# **J:\DMA Awards\New brand\Awards logos\DMA Awards logo.png**

# **DMA Awards 2022 Entry form**

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

**Step One - Campaign Overview**

Please name your work with a short snappy title.

This will be the first thing the judges see. It is also what is shown on the Shortlist and at the Awards Night, should you be successful.

PLEASE NOTE: You are not permitted to use an agency name in your campaign title. This ensures anonymity when entries are judged.

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| Campaign Title\* |  |
| Company Name\* |  |
| Agency Name |  |
| Client Name\* |  |

**Joint Entries**

Other than those listed above, did any other companies contribute **equally**to the work?

PLEASE NOTE: These companies - should you be shortlisted or win - will receive joint recognition including on credits, trophies and certificates.

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**External Partners and Suppliers**

Please list any other companies that have contributed to the work and should receive recognition, but aren’t a joint entrant.

PLEASE NOTE: These companies - should you win - will be listed on the DMA Awards site and in the Annual, but will not appear in any other credits.

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**Location\***

Where is the business that created the campaign located?

PLEASE NOTE: This is to help the DMA understand where in the UK the campaigns have been created and will not be included in the judging process.

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**Categories**

We’ve got [36 categories](https://dma.org.uk/awards/award/categories-2022) for you to choose from, split across five areas:**Industry Sectors, Channels, Campaigns, Data & Tech, and Craft**

You must select at least one category. However you can enter work in as many categories as you see fit.

You might have a strong B2B campaign, with great writing that comes together in an integrated package. You’re able to enter that work in to each of those categories – and more.

You can keep track of how many categories (and therefore entries) you have by using the entry tally at the bottom of this section.

PLEASE NOTE: Every category selected is an individual entry. Therefore the total entry cost equates to the number of categories chosen multiplied by the entry price at the time of entry completion.

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|  | Industry sectors |  | **Campaigns** |
| 1 | Automotive | 19 | Brand Building |
| 2 | B2B | 20 | Customer Acquisition |
| 3 | B2C | 21 | Customer Journey |
| 4 | Charity | 22 | Customer Retention or Loyalty Programme |
| 5 | Entertainment, Music and Publishing | 23 | Integrated |
| 6 | Financial Services | 24 | Launch |
| 7 | Public Sector | 25 | Performance Marketing Activity |
| 8 | Retail and E-Commerce | 26 | Sustainability |
| 9 | Sport | 27 | Thoughtful Marketing |
| 10 | Travel and Leisure |  | **Data and Tech** |
| 11 | Utilities and Telecommunications | ****28**** | AI |
|  | **Channels** | ****29**** | Data and Insight |
| 12 | Email | ****30**** | Data Storytelling |
| 13 | Film, Video or Moving Image | 31 | Digital Product |
| 14 | Mail | 32 | Marketing Automation |
| 15 | Out of Home |  | **Craft** |
| 16 | Social Media | 33 | Creative Solution |
| 17 | Unaddressed Print | 34 | Design or Art Direction |
| 18 | Voice or Audio | 35 | UX |
|  |  | 36 | Writing |

**What dates did your campaign run?**

The eligibility dates for 2022 entries are 1 August 2021 - 31 July 2022. The work must have been live at some point between these dates.

If your campaign started before the 1 August 2021 please select this as your start date.

From (DD/MM/YYYY):

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To (DD/MM/YYYY):

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**Step Two- The Team**

**The Team**

Who was involved in the work? List the people who made the magic happen.

Please do list the full team involved from the agency and client to ensure everyone gets the recognition they deserve.

Their name, job title and company will be published on the DMA Awards website and in the DMA Annual should the entry win.

The email addresses will be used to inform individuals about how the entries have advanced and to contact them to take part in an anonymous industry survey.

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Surname

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Job Title

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Email

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Company

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**Step Three – Campaign Summary**

Provide a snappy summary of your campaign for our judges.

They’ve got a lot to see and work through, so grab their attention in 50 words per section. Use this to summarise your entry's key facts.

Be clear, concise and include all key aspects that make your entry a winning one. You can expand on this in stage four.

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)

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Step Four - Campaign in Detail

Build on your campaign summary, use 250 words per section to give the judges as much detail about the campaign as possible.

