

DMA AWARDS 2020 GOLD-WINNING TRENDS

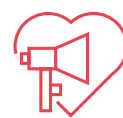
#DareToBeJudged

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Rewardingly hard to win

'I-WISH-I'D-DONE-THAT' WORK

The **DMA Awards** celebrate the bold and the brilliant, the daring and the different, the heart and soul of ingenious thinking and doing.

Here you'll find expert insights into the most debated trends of the 2020 DMA Awards – budget cuts, thoughtful marketing, data-hidden storytelling, the move from awareness to empowerment, and positive messaging – plus how these trends contributed to 'I-wish-I'd-done-that' work.





BUDGET CUTS

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OUTSIDE-IN DOWNSIDE-UP THINKING



If you have less budget, what better excuse could you possibly have to go to your CEO and say, 'Well, if that's what I've got, I'm making sure every penny is completely well spent. I have not got any space for any filler work.'

Deborah Dolce

SVP
Group Brand
& Marketing Director
TJX Europe



I've seen innovation really work hard. When you're working with constricted budgets, you have to think outside the box.

Tony Miller

New DMA Awards Chair
& Marketing Director
WW (formerly Weight Watchers)



Having restriction allows creators to bring everything they have to the table.

Firas Khnaisser

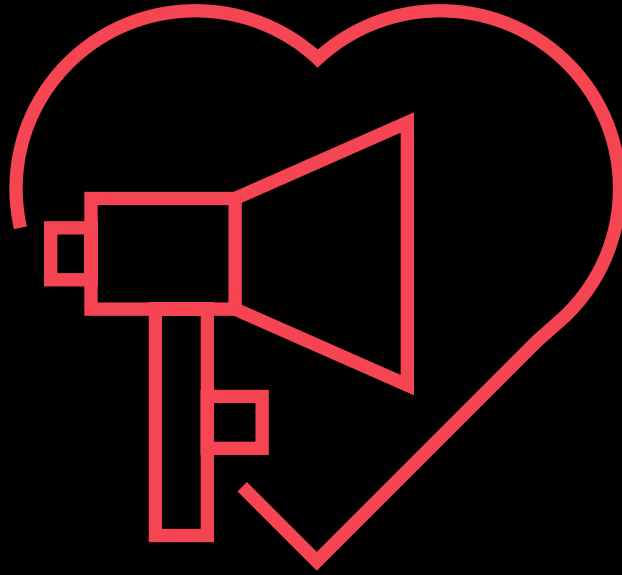
Head of Decisioning
Standard Life Aberdeen



Wunderman Thompson and **BT Sport** earned the title of the DMA Awards Grand Prix champion for their campaign, **Unscripted**, working with the lowest budget they ever had – a third of what they had previously.

So can creativity really lie in constraints?

Our Judges think so, yes.



THOUGHTFUL MARKETING

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EMPATHY AUTHENTICITY RESONANCE



Empathy and authenticity go hand in hand. To truly resonate with audiences, a brand's messaging has to be right for them.

Tony Miller

New DMA Awards Chair
& Marketing Director
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Gravity Road & Sainsbury's:

Signsbury's – The World's First
Deaf-Friendly Supermarket

This campaign aimed to raise awareness about people who're hard of hearing and help the public better communicate with them. *It wasn't a token gesture*, said Nicky Bullard, Chief Creative Officer, **MRM**.

They took it upon themselves to make a real change and went as far as training all of their staff and doing the online tutorials. During the pandemic, when people are wearing masks and you can't read their faces or lips, this makes a big difference, she said.





We can do things that people respond to and make a positive difference in their lives.

Charlotte Langley

Brand & Communications Director
Bloom & Wild

ENGINE Group & Churchill Insurance:

Little Chapters of Chill

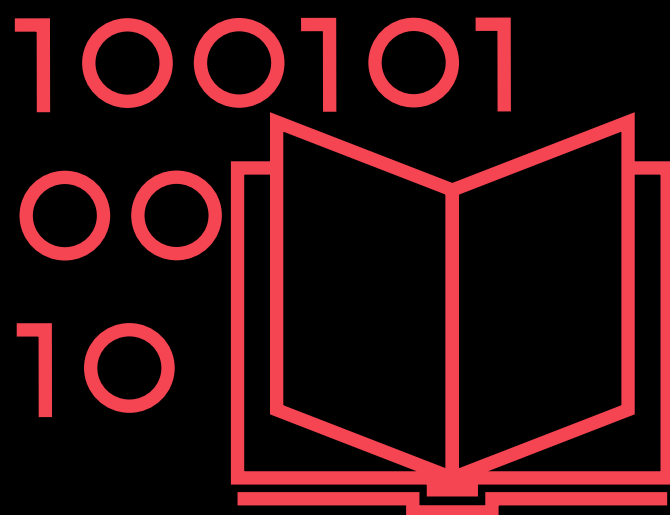
During the pandemic, the insurance company pivoted their role, asking themselves, what can we solve within the home?

