Entry Guide

2020

Entries Open – Monday 6 July
Early Bird Deadline – Friday 14 August
Entries Close – Friday 18 September
Late Entry Deadline – Friday 25 September
Shortlist Party – Thursday 15 October
DMA Awards Night – Tuesday 8 December

Contact:
awardentries@dma.org.uk

DMA
Data &
Marketing
Association **Awards**

/ Contents

01

/ Why enter?

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 DMAs have attracted entries from brave brands, the inspiring agencies they partner with and the multitude of tech and innovation suppliers who all combine to help bring vivid dreams to technicolour life.

And every year it is a commitment to rigour and a stonewall belief in our three pillars that sets the DMA Awards apart as the most rewardingly hard to win 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 rocksolid 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.

02

/ Who can enter?

The DMAs welcome entries from agencies, clients, tech suppliers, innovation companies and start-ups.

We see sparkling work from global agency operators to small studios, from SMEs to mega brands.

Campaigns forged in the furnace of creative scenes around the country, from Dorset to Dundee we want work from all corners of these fine isles.

We just want the best.

Your best: whoever you are, wherever you are, and no matter how big (or small) you may be.

03

/ What to enter?

When should the campaign have run?

For the vast majority of categories, eligibility dates for campaigns to have run are between 1 August 2019 and 31 July 2020.

Work must have been live at some point within these dates. It can be finished or ongoing.

Please review our category descriptions further along in this pack– or click here – as certain categories will consider work beyond these standard eligibility dates.

Can international work be entered?

International work can be entered if produced by a UK business.

Can I enter more than once?

Yes.

You can enter one campaign into multiple categories, and multiple campaigns into the same category.

Does every entry need client sign-off?

Yes.

An entry is incomplete without client sign-off. Step five of the application process prompts you to enter your client's email address.
They will be sent a copy of the entry to sign off. You will receive an automated response prompting payment when this is done.

For more detailed information on what to include in your submissions, head to section 8 in the pack or click here.

04

/How to enter?

A helping hand goes a long way.

Especially when it comes to navigating the choppy waters of Awards submissions.

So we've put together a handy guide that tells you the key information to submitting your campaign to the DMA Awards.

Getting started

All DMA Awards entries are made online, so head to dmaawards.org.uk for starters. If you're not already logged in at this point, you will need to register to create an account for your entries.

Hit the 'Enter Now' button to begin your DMA Awards entry.

You can save and amend your entry so you can keep coming back to it until client sign off has been submitted - so log on and explore the form. Navigate your ongoing entries that are saved in the system by clicking 'My Entries' on the top right hand side of the website.

The entry process to the DMA Awards breaks out into five stages.

We've summarised them and the activity they require here:

1. Campaign Overview

Choose the categories you'd like to enter. You can enter as many as you wish.

2. The Team

Tell us the individuals and companies to credit for the work.

3. Campaign Summary

This will be what judges use to aid their debate and fight for your campaign.

Be concise.

Get to the key elements quickly, but don't hold back on essential information.

4. Campaign in Detail

Expand on your work.

Sensitive information should be put in the for "judges' eyes only" box.

Upload any supporting material to support your entry.

5. Client Submission

Do a pre-flight check to see your entry laid out in the way the judges will look at it. Once you're happy with it and your supporting material is displaying correctly, you'll need client sign-off.

Add your client's email address.

They'll be able to sign-off online.

Payment

You can pay via card on the website or BACS once your entry or entires have received client sign-off. Invoices will be generated automatically that you can access at 'My Entries'.

Payments must be recieved by Friday 25 September 2020.

05

/ 2020 Category overview

# The DMA Awards categories are split into five key tracks.

Learn more about them below.
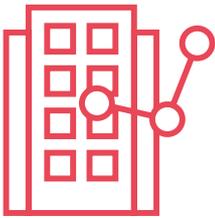
Industry Sectors

These categories are industry specific for you to showcase the best campaigns you've worked on within that sector.

Example industry sector category: **Automotive**
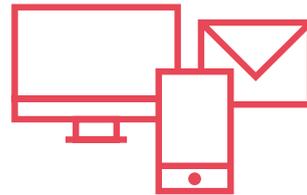
Channels

These categories are broken down into the different channels you may use to reach the audience in your campaign.

Example channel category: **Best Use of Email**
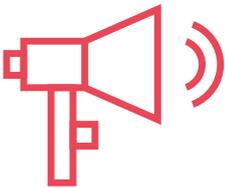
Campaigns

These categories are specific to the overall campaign output/aim.

Example campaign category: **Best Brand Building Campaign**

Data

These categories cover the different aspects of data use and purpose in marketing, including data derived insights, creative uses of data, automation and AI.

Example data category: **Best Use of Data and Insight**
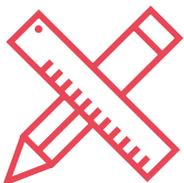
Craft

These categories promote the specific craft elements that illuminated within a campaign, producing strong work that could challenge for a DMA Award.

Example craft category: **Best Writing**

You can enter categories from multiple tracks for one campaign.

If you need any advice on what track your campaign fits into, please contact the Awards team.

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# /The categories

The 2020 DMA Awards feature 35 categories.

Check out the full list, complete with brief introductions and 2019 winners' case studies winner info (and inspo) below.

For further information and insight on each category, head to the Appendix at the end of the pack.
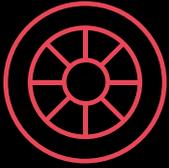
1. Automotive

This category is for B2B or B2C work promoting automotive products or services.

Get inspired : Silver winner 2019
– Edit, Spark44 and Jaguar Land Rover

2. Travel and Leisure

This category is for B2B or B2C work promoting travel services and leisure brands.

Get inspired : Gold winner 2019
– MRM and Crystal Cruises

3. Entertainment and Music

This category is for B2B or B2C work promoting entertainment and music services.

4. Publishing

This category is for B2B or B2C work promoting publishing brands.

