

DMA AWARDS
2020
GRAND PRIX
SHORTLIST

#DareToBeJudged

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

TIP IT OVER THE EDGE



While everybody wants to win awards, that's never where you start – you begin with wanting to do the best piece of work that you possibly can.

Nicky Bullard
Chief Creative Officer
MRM

Getting on the DMA Awards shortlist is a great achievement, winning a Bronze or Silver is incredible, and earning a Gold is extraordinary.

But what does it take to become a Grand Prix champion?

Connecting the three criteria – strategy, creativity, and results – is essential, but there are a lot of strong contenders.

“You need something that is going to slightly tip it over the edge,” said Tony Miller, our new DMA Awards Chair and Marketing Director, **WW** (formerly Weight Watchers).

Keep reading for expert insights into the three Grand Prix shortlisted campaigns, and how they impressed our hard-to-please Judges.

HEARTBEATS 4 SNEAKERS

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RETRO MODERN AND SURREAL EXPLODE

Gold Awards:



Best Brand
Building Campaign



Best Use of Film, Video,
or Moving Image



Financial Services



Retail and E-Commerce

Klarna: **Heartbeats 4 Sneakers**

Grand Prix Reveal Rep:

- Mark Godfrey, Marketing Manager, **Klarna**

After **Klarna's** insight revealed that sneakerheads find the increasing use of bots for entering raffles extremely frustrating, the trusted shopping service joined forces with media partner **Highsnobiety** to create **the first-ever bot-free raffle** for some of the most hyped sneakers of the last decade.



It aimed and succeeded in switching behaviour, which is no mean feat.

Deborah Dolce

SVP

Group Brand and Marketing Director

TJX Europe

Teaming up with creative technologists at the Stockholm-based company, **We Are Yours**, they developed a mechanic that meant only those with a heartbeat could enter.

The VPN technology used the cameras on smartphones or laptops to detect changes in colour under someone's skin caused by blood flow, making it near impossible for bots to enter.



Five things that caught our Judges' attention:

1. The campaign wasn't for Judges

It focussed on an unusual problem that only sneakerheads know about and took a lot of insight about that community.

2. The out-there art direction

The social-driven, sneaker-themed, 80s-style music videos resonated with that particular audience.

Lots of fast cuts, different colours, and retro yet modern twists were used to make people keep watching after their initial glances.

3. Incredible incremental

The campaign began as a UK idea and exploded into multiple territories, including across Europe and Australia.

It got influencers involved, had loads of views on **YouTube**, and received amazing PR coverage.

4. Surprise

Essentially, **Klarna** did what consumers didn't expect.

"We've not seen anything taking the bots on in that way and with great craft," said Deborah Dolce, SVP, Group Brand and Marketing Director, **TJX Europe**.

5. Remarkable results

Heartbeats 4 Sneakers earned more than 700 million impressions, generated more than a 10% increase in brand awareness, and 650,000 people visited the site during the two-week campaign period. See the full results, [here](#).

**WE ARE NURSES
WE ARE
THE NHS**

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ORDINARY PEOPLE MAKE EXTRAORDINARY CHANGE

Gold Awards:



Best Customer Journey



Best Integrated Campaign



Best Use of Data and Insight



Public Sector

**MullenLowe Group UK,
Mediahub UK, & NHS England:**
We Are Nurses. We Are the NHS.

Grand Prix Reveal Reps:

- Fran Griffin, Senior Strategist, **MullenLowe**
- Sabina Usher, Communications Strategy Director, **Mediahub**

As we all know, the **NHS** has been under tremendous pressure throughout the pandemic, but the longer trend of nurses leaving and not enough coming in is a huge problem.

This campaign “**lifted the lid on what it's like to be a nurse,**” encouraging and guiding people who're thinking about going into nursing.



This campaign brought out the real people behind all of those headlines.

Jill Dougan
Marketing Director
British Gas

They used real staff, patients, and settings, working closely with **NHS** clients to sign up a huge number of nurses as ambassadors.

There are over 350 different roles, but often people don't know what they look like. If they see them, they might actually consider doing them, said Lovisa Silburn, Creative Director, **NHS**.



Five things that caught our Judges' attention:

1. The campaign took risks

There are sensitivities around using real patients. From a production point of view, you don't know what you're getting into and, from a product point of view, you can't control it.