They created a mindfulness podcast for young children, helping them to relax and giving their parents a little bit of a break.

It's brilliantly written, incredibly successful, and just a lovely thing to have created, said Laura Jordan-Bambach, Chief Creative Officer, **Grey**.

It's "gold dust for a young parent," added Guy Hanson, VP, Customer Engagement, **Validity**.





DATA-HIDDEN STORYTELLING

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PERSONALISED COMMUNICATIONS DEEPEN CONNECTIONS



We don't need more data:
we need action from
the insights.

Jonathan Beeston
Product Marketing Director
EMEA
Datorama

The Lettershop Group & Titan Travel: *A Personalised Travel Experience*

To drive greater revenue, **The Lettershop Group** and **Titan Travel** created 30,000 personalised brochures for their many audience segments, using different external and internal data sources and logic tables.

They didn't only personalise the usual front and back cover, but every single element of the brochure reflected that audience based on their previous search behaviours and bookings.

“These hundreds of hundreds of variations drove really impressive results,” said Deborah Dolce, SVP, Group Brand and Marketing Director, **TJX Europe**.





It was a great example of using data to support the overall strategy and drive the creativity.

Jill Dougan

Marketing Director
British Gas

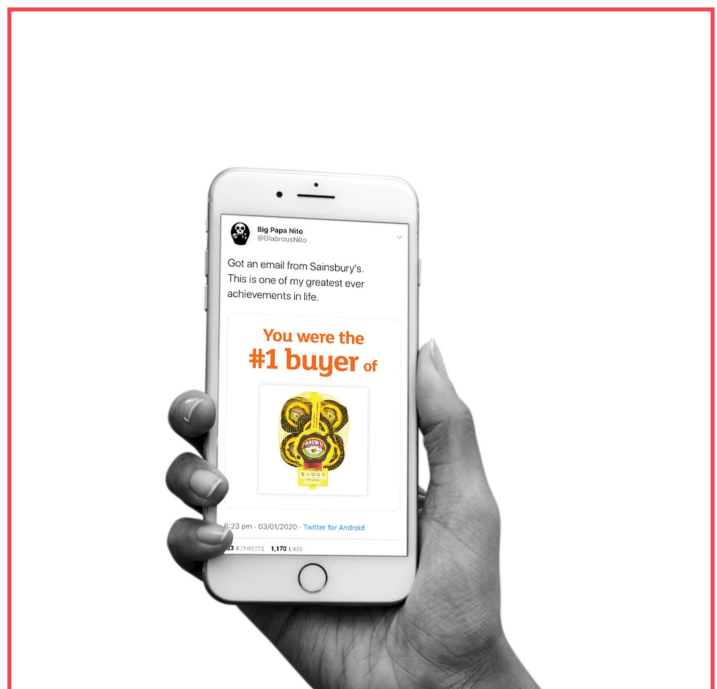
Table19 & Sainsbury's: **Data Playback**

Table19 and **Sainsbury's** were trying to maintain loyalty without additional spend and the traditional methods of vouchers and points.

Using transactional and shopping behavioural data, **they created personalised communications, deepening their connections with their customers** without giving away that value.

Messages tied into baking during 'Bake Off' and sustainability for customers who recycled their plastic.

It collided a gaming approach with a mundane supermarket loyalty card, coming up with something really effective, said Charlotte Langley, Brand and Communications Director, **Bloom & Wild.**





FROM AWARENESS TO EMPOWERMENT

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ELEVATE AWARENESS EMPOWER ACTION



What's interesting is giving people the tools and means to promote and participate in your brand.

Cordell Burke

Creative Managing Partner UK
UP THERE, EVERYWHERE

Oliver & Guardian Weekly:

Berlin Takeover

Guardian Weekly was trying to increase awareness amongst their growing audience in Berlin.

“Strategically, they wanted to match the progressive values and activist energy of the target audience, demonstrating how the magazine can empower them to take action on issues they care about,” Cordell said.

Instead of handing out flyers and leaflets, they placed the magazine inside a glass emergency box. To get it, readers had to smash open the box with a little hammer.