5. Sports

This category is for B2B or B2C work promoting the sports industry.

6. Utilities and Telecommunications

This category is for B2B or B2C work promoting utilities or telecommunication brands.

Get inspired : Gold winner 2019
– Jaywing and Yorkshire Water

7. Retail and E-commerce

This category is for B2B or B2C work promoting Retail and E-Commerce (including FMCG) brands.

Get inspired : Gold winner 2019
- Proximity London and IKEA UK

8. Financial Services

This category is for B2B or B2C work promoting financial services or fintech.

Get inspired : Gold winner 2019
– MRM and Direct Line

9. Public Sector

This category is for B2B or B2C work promoting or raising awareness of public sector products and services.

Get inspired : Gold winner 2019
– MullenLowe Open and Health Education England
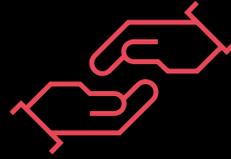
10. Charity

This category is for B2B or B2C work that seeks to raise funds for and/or awareness of charities.

Get inspired : Gold winner 2019
– Open Creates and Mind
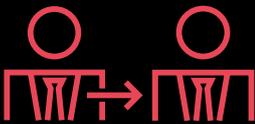
11. Best B2B

This category is for B2B in any sector.

Get inspired : Silver winner 2019
– Ogilvy London and IBM

12. Best B2C

This category is for B2C work in any sector.

Get inspired : Gold winner 2019
– MullenLowe Open and Health Education England

/ **Channels**

13. Best Use of Email

This category is for the best use of an email or an email program generating response or engagement across B2B or B2C work.

Get inspired : Gold winner 2019
– Ogilvy London and Formula 1
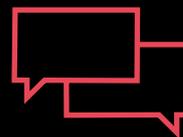
14. Best Use of Social Media

This category is for the best use of social media across B2B or B2C work.

Get inspired : Gold winner 2019
– Proximity London and IKEA UK

15. Best Use of Unaddressed Print

This category is for best use of unaddressed print media across B2B or B2C work.

Get inspired : Gold winner 2019
– MRM and Miscarriage Association

16. Best Use of Mail

This category is for work in a single-addressed mailing or a mailing campaign across B2B or B2C work.

Get inspired : Gold winner 2019
– Edit, Spark 44 and Jaguar Land Rover

17. Best Use of Out of Home

This category is for B2B or B2C out of home (OOH) work that is designed to generate a response. This can either be a single execution or part of a multichannel campaign.

Get inspired : Gold winner 2019
– TMW Unlimited and Westminster City Council
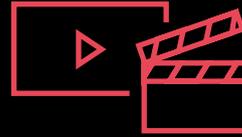
18. Best Use of Film, Video or Moving Image

This category is for best use of film, video or moving image to generate a response across B2B or B2C work.

19. Best Use of Voice or Audio

This category is for best use of voice or audio to generate a response across B2B or B2C work.

/ **Campaigns**

20. Best Integrated Campaign

This category is for B2C or B2B campaigns using three or more media channels in any combination.

Get inspired : Gold winner 2019
– ELVIS and Mondelez

21. Best Launch Campaign

This category is for a B2B or B2C campaign launching a new brand, product or service.

Get inspired : Gold winner 2019
– Proximity London and IKEA UK
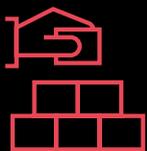
22. Best Brand Building Campaign

This category is for B2C or B2B campaigns that build brand awareness, increase positive perceptions and attitudes amongst prospects and/or customers over the long term.

Get inspired : Gold winner 2019
– Proximity London and IKEA UK

23. Best Customer Acquisition Campaign

This category is for B2C or B2B acquisition campaigns.

Get inspired : Silver winner 2019
– OLIVER and The Guardian
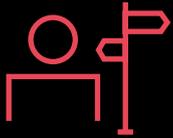
24. Best Customer Journey

This category is for B2C or B2B work that takes the existing or prospect customer on an engaging and connected journey.

Get inspired : Gold winner 2019
**– MullenLowe Open and Health Education England**

25. Best Customer Retention or Loyalty Programme

This category is for B2C or B2B customer retention or loyalty programmes.

Get inspired : Gold winner 2019
– Merkle, Twipe and The Times

26. Best Performance Marketing Activity

This category is for B2B or B2C campaigns showing the best use of performance marketing.
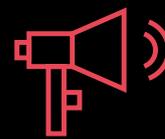
27. Best Thoughtful Marketing Campaign

This category is for B2B or B2C marketing campaigns or initiatives that have demonstrated true compassion for their customers or society more broadly.

/ **Data**

28. Best Use of Data and Insight

This category is for data insights and the application of data across B2B or B2C work.

Get inspired : Gold winner 2019
– The&Partnership and TalkTalk

29. Best Data Storytelling

This category is for the best use of data storytelling across B2B or B2C work.

30. Best Use of Marketing Automation

This category is for marketing campaigns or programmes that demonstrate how automation has driven business value.

Get inspired : Gold winner 2019
– Merkle and Twitter
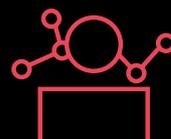
31. Best Use of AI

This category is for B2C or B2B campaigns or marketing programmes that feature AI and/or machine learning.

Get inspired : Gold winner 2019
– Tiny Giant and Cheltenham Science Festival

32. Best Writing

This category is for writing in a single execution or campaign in any medium across B2B or B2C work.

Get inspired : Gold winner 2019
– Grey London and Which?

33. Best Design or Art Direction

This category is for design and/or art direction in a single execution or campaign in any medium across B2B or B2C work.

Get inspired : Gold winner 2019
– Proximity London and IKEA UK

34. Best Creative Solution

This category is for creative thinking in solving a particular marketing challenge for either B2B or B2C work.