2. Creative juxtaposition

We've always called our nurses angels and put them on a pedestal, and during the pandemic, this has become even more powerful.

We Are Nurses communicated that, actually, we're all ordinary – we're just doing extraordinary things.

3. A single-minded focus

A sharp, set focus on telling the stories of real people kept the film and photography consistent and commanding across so many media touchpoints.

4. Unexpected insight

Through reimagining their audience beyond students, they found one they hadn't considered before – the career switchers.

They then uncovered a key insight for both audiences: many of them would like to be nurses, but they have a huge fear of failure.

5. Remarkable results

This campaign wasn't a short-term strategy: it was a long-term building foundation for the **NHS'** future recruitment approach.

It drove more than 60,000 CRM registrations, compared to 6,000 the previous year. See the full results, [here](#).

UNSCRIPTED

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GRAND PRIX CHAMPION

Gold Awards:



Best Creative Solution



Best Customer Acquisition Campaign



Best Use of Social Media



Sports

Wunderman Thompson and BT Sport: **Unscripted**

Grand Prix Reveal Reps:

- Andy Lane, Managing Partner, **Wunderman Thompson**
- Ed Cracknell, Head of Marketing, **BT Sports**

This campaign promoted **BT Sports** coverage of the Premier League. For years, **BT Sports** have been competing with **Sky**. **Unscripted** aimed to reduce the competition in terms of where people would spend their money to watch the games.

Using data and AI, they wrote a script that predicted all of the individual results across the 38 games.



It's not often you see pieces of work where you genuinely go, God, I wish I'd done that.

Laura Jordan-Bambach
Chief Creative Officer
Grey

To communicate that the campaign celebrated the unpredictability of sports, they came up with 30 different methods of destroying the script, from dartboards to axes and leaf blowers.

Then they asked hosts such as Gary Lineker and pros to comment, adding fuel to the fire.



Six things that caught our Judges' attention:

1. Culture thinking

The heart of the campaign focussed on a sports culture idea, not a marketing ad, selling something that couldn't be seen.

They put themselves in the absolute mindset of the fans, redefining their business approach to marketing.

2. Bravery

Instead of the traditional approach of looking back and telling a story that's already been told, they looked forward.

The expression 'you just can't write this,' is a human insight, not a data insight, said Nicky Bullard, Chief Creative Officer, **MRM**. They could in fact write the script, because they've got the data partnerships.

"It's hugely ambitious to try and attempt something like this," said Jonathan Beeston, Product Marketing Director, EMEA, **Datorama**.

3. Innovation

They tucked the tech into the background, ending up with an incredibly human concept that captured everyone's imaginations, said Laura Jordan-Bambach, Chief Creative Officer, **Grey**.

4. They de-risked it

The campaign was bold, but they knew exactly how their audience would respond.

“They absolutely knew what buttons to press and that this was going to have a great pick up in an organic and therefore less costly way,” said Charlotte Langley, Brand and Communications Director, **Bloom & Wild**.

5. It got people to react

Football is a very emotive topic, so the campaign caused a whirlwind of exposure, from celebrities talking about it to people sharing it on social media and the press (national and global) picking it up.

“It really tapped into that passion and love of football in a hard data way,” said Jill Dougan, Marketing Director, **British Gas**.

6. Remarkable results

The campaign showcased over 130 million impressions across 44 different countries. Using conversation rather than spend resulted in commercial outcomes, such as creating a massive boost in subscriptions. See the full results, [here](#).

WORK THAT WORKS

Why Do Awards Matter?



The Awards are evidence that this kind of work works.

It's much easier for me to go to a client with what looks like a brave idea if I can say, look at these 20 things that were equally as brave and look how commercially successful they were.

Jason Andrews
Creative Partner
Iris

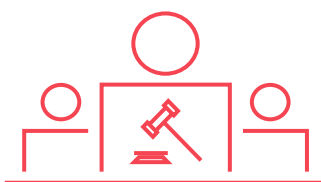


It's an inspiring opportunity to bring together lots of people from different industries and agencies in the marketing community, so we can learn about and celebrate success.

Phil Ricketts
Wholesale Commercial Director
Royal Mail MarketReach



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