What made this really work was how they shifted direction based on responses.

Jason Andrews
Creative Partner
Iris

Different Kettle & World Animal Protection:
Don't be Fooled by a Smile

Different Kettle and **World Animal Protection** wanted to raise awareness that dolphins in entertainment venues are treated very poorly.

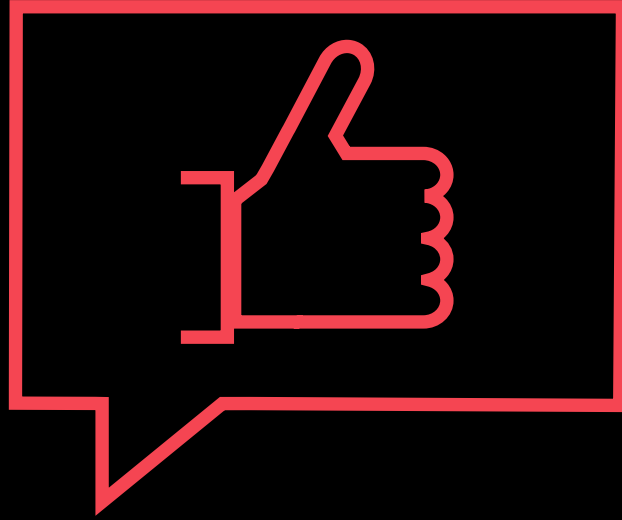
"There's a lot of psychological damage that's done to them," Jason said.

"It's just a fluke of their anatomy they look like they're smiling all the time."

The campaign communicated this to people, then built up momentum with a **petition** aimed at travel companies.

Toolkits were created and delivered internationally, equipping those who were interested to initiate their own protests.





POSITIVE MESSAGING

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HOPE IS POWER



You can't keep us down –
the work was brilliant.

Nicky Bullard
Chief Creative Officer
MRM

PHD Media, Uncommon & The Guardian:
Hope is Power

The first brand campaign **The Guardian** had run in quite a few years, *Hope is Power* aimed to engage loyal readers more deeply.

It appeared in the outdoor space and their own media. They created a beautiful film of a butterfly trying to break out of an empty room.

Jason Andrews, Creative Partner, **Iris**, described the butterfly repeatedly banging against the glass until it broke free, which he said is even more resonant now with us wanting to break out of our own screens.





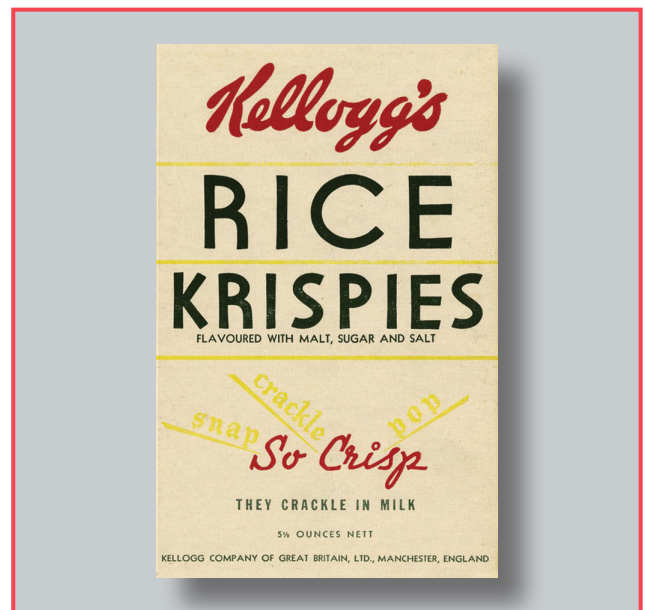
A lot of the messaging was quite optimistic this year, which is really welcome. The last thing we need is something that's going to weigh us down even more.

Firas Khnaisser

Head of Decisioning
Standard Life Aberdeen

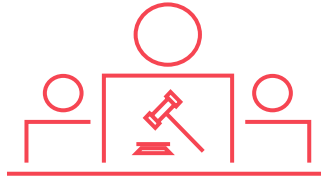
In previous crises that we've faced, both as a country and globally, brands have come out with more positive messages, said Peter Markey, CMO, **TSB Bank**, who used the upbeat tone of **Kellogg's** Rice Krispies in the 1930s as an example.

Certainly, **we've moved beyond the days of these are difficult times**, which was necessary back last March, but would be quite tone deaf now, he said.





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 **DMA**s 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