Get inspired : Gold winner 2019
– TMW Unlimited and Westminster City Council

35. Best UX

This category is best user experience for either B2B or B2C work. Either across single or multiple digital touchpoints.

07

/ Deadlines and fees

Entries Open:	Monday 6 July
Early Bird Deadline:	Friday 14 August
Entries Close:	Friday 18 September
Late Entry Deadline:	Friday 25 September

How much does it cost to enter?

Cost is per entry entered in to each category, not per campaign.

Member early bird:	£200 (+VAT)
Non-member early bird:	£250 (+VAT)
Member standard:	£250 (+VAT)
Non-member standard:	£300 (+VAT)

How can I pay?

You can pay via card on the website or BACS once your entry or entires have received client sign-off. Invoices will be generated automatically that you can access at 'My Entries'.

Payments must be received by Friday 25 September 2019.

/ A quickfire guide to entering the DMAs

There are some key pointers you should consider to help you shape your entry.

Keep these in mind as you work up your Awards entry.

1. Pick out your best work

No doubt you've worked on lots of great stuff in the past year or so.

It can be tough to pick a favourite child, but this is the DMAs; your work has got to showcase great strategy, show-off traffic-stopping creativity, all backed up by seismic results.

Those are our key pillars – have you got the campaigns to match?

☐ **To do: Select your best for the DMA Awards test**

2. If you are entering work on behalf of your clients, then you'll need sign-off from them before we can consider the work.

☐ **To do: Get clearance to go**

3. Check out our tracks and categories

With step one out of the way, dig into what the DMA Awards offer you in terms of categories.

Match your work up against the categories that best suit your work. There are 35 categories this year, split out into five tracks. Read about them in depth earlier on in the entry pack and remember, you can enter as many as you'd like.

☐ **To do: Dig into our categories**

4. Get friendly with our guidelines

We've got info and guidance to help you organise your supporting materials and bring shape and order to your Awards entry.

Now would be a good time to get to know this stuff so you can understand exactly what we're looking for.

☐ **To do: Read up on supporting materials in the next section**

5. Write up your entry offline

One thing that will help you build a better Awards entry is to mock one up. Use our sample entry form to help you do this.

Print it out and capture all the content you need to take your entry from offline to online.

☐ **To do: Head to our sample entry form to get your practice in**

6. Use your team to help you build a winning entry

Your brilliant work came about because, well, teamwork makes the dream work.

So get your writers and your designers, your account people and your planning brains, all together and get their thoughts on the nuts and bolts of your campaign so you can tell your story in the richest way possible.

☐ **To do: Get the band back together – bring biscuits**

7. Head online

Head online to start your journey.

Time to bring it all to life.

To start your entry just head online to dma.org.uk/awards and kick things off. And remember:
once you've started the digital version of your entry, you can save and come back to it at any time.

So plenty of opportunity to get things just right

☐ **To do: Head to the home of the DMA Awards – and enter**

/09

## /Submission and supporting material guidelines

Submission guidelines

- Remove all references to the agency in your entry
- Put any confidential information that you don't want published in the secure and confidential section marked "For Judges' Eyes Only". All judges sign non-disclosure agreements, ensuring they do not discuss judging out of the room
- We will need to see examples of the work with your entry, in the form of supporting material - where possible use live examples

Supporting material guidelines

- Supporting material should be supplied in a digital format by uploading files during step four of the online entry process
- Due to judging turning into a virtual event for 2020, no hardcopy material can be submitted this year.

Please use the following guidelines

Images

Images should be supplied in either jpeg, .jpg, .png, .gif or .pdf

Judges expect to see examples of emails, websites and other creative collateral used throughout the campaign.

Include any visuals, such as user experience maps or indexing/graphs, to demonstrate results.
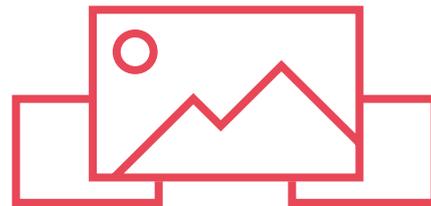
Hero image

Please provide two hero images for the DMA Awards shortlist, DMA Awards night creative content and promotion; and in the DMA Awards Annual should you be shortlisted.

Images should be supplied in either jpeg, .jpg, .png

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

Websites and landing pages

Please place all links to a live URLs in the 'URL' box provided in section four of the entry process.

Make sure any URLs are still live when judging commences.
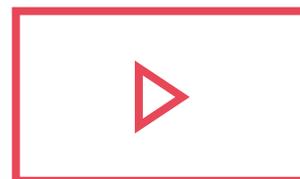
Video

Your video should be supplied in .mov, .mp4, .mv4 or .avi file formats only and should be no longer than two minutes.

Maximum file size of 100MB.

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/The judging process: What our judges look for

Behind every DMA Award winner there are judges that believed in it.

So what do our arbiters of marketing magic look for in a DMA Awards entry?

At the heart of every entry should be a story. A story that effectively communicates to the judges the background, development, execution and results of the campaign.

That story should be told with a passion that proves the entry is worthy of recognition as a DMA winner.

The judges have to assimilate a lot of information from different sources in a relatively short space of time. They will read the entry form and then review examples of creative work digitally.

It's important your entry has a clear narrative thread that holds it all together, and keeps the judges engaged.

Our judges will measure work against our three pillars. Here's how to make your entry catch their eyes and keep attention.

Strategy

The strategy section is your chance to explain convincingly why you did what you did.

What have you learned about the target audience that informed the strategy, creativity or targeting?

What were the insights that inspired your approach?

Strategy will be at the core of your entry story, so ensure it is clear and straightforward and that it links to all the other parts of your submission.

Judges will look for strategies that move a business in a new direction, and strategies that harness data and insight effectively to create results not previously achieved.

Creativity

This is your big pitch.

Ensure your creativity is presented to the judges in the best way possible. Make it easy for them to see how the creative worked, and to understand the creative journey that consumers went on.

