

**DMA**

**Breakthrough**

**Award 2023**

**Brief**

In partnership with



Rewardingly hard to win

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This is the  
**Toughest awards**  
 Show there is

The DMA Awards recognise the most inspiring and effective campaigns in data and marketing.

Every year it is a commitment to rigour and a stonewall belief in our three pillars Strategy, Creativity and Results that sets the DMA Awards apart as the most rewardingly hard to win.

Award winners are the shop window of our industry that act as a beacon to attract talent, teach best practice and inspire leaders – from the classroom to the boardroom.



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## Overview of Barclays and Barclaycard

In 1966, England were winning the World Cup, and Barclays saw a need to make it easier for people to do business – for consumers to buy and shopkeepers to sell. In response, they created Barclaycard, the UK's first credit card, to make payments faster, more secure, and convenient.

And since we opened our doors for business, much has changed. The world we live in has constantly evolved, fuelled by the possibilities of the digital age. And the Barclaycard brand has evolved with it - from the introduction of the first credit card in the UK to contactless ways to pay; from statements in the post to mobile apps– the brand has always been consistently focused and innovating to meet the ever-changing needs of our customers.

However, the payment market has changed rapidly in recent years following the rise of the Buy Now Pay Later brands (BNPL) such as Klarna and ClearPay. These brands give consumers fast, instant access to a simple and straight forward way to borrow and manage their everyday purchases – leaving credit cards perceived as complex and outdated by the younger generation.

## What is the challenge?

The BNPL brands make it very simple to borrow money quickly and easily, many consumers don't even realise they are doing it, and therefore, the consequences if they do not repay in time. Meanwhile, credit cards are seen as complex and designed to get you – and keep you – in debt.

For many Gen Z consumers credit cards represent all that is wrong with big banks: they take your money and charge you unfair amounts in a way you don't understand. There is no trust between Gen Z consumers and credit card brands.

This however couldn't be further from the truth. The problem with using BNPL brands is that everyday transactions can add up sneakily and before you know it you can find yourself in debt with interest rates much higher than a typical credit card. BNPL do the younger generation zero favours, as they don't help build credit ratings and offer the other benefits that big banks can.

We need to change focus back to credit cards being a viable option for the younger generation, as an all-in-one place for managing everyday spending, whilst earning and receiving positive outcomes for using with their spending habits and planning for their future.

Barclaycard want to change perceptions and develop trust of what a credit card is by educating younger customers on the benefits and additional safety measures in place which make it a much more sensible borrowing option than BNPL providers.

## What do we want you to do?

Barclaycard want your help to change Gen Z's perceptions of credit cards (drive brand consideration for Barclaycard) and get them to start using Barclaycard (100,000 new customers) by refocusing on the benefits for younger customers (that BNPL don't offer):

- Smart use of a credit card can cost you nothing and quickly build your credit rating - useful if you ever need a credit check to rent or buy a new home or for a mobile phone contract
- It's a way of affording big purchases you might not always have the money in your account for immediately and paying it back over a period that suits you. And if you need a little more time to pay it off, we don't charge you higher rates for it.
- If something goes wrong with your purchase - for instance it gets broken, damaged or lost while it's being delivered to you - Barclaycard will get the money back for you.
- Barclaycard want to change perceptions and develop trust of what a credit card is by educating younger customers on the benefits and additional safety measures in place which make it a much more sensible borrowing option than BNPL providers.

## What and how to submit

We would like to see your Get-Who-To-By\* creative brief. Focus your brief on the following framework:

- Get - Target consumer
- Who - Consumer Problem
- To - Desired response
- By - One message/action

\*You can find more information on Get-Who-To-By [here](#).

We would like you to articulate your big idea for the campaign one side of A4 in pdf format. This can be visual, words or if you prefer audio or film.

Please submit your idea via the DMA website [here](#) by midnight on Sunday 29 October 2023.

You can enter as an individual or as a team of two or three.

## Judging process

We will review all entries and, if we like your idea, will invite you to one of the regional heats taking place in November 2023 in London, Bristol, Manchester and Edinburgh – please refer to the DMA website [here](#) for dates and timings.

If selected, you will present a short pitch of your creative idea and approach. You will have a maximum of 15 mins to present to a small judging panel and there will be time for some questions at the end.

Your pitch should cover the following:

- What should we say? - Creative idea and execution focusing on a data driven, digital response
- How and where should we say it? - Channels proposed and media plan
- Should other people help us say it? - Use of influencers, PR, experiential

One team from each regional heat will be selected to go forward to the final heat in London and will be notified at the end of the day.

## Final heat

The final heat will take place on the morning of Tuesday 5 December in London, any necessary travel arrangements will be made for the finalists nearer to the time. Finalists will be given 20 minutes to present their built out campaign, explaining the rationale, data and insight behind their proposed plan and how it changes Gen Z consumers' minds about credit cards (and Barclaycard specifically). There will be 10 minutes at the end for questions from the client.

## DMA Awards and announcement of winners

All finalists will be invited to attend the prestigious DMA Awards in central London on the night of Tuesday 5 December, accommodation will be provided overnight in London.

As part of the DMA Awards evening the Gold, Silver and Bronze winners will be announced, with the Gold winners being presented their certificates on stage.

## Prizes

First place – Gold Award = **£1,000**

Second place – Silver Award = **£750**

Third place – Bronze Award = **£500**

Prizes will be organised after the event.

# Appendix

## Other benefits of a Barclaycard

### Access to Barclaycard Entertainment

Get access to exclusive and 10% off presale tickets for Capital Summertime Ball and Jingle Bell Ball. The Isle of Wight Festival, Latitude Festival, Download Festival, Camp Bestival and many more

Save 5% on tickets purchased through Ticketmaster or Ticket Factory

Save 10% off food and drink at selected vendors and events

[Full details here](#)

### Get up to five months free of Apple subscriptions

Free access to Apple TV+, Apple Music, Apple Fitness+, Apple News+ and Apple Arcade for up to five months

[Full details here](#)

### Barclaycard Cashback Rewards

Earn up to 15% cashback when you spend at a range of participating retailers

[Full details here](#)

## Other benefits of a Barclaycard

- Through Barclaycard Entertainment Global partnership, we have access to – an array of talent including Capital and Radio X presenters plus friends of the show (influencers and artists).
- Media placements including radio, podcasts and OOH.
- Experiential placements at Capital Summertime Ball and Capital Jingle Bell Ball.
- Consider how we can use internal spend data that Barclaycard hold to create lookalike data.
- Education services on financial fitness provided through online content, Digital Eagles programme.

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