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

# **DMA Awards 2024 Entry form**

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

**Step One - Overview**

Please name your work with a short snappy title, no more than five words.

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

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

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| Entry Title\* (Max 5 words) |  |
| Company Name\* |  |
| Agency Name |  |
| Client Name\* |  |

**Joint Entrants**

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

Important: These companies 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.

Important: These companies 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?

Important: This is to help the DMA understand where in the UK the campaigns have been created.

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**What dates did your work run?**

Work must have been live at some point between 1 August 2023 - 20 September 2024.

If your work was live before 1 August 2023, please select your start date – this can be as close to the start as possible. If your campaign is ongoing, please select ongoing.

It can be finished or ongoing. Long term programmes that began earlier are eligible as long as they have still been active in the period.

From (DD/MM/YYYY):

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To (DD/MM/YYYY):

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**Categories**

We’ve got [38 categories](https://dma.org.uk/awards/award/categories-2024) 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.

To personalise your entry to each individual category, you can use the duplication tool on your My Entries page. You should then edit each section to reflect the category’s specific requirements.

Important: 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 client sign off.

Important: Some categories have unique questions that apply to that category only. Look out for the questions flagged in section four – The Detail.

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|  | Industry sectors |  | **Campaigns** |
| 1 | Automotive | 19 | AI |
| 2 | B2B | 20 | Brand Building |
| 3 | B2C | 21 | Brand Experience |
| 4 | Charity | 22 | Customer Acquisition |
| 5 | Entertainment and Publishing | 23 | Customer Journey |
| 6 | Financial Services | 24 | Customer Programme |
| 7 | FMCG | 25 | Inclusive Marketing |
| 8 | Health and Wellness | 26 | Integrated |
| 9 | Public Sector | 27 | Launch |
| 10 | Retail and E-Commerce | 28 | Sustainability |
| 11 | Sports | 29 | Thoughtful Marketing |
| 12 | Travel and Leisure |  | **Data and Tech** |
| 13 | Utilities and Telecommunications | 30 | Data and Insight |
|  | Channels | 31 | Data Storytelling |
| 14 | Email | 32 | Digital Product |
| 15 | Mail | 33 | Marketing Automation |
| 16 | Out of Home | 34 | NEW: Media Strategy |
| 17 | Social Media |  | **Craft** |
| 18 | Unaddressed Print and Door Drops | 35 | Copywriting |
|  |  | 36 | Creative Solution |
|  |  | 37 | Design or Art Direction |
|  |  | 38 | Film, Video or Moving Image |

**Step Two - The Team**

Who was involved in the work? Please 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 after client sign-off.

First name

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Surname

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Job Title

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Company

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Email

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**Step Three – Executive Summary**

Provide an executive summary of your work for our judges.

They’ve got a lot of entries to see so tell the unique story of your work in 200 words.

Be clear, concise and include all key aspects that make your entry a winning one.

Make sure to cover our key awards pillars of strategy, creativity and results. You can expand on this in step four.

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| This is your executive summary, tell the story of your work here.  Ensure you offer insight into the client brief, challenge and objectives of the work. Summarise the strategy, creative thinking and executions and tell us the key results.  Why is your work award worthy? |

Step Four – The Detail

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

Make sure to tailor your entry against the [category descriptions](https://dma.org.uk/awards/award/categories-2024).

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

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| Include which insights led you to the strategy, the strategic approach you took, and why. |

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

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| Provide details of the creative output and thinking that you used. Briefly outline the creative approach/idea, the channels and media you used, how and why you used them, and what made them the most effective way to bring your strategy to life |

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

words max)

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| Summarise how the work impacted the audience and list any results |

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

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| It’s very important to include as many detailed results and supporting data as possible. Remember this section is never published and is ONLY used for judging purposes |

Email Category Specific Question: Please supply the email subject line and pre-headers used in the work. (150 words max)

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Email Category Specific Question: Please supply the email bounce rate, unique opens rate, unique click-through rate, conversion rate. (150 words max)

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**Supporting Material**

Supporting material is just as important as the written entry to add context for the judges and showcase your work.

Many judges would 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.

**Important: Do not include the agency name or logo on any supporting material. All entries are thoroughly checked by the Awards Team and if a logo or agency name is found, the offending file will be removed from your entry.**

**Hero images\***

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

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)

**Important: 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.**

**Please ensure images are kept below 5MB in size**

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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.

**Important: Judges are limited in how much supporting material they can read, so please be mindful of this when uploading this.**

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

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**Video and Audio Files (Optional)**

The video and audio files you upload here **must be** assets that ran as part of the live promotion.

You can upload a maximum of 2 videos or audio files.

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 (Optional)**

**The video file you upload here should be a summary video of your entry. This can be created in any way you wish as long as it remains anonymous. This may take the form of a voice-over talking over a presentation, or a showreel.**

**Case study videos 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 one.**

You can upload a maximum of 1 video.

The video should be no more than two minutes in length, with a maximum file size of 100MB. Please include 'Case Study' in the file name.

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? \***

We would like your permission to use the case study video on the DMA websites as part of the winning case study and for promotional purposes.

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| Yes/No |

Hardcopy Material \*

**We accept hardcopy material for the Mail and Unaddressed Print and Door Drops categories only.**

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

Please email [awardentries@dma.org.uk](mailto:awardentries@dma.org.uk) to confirm where to send your hardcopy material too.

The materials must arrive no later than Friday 20 September 2024 with your agency name and entry name clearly marked on the outer packaging.

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| Yes/No |

**Website URLs**

You can add links to live sites here.

Important: Do not link to any pages that include the agency name, for example, agency Vimeo pages or websites.

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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 off 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.

**Important: 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).

First name\*

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Surname\*

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Job Title\*

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Company\*

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Email\*

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