For complex campaigns some entrants choose to supply examples of the creative work in annotated presentations or in short films. In both cases the supporting material must not be overtly selling, it should simply keep to the facts, giving an overview of the campaign.

There are also strict guidelines on the permissible length of supporting films.

Remember, judges want to experience the work just as consumers did.

Results

When presenting results, show actual results rather indices.

All judges are bound by a strict confidentiality agreement, and are not allowed to take notes during the judging process. So rest assured, if you indicate that your results are confidential they will stay that way.

Again, individual categories will look for specific results and KPIs, but as a general rule always include cost-effectiveness measures, showing total campaign cost (and what that includes), total sales, cost per sale.

Research information and anecdotal comments are no substitute for financially robust metrics.

Your winning entry should have judges saying:

Do you know me?
Have you made me feel something?
Have you asked me to do something?
Can you prove that you've done it?

Nicky Bullard,
CCO & Chairwoman, MRM and Former Chair of DMA Awards Committee

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/ The judging process: How the DMAs are judged

Our judges will gather remotely over six days to tackle hundreds of entries across our category selection.

Category Judging

This year judging will be hosted as a virtual event. Each category is judged by up to 12 handpicked judges, led by a Category Chair. Each session will take place digitally with all judges reviewing and scoring entries remotely.

DMA Awards judges review:
- Campaign summaries
- Campaigns in detail
- Supporting materials (ie. imagery and video)

In the first round of judging, each category judge reviews each entry and scores out of 10, against the three pillars of the DMAs: strategy, creativity and results.

Judges who feel they have a vested interest in an entry are asked to disclose this and won't to be able to score this work.

Once scoring is complete, Category Chairs notify the DMA team in order that a longlist of nominated entries can be compiled.

Judges must now sit for round two of the judging process. Each piece of work is debated and discussed.

This process will result in the private declaration of a shortlist that features nominated work placed as follows:
- Gold
- Silver
- Bronze
- Fourth
- Fifth

The DMA Awards shortlist will be complete at this stage. No judges know how each other scored and are dissmissed.

Grand Prix Judging

Choosing a DMA Grand Prix winner takes place on the final day of Awards judging.

Our Category Chairs gather to build a Grand Prix shortlist by reviewing all Gold winners and judging them against the Awards pillars.

From that shortlist the Category Chairs reach a decision on a DMA Awards Grand Prix winner.

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/What happens next

You've done what needs to be done. You've got the work, you've entered the DMAs. And our judges have had their say. What next?

What happens after judging?

Judging week culminates in the creation of our DMA Awards shortlist.

Each judging panel generates a list of contenders for the respective category they assess.

For the shortlist, a maxium of five campaigns will be in the running to win a poduim spot on the Awards Night.

DMA Awards night

The next date in your diary is the Awards night itself.

Be there, in person, to see where your brilliant work will take you. Podium finish? Category win? Or all the way to the Grand Prix?

Awards night takes place on Tuesday 8 December, at Old Billingsgate. Be there along with over 800 of the UK marketing and creative industry's best for a night under the stars next to the River Thames.

Always hugely popular – an ideal event to salute a year's hard work, to celebrate with your team or to entertain your clients – we encourage early booking.

To register your interest please email awardsnight@dma.org.uk

Speaker slots

The DMA invite winners to present their work first-hand at a range of case study events and webinars.

These events delve into the work of winners, discussing the three main awards pillars of strategy, creativity and results in terms of their award-winning campaign.

DMA Awards Annual

Should your work win the hearts and minds of our judges and make the DMA Awards podium, you'll form a crucial part of our Awards Annual.

This is the place where work that works is seen, a testament to your efforts and skills, as we provide snappy case studies and colourful representations of the depth and breadth of great campaigns that the DMA Awards, rewards.

The Annual lands on the desks of leaders throughout the marketing and creative worlds; is picked up and bought by agency winners, brand champions and proud team members; and holds pride of place on the mantelpieces of grandparents all around the UK (and beyond).

Case study portal

Should you win at the 2020 DMA Awards, your winning case study will be added to the case study portal. Currently, all Bronze, Silver and Gold Winners from 2011 to 2019 case study information from the DMA Awards archive is housed on the DMA Awards website.

This invaluable resource showcases the best work in the industry and to see best practice in action.

This includes information around the strategy, creativity and results of the campaign, as well as the teams involved.

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/ Key contacts

Here is a list of key contacts you might need when crafting your DMA Awards entry.

The Awards team will be able to help you if you have any queries.

Charlotte Gough
Awards Manager
DMA – charlotte.gough@dma.org.uk
0207 291 3362 or 07522 814 430

You can also contact us with queries via our dedicated
DMA Awards Inbox - awardentries@dma.org.uk

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/ Appendix: DMA Awards categories in full

The DMA Awards are the proving ground for work that works. There are 35 categories in total, split across five tracks: Industry Sectors, Channels, Campaigns, Data and Craft. You can enter as a client, agency, or technology provider.

This is the Awards programme for you if your campaign has intelligent marketing at its heart.

If you have any questions, please contact our Awards Team who can answer your queries or arrange a time to talk you through the process, category selection and making the most of your DMA Awards Entry.

1. Automotive

What is it?

This category is for B2B or B2C work promoting automotive products or services.

What can you enter?

Work relevant to cars, commercial vehicles and motorcycles from manufacturers, retailers, leasing, and rental providers.

Entries may be made up of either a single execution or a full campaign using either single or multiple channels.

Your entry should show:

- Whether the work targeted existing or new customers
- How the strategy informed the creative execution of the campaign
- Results that show cost-effective leads and/or sales generated or tangible engagement with the product, service, or brand
- How your work supported the overall marketing strategy

How is it judged?

This category is judged equally on strategy, creativity, and results.

Please note: Insurance and financial campaigns with automotive components should be entered into the financial services category.

Get inspired

2019 Silver Winner – Edit, Spark44 and Jaguar Land Rover

2. Travel and Leisure

What is it?

