 **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

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

|  |  |  |  |
| --- | --- | --- | --- |
| 21 | Best out of home |  | **Craft** |
| 22 | Best use of the moving image or audio | 29 | Best writing |
|  | Campaigns | 30 | Best design or art direction |
| 23 | Best integrated campaign | 31 | Best data strategy |
| 24 | Best launch campaign | 32 | Best digital experience |
| 25 | Best brand building campaign | 33 | Best creative solution or innovation |
| 26 | Best customer acquisition campaign |  | **Special** |
| 27 | Best customer journey | 34 | Best GDPR communication |
| 28 | Best loyalty or CRM programme |  |  |

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)

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| --- |
|  |

 What was the strategy? (50 words max)

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| --- |
|  |

 What was the creative solution? (50 words max)

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| --- |
|  |

 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)

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| --- |
|  |

 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**