demonstrates a live interaction with a target audience resulting in generating a positive response, building a relationship or gathering valuable data.

### Ensure you show:

- Insights that inspire experiences, be that in stand-alone execution or as part of an integrated campaign.
- Understanding and achievement of campaign objectives
- The design, execution, impact and management of creative concepts
- Include programme plans; results against core objectives, clarified with ROI where appropriate; data capture and/or use of consumer data; social amplification.
- Number of consumers contacted

### How is it judged?

This category is judged equally on strategy, creativity and results.

### Grab some inspiration

[Gold winner 2017 – Engine for E.ON](#)

## 20. Best digital performance

---

### What is it?

This category is for B2B or B2C campaigns showing best use of digital technologies including programmatic trading.

### What can you enter?

Work that is paid for within a digital campaign designed to deliver positive and measurable ROI. Campaigns should be clearly measured and optimised.

### Ensure you show:

- Innovative use of new technology, outside of traditional platforms, where you can show real effectiveness of performance enhancement or other positive results
- Strategic and creative integration of digital technology within an organisation or brand's broader communication or advertising strategy
- Innovative use of landing pages, online display and content; creative integration of digital tech into broader advertising and communication strategy
- Imaginative use of data
- How campaigns tailors specific messages to individuals, at specific moments in time and in specific contexts to engage a targeted audience
- Evidence of how the campaign was measured and tracked – and how this information was used to enhance the performance of the overall campaign

### How is it judged?

This category is judged equally on strategy, creativity and results.

### Grab some inspiration

[Gold winner 2017 – Proximity London for The RNL](#)

## 21. Best out of home

---

### What is it?

This category is for data-driven, out of home (OOH) as either a single or part of a multichannel B2B or B2C campaign.

### What can you enter?

Work that includes video; dynamic, real-time content; social media engagement; mobile geo-targeting; multi-screen messaging; syncing and touchscreen interactivity; augmented reality; mobile-to-screen; gesture recognition; and behavioural measurement.

### Ensure you show:

- Clear understanding of objectives – and how objectives are achieved in campaign targeting, creativity and results
- Creative concepting, design, impact and execution
- Demonstration of data capture and / or use of consumer data
- Results that show core objectives were met, with clear ROI where appropriate

### How is it judged?

This category is judged equally on strategy, creativity and results.

### Grab some inspiration

[Gold winner 2017 – Posterscope for VERY/ Shop Direct](#)

## 22. Best use of moving image or audio

---

### What is it?

This category is for best use of audio and/or moving image in any medium to generate a response.

This can be either a B2B or B2C campaign.

### What can you enter?

The work can be advertising or branded content in a paid for, social or owned environment.

### Ensure you show:

- Clear objectives and evidence of how these have been achieved in their targeting, creativity and results
- A clear target listener or viewer
- A strong call to action that compels you to want to act

Guidelines for supporting material for TV:

Including a description of the ad/branded content, campaign title, clock number and the date the commercial went on air

- Films must not exceed five minutes

Guidelines for supporting material for other moving image entries:

- Include a description of the moving image and where it appeared. For example; social posts, digital outdoor, branded content, mobile ads, in game feature and so on
- Films must not exceed five minutes

Guidelines for supporting material for radio:

- Submit a script along with the audio file
- Audio must not exceed five minutes

### How is it judged?

This category is judged equally on strategy, creativity and results.

### Grab some inspiration

[Gold winner 2017 – RAPP UK for PayPal](#)

---

# Campaigns

## 23. Best integrated campaign

---

### What is it?

This category is for campaigns using three or more media in any combination. Work may be B2C or B2B.

### Ensure you show:

- A description of the consumer interactive process
- A clear set of objectives and a rationale for the media strategy
- Insight around the target audience
- Strategic and creative synergy across all the activity
- How the campaign helped build the audience's relationship with the brand
- Response data for the individual media OR for the whole campaign

### How is it judged?

This category is judged equally on strategy, creativity and results.

### Grab some inspiration

[Gold winner 2017 – Elvis for Mondelez](#)

## 24. Best launch campaign

---

### What is it?

This category is for campaigns launching new brands, products or services. Work may be B2C or B2B.

### Ensure you show:

- The approach shaping the campaign
- Activity at the heart of the overall strategy
- Results that show the new product or brand has been firmly established

### How is it judged?

This category is judged equally on strategy, creativity and results.

### Grab some inspiration

[Gold winner 2017 – Open and Good Innovation for Scope](#)

## 25. Best brand building campaign

---

### What is it?

This category is for campaigns that develop brand awareness, perceptions and attitudes amongst prospects and / or customers over the long term.

Work may be B2C or B2B.

### What can you enter?

Work that shows a programme of activities and includes clear and measurable evidence that the campaign / campaigns changed attitudes to and awareness of the brand.

### Ensure you show:

- How the work has contributed to the overall marketing objectives over the last two years.

### How is it judged?

This category is judged equally on strategy, creativity and results

Please note: This category has more emphasis on long-term brand shifts rather than one-off response rates.

### Grab some inspiration

[Gold winner 2017 – Engine for E.ON](#)

## 26. Best customer acquisition campaign

---

### What is it?

This category is for B2C or B2B data driven customer acquisition campaigns.

### What can you enter?

Work that shows a programme of activities evidencing purchase behaviour and processes, plus strategy that uses that understanding to best advantage.

### Ensure you show:

- Clear acquisition objectives and specific results information
- Demonstrations of steps taken to capture enquiries or sales

### How is it judged?

This category is judged equally on strategy, creativity and results

### Grab some inspiration

[Gold winner 2017 – Medialab Group for National Trust](#)

## 27. Best customer journey

---

### What is it?

This category is for B2C or B2B campaigns that take the customer or prospect on an engaging journey that delivers results.