This category is for B2B or B2C work promoting travel services and leisure brands.

What can you enter?

Work relevant to transport, holidays, travel, accommodation, and leisure destinations or activities.

Entries can be made up of either a single execution or a full campaign using either single or multiple channels.

Your entry should show:

- Whether the work targeted existing or new customers
- How the strategy informed the creative execution of the campaign
- Results that show cost-effective leads and/or sales generated or tangible engagement with the product, service, or brand
- How your work supported the overall marketing strategy

How is it judged?

This category is judged equally on strategy, creativity, and results.

Get inspired

2019 Gold Winner – MRM and Crystal Cruises

3. Entertainment and music

What is it?

This category is for B2B or B2C work promoting entertainment and music services.

What can you enter?

Work relevant to broadcasting, streaming services, live experiences, television, cinema, mobile / digital gaming or music services.

Entries can be made up of either a single execution or a full campaign using either single or multiple channels.

Your entry should show:

- Whether the work targeted existing or new customers
- How the strategy informed the creative execution of the campaign
- Results that show cost-effective leads and/or sales generated or tangible engagement with the product, service, or brand
- How your work supported the overall marketing strategy

How is it judged?

This category is judged equally on strategy, creativity, and results.

4. Publishing

What is it?

This category is for B2B or B2C work promoting publishing brands.

What can you enter?

Work for publishing brands.

Entries can be made up of either a single execution or a full campaign using either single or multiple channels.

Your entry should show:

- Whether the work targeted existing or new customers
- How the strategy informed the creative execution of the campaign
- Results that show cost-effective leads and/or sales generated or tangible engagement with the product, service, or brand
- How your work supported the overall marketing strategy

How is it judged?

This category is judged equally on strategy, creativity, and results.

5. Sports

What is it?

This category is for B2B or B2C work promoting the sports industry.

What can you enter?

Work relevant to activities, pursuits, fitness clubs, competitive and non-competitive sports.

Entries can be made up of either a single execution or a full campaign using either single or multiple channels.

Your entry should show:

- Whether the work targeted existing or new customers
- How the strategy informed the creative execution of the campaign
- Results that show cost-effective leads and/or sales generated or tangible engagement with the product, service, or brand
- How your work supported the overall marketing strategy

How is it judged?

This category is judged equally on strategy, creativity, and results.

6. Utilities and Telecommunications

What is it?

This category is for B2B or B2C work promoting utilities or telecommunication brands.

What can you enter?

Work relevant to utility and telecommunication services, brands or products.

Entries can be made up of either a single execution or a full campaign using either single or multiple channels.

Your entry should show:

- Whether the work targeted existing or new customers
- How the strategy informed the creative execution of the campaign
- Results that show cost-effective leads and/or sales generated or tangible engagement with the product, service, or brand
- How your work supported the overall marketing strategy

How is it judged?

This category is judged equally on strategy, creativity, and results.

Get inspired

2019 Gold Winner – Jaywing and Yorkshire Water

7. Retail and E-Commerce

What is it?

This category is for B2B or B2C work promoting Retail and E-Commerce (including FMCG) brands.

What can you enter?

Work for retailers in either e-commerce or bricks and mortar environments selling both goods and services.

Entries can be made up of either a single execution or a full campaign using either single or multiple channels.

Your entry should show:

- Whether the work targeted existing or new customers
- How the strategy informed the creative execution of the campaign
- Results that show cost-effective leads and/or sales generated or tangible engagement with the product, service, or brand
- How your work supported the overall marketing strategy

How is it judged?

This category is judged equally on strategy, creativity, and results.

Get inspired

2019 Gold Winner – Proximity London and IKEA UK

8. Financial Services

What is it?

This category is for B2B or B2C work promoting financial services or fintech.

What can you enter?

Work that promotes banking services, saving products, lending products, pensions, investments, financial advice, insurance or fintech solutions.

Entries can be made up of either a single execution or a full campaign using either single or multiple channels.

Your entry should show:

- Whether the work targeted existing or new customers
- How the strategy informed the creative execution of the campaign
- Results that show cost-effective leads and/or sales generated or tangible engagement with the product, service, or brand
- How your work supported the overall marketing strategy

How is it judged?

This category is judged equally on strategy, creativity, and results.

Get inspired

2019 Gold Winner – MRM and Direct Line

9. Public Sector

What is it?

This category is for B2B or B2C work promoting or raising awareness of public sector products and services.

What can you enter?

Work that promotes public sector products, services, initiatives, and causes.

Entries can be made up of either a single execution or a full campaign using either single or multiple channels.

Your entry should show:

- Whether the work targeted existing or new audiences
- How the strategy informed the creative execution of the campaign
- Results that show cost-effective leads and/or sales generated or tangible engagement with the product, service, or brand
- Participation levels, positive outcomes (e.g. behaviour change)
- How the work supported the overall marketing objectives for the public body

How is it judged?

This category is judged equally on strategy, creativity, and results.

Get inspired

2019 Gold Winner – MullenLowe Open and Health Education England

10. Charity

What is it?

This category is for B2B or B2C work that seeks to raise funds for and/or awareness of charities.

What can you enter?

Work that seeks to raise funds for, awareness of, involvement in or affinity to a registered charitable organisation.

Entries can be made up of either a single execution or a full campaign using either single or multiple channels.

Your entry should show:

- Whether the work targeted existing or new supporters
- How the strategy informed the creative execution of the campaign
- Results that show cost-effective leads and/or sales generated or tangible engagement with the product, service, or brand
- How your work supported the overall marketing strategy

How is it judged?

This category is judged equally on strategy, creativity, and results.

Please note: If committed giving (i.e. regular donations such as standing orders or direct debits) is included in your evaluation of campaign performance or value, make this clear and show how you calculate the whole-life value of donations.

Get inspired

2019 Gold Winner – Open Creates and Mind

11. Best B2B

What is it?