Make sure to tailor your entry against the [category descriptions.](https://dma.org.uk/awards/award/categories-2022)

Outline your strategy in detail\* (250 words max)

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What was your creative approach, and how did it bring your strategy to life?\* (250 words max)

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Was the campaign a success? What difference did it make and what were the results?\* (250

words max)

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

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How did you consider sustainability in your campaign? (250 words max)

This is an optional question except for those entering Sustainability Category.

We are asking this question to create a benchmark, as to how the industry are currently

considering sustainability. This is as part of the DMA’s work with [Ad Net Zero.](https://adassoc.org.uk/ad-net-zero/)

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**Supporting Material**

Please ensure you upload supporting material in addition to the written entry. This is just as important as the written entry to add context for the judges and showcase your work.

Many judges **woul**d consider an entry without supporting material as incomplete. There are a number of formats to showcase your work, so please use these as you see fit.

**PLEASE NOTE: Do not include the agency name or logo on the URL, Files, Images and Videos. This is thoroughly checked by the Awards Team and if found, will be removed from the entry.**

**Website URLs**

You can add links to live sites here.

For example, this could be to showcase a website, email or media outlet article about your campaign.

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**Files and Images**

You can upload a maximum of 7 files or images to support your entry here.

The files should not be more than 3 pages in length as Judges' are limited in how much supporting material they can read.

Upload as a .jpeg, .jpg, .png, .gif or .pdf.

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**Video and Audio Files**

You can upload a maximum of 2 videos or audio files to support your entry here.

**These have to be campaign assets that ran as part of the live promotion.**

Video and audio files should be no more than one minute in length, with a maximum file size of 100MB.

All files submitted are uploaded to a private and password-protected DMA Awards Vimeo page for judges to access.

Upload as an .mp4, .mv4, .mov or .avi file.

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**Case Study Video**

You can upload a maximum of 1 video to support your entry here.

**This should be a summary video of your entry. For the first time, it will not be viewed by our judges until the second round of judging to ensure a more level playing field for those not able to produce case study videos.**

The video should be no more than two minutes in length, with a maximum file size of 100MB.

All videos submitted are uploaded to a private and password-protected DMA Awards Vimeo page for judges to access.

Upload as an .mp4, .mv4, .mov or .avi file.

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**Do you give consent for us to use your case study video? \***

If you win, we would like your permission to use the case study video on the DMA Awards website as part of the winning case study and for promotional purposes.

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| Yes/No |

**Hero images\***

Upload two high resolution hero images. These images should encapsulate your campaign.

Upload as a .jpeg, .jpg, or .png

• A4 Portrait:– 3508 x 2480 pixels, 300 ppi (pixels per inch)

• A4 Landscape:– 2480 x 3508 pixels 300 ppi (pixels per inch)

**PLEASE NOTE: These images will be used in the awards Annual,**[**case study portal**](https://dma.org.uk/awards/filter/curate)**and on-screen at the Awards Night, should your entry be shortlisted or win.**

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Hardcopy Material \*

**We are accepting hardcopy material for the Mail and Unaddressed Print categories only.**

Please confirm if you will be submitting hard copy material to support your entry. You should only submit hard copy material if it was used within the campaign. Where possible please send three copies of each item per category entered.

All hard copy material should be sent to the address below:

FAO: Charlotte Gough  
DMA Awards - Supporting Material  
DMA House  
70 Margaret Street  
London  
W1W 8SS

The materials must arrive no later than Friday 23 September 2022 with your agency name and campaign name clearly marked on the outer packaging.

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| Yes/No |

Step Five – Client Submission

**Preview Entry\***

Before you finish, please preview your entry to ensure you're happy with it.

This is shown on the judging portal as judges will view it, so gives you a final opportunity to check your written submission and supporting material.

Client Sign Off\*

Please provide the contact details of the relevant person at the client company to sign of this entry.

Once you have clicked 'Submit and Finish', an automated email will be sent directly to them to secure the sign-off we require. Your entry is not complete until we have received confirmation that the client is happy to enter this work.

If you are the client entering work directly, please contact the [DMA Awards team](mailto:awardentries@dma.org.uk?subject=Client%20sign%20off%20-%20Help) to process sign-off.

**Please note: You must have client approval to meet the deadline. If client sign-off is obtained after the deadline, this will automatically move to the next deadline and associated fees.**

If you require any assistance, please contact the [DMA Awards team](mailto:awardentries@dma.org.uk?subject=Client%20sign%20off%20-%20Help).

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Surname\*

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Job Title\*

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Email\*

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