### What can you enter?

Insight-driven, multi-channel data driven work specifically designed to deepen the engagement of brands/organisations and their audiences.

The programmes should include multiple contacts, touchpoints or channels to show how communications have guided the journey and decision process.

### Ensure you show:

- Insight into the key “moments of truth” for the consumer
- How the entire journey brings to life the creative idea, using each touch point in the most engaging way
- Evidence of strong campaign effectiveness
- Where possible provide diagrammatic illustrations of the journey(s) and find a means of presenting the creative work so the judges can assess impact from a customer’ point of view.

### How is it judged?

This category is judged equally on strategy, creativity and results.

### Grab some inspiration

[Gold winner 2017 – Proximity London for Virgin Holidays](#)

## **28. Best loyalty or CRM programme**

---

### **What is it?**

This category is for B2C or B2B data-driven marketing programmes. The work can be either single or multiple channels.

### **What can you enter?**

Work that engages or retains prospective and existing customers, increasing customer value and driving loyalty.

Activity should be ongoing – not a one-off campaign.

### **Ensure you show:**

- How you used data in different ways throughout the CRM programme, including feedback and learning loops to refine targeting and/or dynamic content.
- Where appropriate show use of automation coupled with machine learning.
- Understanding of the customers' relationship with the category, the product and the brand (e.g. usage patterns, key points of ownership, emotional and rational criteria etc.)
- Evidence that the programme has increased customer value, understanding and involvement with the brand, as well as long term loyalty
- Any ongoing research and the maintenance of an effective database
- Segmentation used to improve messaging and performance
- Analysis and understanding of the customer journey and a communications strategy built for it

### **How is it judged?**

This category is judged equally on strategy, creativity and results.

Please note: Normal date restrictions don't apply to this category.

### **Grab some inspiration**

[Gold winner 2017 – LIDA for O2](#)

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# Craft

## 29. Best writing

---

### What is it?

This category is for writing in a single execution or campaign in any medium across either B2B or B2C work.

### What you can enter?

Work that drives a response. Suggested formats include, but are not limited to, digital ads; social campaigns; direct mail packs; TV ads; online videos; websites; games; apps; and other media where writing was crucial to the campaign.

Entries can comprise of either a single item or a full campaign using either single or multiple channels

### Ensure you show:

- A description of the strategy, target audience and media strategy in a way that will help the judges assess the relevance of the writer's approach
- Results to reassure the judges that the work was effective (NOTE: without results the entry is invalid)

### How is it judged?

This category is judged 60% on creativity, 20% on strategy and 20% on results.

### Grab some inspiration

[Gold winner 2017 – LIDA for The Open University](#)

## 30. Best design or art direction

---

### What is it?

This category is for design and art direction across either B2B or B2C work.

### What you can enter?

Any work used in a marketing communication which is designed to generate an action. Entries can comprise of either a single item or full campaign using either single or multiple channels.

### Ensure you show:

- A description of the strategy and target audience in a way that will help the judges assess the relevance of the art director's approach
- Results to reassure the judges that the work was effective (NOTE: without results the entry is invalid)

### How is it judged?

This category is judged 60% on creativity, 20% on strategy and 20% on results.

### Grab some inspiration

[Gold winner 2017 – LIDA for IKEA](#)

## **31. Best data strategy**

---

### **What is it?**

This category is for data insights and application of data across either B2B or B2C work.

### **What you can enter?**

Work that drives or contributes significantly to campaign strategy and execution.

The work can be for acquisition or retention activities, and can be for any client in any sector.

### **Ensure you show:**

- The power of great data by demonstrating where insight from data has driven or contributed significantly to campaign strategy and execution
- Evidence of creative and intelligent use of data
- Evidence of data driving personalisation / differentiation that shapes customer journeys
- Where appropriate show the use of AI, machine learning or behavioural data-driven triggers
- Data that drives a response and / or targeting in a one-to-one manner that impacts ROI
- How the data is GDPR compliant

### **How is it judged?**

This category will be scored 40% on strategy, 40% on results and 20% on creativity.

### **Grab some inspiration**

[Gold winner 2017 – Karmarama for The British Army](#)

## **32. Best digital experience**

---

### **What is it?**

This category is for digital experiences which showcase customer interactions with a brand through technology.

Either across single or multiple digital touchpoints. Work can be for either B2B or B2C.

### **What you can enter?**

Work displaying innovation to deliver action orientated user experiences for the customer.

Digital touchpoints can be anything from the web and mobile devices through to wearables, beacons, voice and facial recognition.

### **Ensure you show:**

- A strong idea that shows originality and appropriateness for the brand; the marriage of compelling copy, rich art direction, technical prowess and usability
- What the experience strategy and who the target audience was
- Customer journey mapping and how this played a part in creating a stand out experience
- Results to reassure the judges that the work was effective (NOTE: without results the entry is invalid)

### **How is it judged?**

This category is judged equally on strategy, creativity and results.

### **Grab some inspiration**

[Gold winner 2017 – OgilvyOne for IBM](#)

### **33. Best creative solution**

---

#### **What is it?**

This category is for creative thinking in solving a particular marketing challenge, for either B2B or B2C work.

#### **What you can enter?**

Work displaying innovation to deliver action orientated communications or experiences that have a tangible affect.

#### **Ensure you show:**

- A strong idea that shows originality and appropriateness for the brand; the marriage of compelling copy and rich art direction
- What the strategy and who the target audience was
- Results to reassure the judges that the work was effective (NOTE: without results the entry is invalid)

#### **How is it judged?**

This category is judged 60% on creativity, 20% on strategy and 20% on results.

#### **Grab some inspiration**

[Gold winner 2017 – Open and Good Innovation for Scope](#)