This category is for B2B in any sector.

What can you enter?

Work that targets business customers and/or prospects.

Entries can be made up of either a single execution or a full campaign using either single or multiple channels.

Your entry should show:

- Whether the work targeted existing or new customers
- How the work used customer insight in a new and interesting way
- How the strategy informed the creative execution of the campaign
- Results that show cost-effective leads and/or sales generated or tangible engagement with the product, service, or brand
- How your work supported the overall marketing strategy

How is it judged?

This category is judged equally on strategy, creativity and results.

Please note: Work that has been submitted into any sector category can be submitted here too, as long as it is aimed at a B2B audience.

Get inspired

2019 Silver Winner – Ogilvy London and IBM

12. B2C

What is it?

This category is for B2C work in any sector.

What can you enter?

Work that targets end customers to buy or engage with brands, products and services.

Entries can be made up of either a single execution or a full campaign using either single or multiple channels.

Your entry should show:

- Whether the work targeted existing or new customers
- How the work used customer insight in a new and interesting way
- How the strategy informed the creative execution of the campaign
- Results that show cost-effective leads and/or sales generated or tangible engagement with the product, service, or brand
- How your work supported the overall marketing strategy

How is it judged?

This category is judged equally on strategy, creativity, and results.

Please note: Work that has been submitted into any sector category can be submitted here too, as long as it is aimed at a B2C audience.

Get inspired

2019 Gold Winner – MullenLowe Open and Health Education England

13. Best Use of Email

What is it?

This category is for the best use of an email or an email program generating response or engagement across B2B or B2C work.

What can you enter?

Work consisting of a single email, a series of emails, an automated email programme, or email that is part of a multichannel campaign.

The emails could have been sent as part of a batch and blast campaign, segmented campaign, lifecycle campaigns, programmatic or trigger emails.

Your entry should show:

- Clear strategy that sets out the campaign objectives; the target audience including why they were chosen; a rationale for why email was a pivotal channel; any testing done; and the success criteria for the campaign
- Campaign metrics such as ROI, conversions and email process metrics like opens, clicks and unsubscribes – ideally compared to other channels or email campaigns; what data was used and the segment or personalisation tactics employed; creative and copy; optimisation and split testing; Q&A processes
- Entries must include the 'from' name and the subject lines used for the campaign

How is it judged?

This category is judged equally on strategy, creativity, and results.

Get inspired

2019 Gold Winner – Ogilvy London and Formula 1

14. Best Use of Social Media

What is it?

This category is for the best use of social media across B2B or B2C work.

What can you enter?

Work that uses social media channels to engage with audiences or influencers and promote peer-to-peer engagement.

It can be paid-for or organic activity (please specify in your entry). Social can be the primary element of the campaign or part of a wider campaign if its impact can be proven in isolation.

Your entry should show:

- How your work creates brand awareness; increases customer engagement; reaches new audiences; or increases customer value
- The use of social media and other data sources to drive audience insight, target effectively, and measure performance
- How well your social media is integrated with broader, organisational marketing goals
- Campaign results and KPIs showing brand-building, acquisition, or business growth
- The unique use of social media in your campaign

How is it judged?

This category is judged equally on strategy, creativity, and results.

Get inspired

2019 Gold Winner – Proximity London and IKEA UK

15. Best Use of Unaddressed Print

What is it?

This category is for best use of unaddressed print media across B2B or B2C work.

What can you enter?

Work that uses unaddressed print media. This includes door drops delivered to residential households or businesses, inserts, point of sale, or off-the-page advertisements in newspapers or magazines.

Your entry should show:

- Strategy
- Targeting
- Creative and rationale
- Results achieved

How is it judged?

This category is judged equally on strategy, creativity, and results.

Get inspired

2019 Gold Winner – MRM and Miscarriage Association

16. Best Use of Mail

What is it?

This category is for work in a single-addressed mailing or a mailing campaign across B2B or B2C work.

What can you enter?

Work that targets existing customers or prospects, including either addressed or partially addressed mail.

Your entry should show:

- Strategy
- Targeting
- Use of data
- Creative and rationale
- Results achieved

How is it judged?

This category is judged equally on strategy, creativity and results.

Please note: If you have used JICMAIL to measure the effectiveness of your campaign, please include this information.

Get inspired

2019 Gold Winner – Edit, Spark 44 and Jaguar Land Rover

17. Best Use of Out of Home

What is it?

This category is for B2B or B2C out of home (OOH) work that is designed to generate a response. This can either be a single execution or part of a multichannel campaign.

What can you enter?

Work may include video, dynamic real-time content, social media engagement, mobile geo-targeting, multi-screen messaging, syncing and touchscreen interactivity, augmented reality, mobileto-screen, gesture recognition or behavioural measurement.

Your entry should show:

- The objectives – and how they were achieved in campaign targeting, creativity and results
- The creative concept
- Demonstration of the data strategy
- Results that show how objectives were met

How is it judged?

This category is judged equally on strategy, creativity, and results.

Get inspired

2019 Gold Winner – TMW Unlimited and Westminster City Council

18. Best Use of Film, Video or Moving Image

What is it?

This category is for best use of film, video or moving image to generate a response across B2B or B2C work.

What can you enter?

The work can be advertising or branded content in a paid for, social or owned environment.

Your entry should show:

- Clear objectives and evidence of how these have been achieved in their targeting, creativity and results
- A clear target listener or viewer
- A strong call to action that compels you to want to act

How is it judged?

This category is judged equally on strategy, creativity, and results.

19. Best Use of Voice or Audio

What is it?

This category is for best use of voice or audio to generate a response across B2B or B2C work.

What can you enter?

The work can be advertising or branded content in a paid for, social or owned environment.

Your entry should show:

- Clear objectives and evidence of how these have been achieved in their targeting, creativity, and results
- A clear target listener
- A strong call to action that compels you to want to act

How is it judged?

This category is judged equally on strategy, creativity, and results.

20. Best Integrated Campaign

What is it?

This category is for B2C or B2B campaigns using three or more media channels in any combination.

What can you enter?

Work that uses three or more media channels in the execution of the campaign.

Your entry should show:

- Clear objectives and rationale (based on data and insights) for the media and channel strategy chosen
- How the customer interacted across channels
- Why the target audience(s) were used, backed up with insights
- Strategic and creative synergy across all the activity
- How the campaign increased the audience's relationship with the brand
- Show tangible metrics (engagement rates, CPA, ROI, etc) both for the individual media channels and for the overall campaign

How is it judged?

This category is judged equally on strategy, creativity, and results.

Get inspired

2019 Gold Winner – ELVIS and Mondelez

21. Best Launch Campaign

What is it?

This category is for a B2B or B2C campaign launching a new brand, product or service.

What can you enter?

Work that launches a new brand, product or service.

Your entry should show:

- The insight driving the launch strategy
- How the insight informed both the audience selections and the creative approach that shaped the campaign
- The campaign activity in detail and how it supported the overall strategy
- Show tangible metrics that clearly prove that the launch was a success and the brand, product, or service, has been clearly established

How is it judged?

This category is judged equally on strategy, creativity, and results.

Get inspired

2019 Gold Winner – Proximity London and IKEA UK

22. Best Brand Building Campaign

What is it?

This category is for B2C or B2B campaigns that build brand awareness, increase positive perceptions and attitudes amongst prospects and/or customers over the long term.

What can you enter?

Work that shows a programme of campaign activities and includes clear and measurable evidence that it positively changed attitudes towards and awareness of the brand.

Your entry should show:

- The insights driving the brand building campaign
- Why the audience(s) chosen were targeted
- How the strategy informed the creative execution of the campaign
- How the work contributed to the overall marketing objectives over the last two years
- Show tangible metrics that increased brand awareness, shifted brand perception, and changed audience attitudes towards the brand

How is it judged?

This category is judged equally on strategy, creativity, and results.

Please note: This category places more emphasis on long-term brand shifts rather than one-off response rates.

Get inspired

2019 Gold Winner – Proximity London and IKEA UK

23. Best Customer Acquisition Campaign

What is it?

This category is for B2C or B2B acquisition campaigns.

What can you enter?

Work that shows how the campaign activity lead to growth of new customers to the brand and how these customers are increasing overall purchase behaviours.

Your entry should show:

- The insights driving the need for acquisition of new customers
- Why the prospect audience(s) were chosen
- How the strategy informed the creative execution of the campaign
- Steps taken to capture enquiries or sales
- How you integrated the strategy across all customer touchpoints
- Show tangible metrics to prove your efforts were successful (number of new customers acquired, CPAs by media channel used, engagement in campaign activities, ROI).

How is it judged?

This category is judged equally on strategy, creativity, and results.

Get inspired

2019 Gold Winner – OLIVER and The Guardian

24. Best Customer Journey

What is it?

This category is for B2C or B2B work that takes the existing or prospect customer on an engaging and connected journey.

What can you enter?

Campaigns specifically designed to deepen audience engagement. Journeys need to include multiple touchpoints and channels showing how the communications have guided and connected the journey and decision process from start to finish.

Your entry should show:

- The insights driving the need for your connected customer journey
- Why the audience(s) were chosen
- How the creative idea is woven through the journey bringing it to life and using each touch point in the most engaging way
- How you integrated the strategy across all customer touchpoints
- Show tangible metrics to prove the connected customer journey was successful. Increased engagement, brand uplift, sales, and ROI

How is it judged?

This category is judged equally on strategy, creativity, and results.

Get inspired

2019 Gold Winner – MullenLowe Open and Health Education England

25. Best Customer Retention or Loyalty Programme

What is it?

This category is for B2C or B2B customer retention or loyalty programmes.

What can you enter?

Work that shows how you retained customers, increased customer value, and drove loyalty. The activity can be ongoing, or a one-off retention campaign.

Your entry should show:

- The insights driving the need for a customer retention or loyalty programme – outlining clear retention objectives
- Why the audience(s) were chosen, and the segmentation used to improve messaging and performance
- Understanding of the customers' relationship with the category, the product, and the brand (e.g. usage patterns, defection triggers, emotional and rational criteria etc.)
- How you used insight and data to drive the retention activity; including feedback and learning loops to refine targeting and/or dynamic content over time
- Evidence that the activity has increased retention
- Show tangible metrics to prove the retention and/or loyalty programme was successful. Include evidence that the activity has increased retention/loyalty, increased engagement, and LTV

How is it judged?

This category is judged equally on strategy, creativity, and results.

Get inspired

2019 Gold Winner – Merkle, Twipe and The Times

26. Best Performance Marketing Activity

What is it?

This category is for B2B or B2C campaigns showing the best use of performance marketing.

What can you enter?

Campaigns that delivered a positive and measurable ROI across all performance channels; Display, Social, Search (SEO/PPC), CRM, and website. Campaigns need to clearly show how they have been measured and optimised.

Your entry should show:

- The insights driving the need for the performance activity
- Why the target audience(s) were chosen and how you used data to tailor specific messages to individuals, at specific moments in time, and in specific contexts to engage each audience to act
- How you integrated your messaging across all digital performance channels used
- How data and technology drove effectiveness and improved performance for the business
- Where relevant, show an inspiring use of programmatic buying, landing pages, online display, and content; creative integration of digital tech and use of dynamic creative
- Innovative use of insight, data, audience buying, content creative, and activation
- Show tangible metrics to prove the performance marketing campaign was successful - increased engagement and increase in sales, CPA, ROI. Include evidence of how the campaign was measured, tracked and how this information was used to optimise the performance of the overall campaign

How is it judged?

This category will be scored 40% on strategy, 40% on creativity, and 20% on results.

27. Best Thoughtful Marketing Campaign

What is it?

This category is for B2B or B2C marketing campaigns or initiatives that have demonstrated true compassion for their customers or society more broadly.

What can you enter?

Work that truly puts the customer first by recognising, understanding, and acting on an individual's, business' or society's circumstances to go above and beyond normal service and be a force for good. This work could be in response to Covid-19, it could be other CSR and purpose led initiatives, it could be where a brand has partnered with a charity, or it could be an example of a brand prioritising 'doing the right thing' over driving a short term sales uplift.

Your entry should show:

- Who the work was aimed at
- How the work used customer insight
- How the strategy informed the creative execution of the campaign
- How your work supported individuals, businesses, or broader society
- An idea that shows originality and appropriateness for the brand
- Results to reassure the judges that the work was effective

How is it judged?

This category will be scored 40% on strategy, 40% on creativity, and 20% on results.

28. Best Use of Data and Insight

What is it?

This category is for data insights and the application of data across B2B or B2C work.

What can you enter?

Work that drives or contributes significantly to a campaign or programme strategy and execution. The work can be for acquisition or retention activities.

Your entry should show:

- How powerful data can be by demonstrating where insight from the data has driven or contributed significantly to campaign strategy and execution
- Where data analysis has driven a greater understanding of customer behaviour
- Where data analysis has delivered a deeper understanding of the drivers of profit or operational efficiency
- Where appropriate, show the use of AI, machine learning, or behavioural data-driven triggers
- How the insight or data has been applied to drive response and/or targeting and an increase in ROI

How is it judged?

This category will be scored 40% on strategy, 20% on creativity, and 40% on results.

Get inspired

2019 Gold Winner – The&Partnership and TalkTalk

29. Best Data Storytelling

What is it?

This category is for the best use of data storytelling across B2B or B2C work.

What can you enter?

Work that uses narrative or visual techniques to bring complex data insights to life. The work can be for acquisition or retention activities.

Your entry should show:

- Storytelling, where a compelling narrative has been crafted around data insights
- Evidence of creative and intelligent use of data
- How the insights have been applied to campaigns or programmes and the impact they have had

How is it judged?

This category is judged equally on strategy, creativity, and results.

30. Best Use of Marketing Automation

What is it?

This category is for marketing campaigns or programmes that demonstrate how automation has driven business value.

What can you enter?

Marketing campaigns and programmes that have used automation to speed up manual processes that allow people to be more creative and innovative – and/or directly improve the customer experience.

Your entry should show:

- What business problem you helped to solve and the insight that led to this
- How technology has been used
- How automation of processes has driven business value
- How it has enabled you to do something you could not previously do
- How this has improved the customer experience and/or driven personalisation at scale

How is it judged?

This category will be scored 40% on strategy, 20% on creativity and 40% on results.

Get inspired

2019 Gold Winner – Merkle and Twitter

31. Best Use of AI

What is it?

This category is for B2C or B2B campaigns or marketing programmes that feature AI and/or machine learning.

What can you enter?

Marketing activity that shows how AI and/or machine learning have been used to drive hyper-personalisation and/or the delivery of (near) real-time communications to provide tailored and optimal customer journeys.

Your entry should show:

- How you have applied AI and/or machine learning to drive programmes of activity that you would not otherwise be able to do
- How you have designed and executed a solution that fits the needs of the business
- How you have applied cutting edge data science techniques in a practical, commercial context

How is it judged?

This category is judged equally on strategy, creativity, and results.

Get inspired

2019 Gold Winner – Tiny Giant and Cheltenham Science Festival

32. Best Writing

What is it?

This category is for writing in a single execution or campaign in any medium across B2B or B2C work.

What can you enter?

Work that drives response. Any format or media where writing was crucial to the campaign.

Entries can be made up of either a single execution or a full campaign using either single or multiple channels.

Your entry should show:

- A description of the strategy, target audience and media strategy in a way that will help the judges assess the relevance of the writer's approach
- Results to reassure the judges that the work was effective

How is it judged?

This category is judged 20% on strategy, 60% on creativity, and 20% on results.

Get inspired

2019 Gold Winner – Grey London and Which?

33. Best Design or Art Direction

What is it?

This category is for design and/or art direction in a single execution or campaign in any medium across B2B or B2C work.

What you can enter?

Work that drives response. Any format or media where design and/or art direction was crucial to the campaign.

Entries can be made up of either a single execution or a full campaign using either single or multiple channels.

Your entry should show:

- A description of the strategy and target audience in a way that will help the judges assess the relevance of the Art Director's approach
- Results to reassure the judges that the work was effective

How is it judged?

This category is judged 20% on strategy, 60% on creativity, and 20% on results.

Get inspired

2019 Gold Winner – Proximity London and IKEA UK

34. Best Creative Solution

What is it?

This category is for creative thinking in solving a particular marketing challenge for either B2B or B2C work.

What you can enter?

This category is for work displaying creative innovation that delivers action-orientated communications or experiences.

Your entry should show:

- A strong idea that shows creative originality as well as appropriateness for the brand
- An outline of the strategy and target audience
- Results to reassure the judges that the work was effective

How is it judged?

This category is judged 20% on strategy, 60% on creativity, and 20% on results.

Get inspired

2019 Gold Winner – TMW Unlimited and Westminster City Council

35. Best UX

What is it?

This category is best user experience for either B2B or B2C work. Either across single or multiple digital touchpoints.

What you can enter?

Marketing activity that shows how UX has been used to deepen engagement and lead customers into action.

Touchpoints can be anything from online environments and mobile interfaces through to wearables, beacons, voice and facial recognition and physical spaces.

Your entry should show:

- An idea that shows originality and appropriateness for the brand
- The marriage of compelling copy, rich art direction, technical prowess and usability
- An outline of the experience strategy and target audience
- Customer journey mapping and how this played a part in creating a standout experience
- Results to reassure the judges that the work was effective

How is it judged?

This category is judged equally on strategy, creativity, and results.

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