

Entry guide

2019

Entries open – Monday 1 July

Early bird deadline – Friday 26 July

Entries deadline – Friday 20 September

Late entry deadline – Friday 27 September

Shortlist announcement party – Thursday 17 October

Awards ceremony – Tuesday 3 December

Contact:

awardentries@dma.org.uk



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DMA Awards 2019
– categories in full

01

/ Whucenter

The DMA Awards is the only awards in UK marketing to reward campaigns that make a difference: they are the proving ground for work that works.

For 38 years, the **DMA**s has 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 ureka creativity.

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.

And today we are surrounded by a vibrant sense of the playful as we move about in our digital and “real” worlds, awashed by colour.

That’s why creativity is such a key pillar 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 off the page, the screen, the billboard, the package to take up residence in our minds and imaginations.

Results

The DMA Awards champions 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, start-ups – or any combination of all or some.

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

Campaigns forged in the furnace 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
center?

When should the campaign have run?

For the vast majority of categories, eligibility dates for campaigns to have run are between 1 August 2018 and 31 July 2019

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](#) – because 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 considered 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 11 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 here 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 on going 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.

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.

5. Client Submission

Do a pre-flight check to see your entry laid out in the way the DMA 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.

2. The Team

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

4. Campaign in Detail

Expand on your work.

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

Upload and notify us of any supporting material you are going to provide to support your entry.

Payment

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

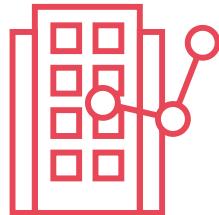
Payments must be received by Friday 27 September 2019

05

/ 2019 Category Overview

The DMA Awards categories are split into five key tracks.

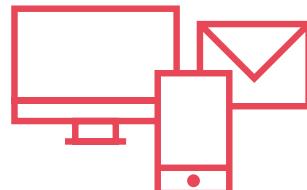
Learn more about them below.



Industry Sectors

These categories are industry specific to 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.

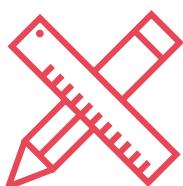
Example campaign category: **Best Brand Building Campaign**



Data

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

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**

06

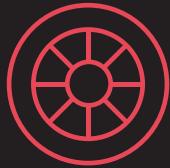
/ The

Categories

The 2019 DMA Awards features 34 categories.

Check out the full list, complete with brief introductions and 2018 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 2018
– **Spark44 and Jaguar Land Rover**



2. Travel and Leisure

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

Get inspired : Gold winner 2018
– **Havas London and Britain's Beer Alliance**



3. Entertainment, Publishing and Gaming

This category is for B2B or B2C work promoting entertainment, publishing, and gaming brands.

Get inspired : Gold winner 2018
– **MRM//McCann, McCann London and Microsoft**



4. Technology

This category is for B2B or B2C work promoting technology brands, products and services.

Get inspired : Gold winner 2018
– **OgilvyOne and IBM**



5. Utilities and Telecommunications

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

Get inspired : Gold winner 2018
– **Karmarama and Plusnet**



6. Retail and E-commerce

This category is for B2B or B2C work promoting E-commerce and retail (including FMCG) brands selling both goods and services.

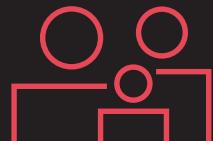
Get inspired : Gold winner 2018
– **Propellernet and Evans Cycles**



7. Financial Services

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

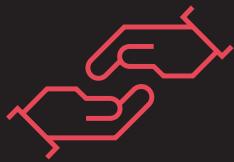
Get inspired : Gold winner 2018
– **Direct Line**



8. Public Sector

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

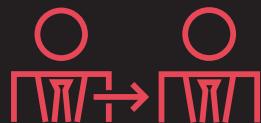
Get inspired : Gold winner 2018
– **Ogilvy and PHE**



9. Charity

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

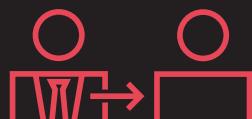
Get inspired : Gold winner 2018
– GOOD Agency and WaterAid



10. Best B2B

This category is for B2B work only.

Get inspired : Gold winner 2018
– The Armstrong Partnership and Bucher Emhart Glass



11. Best B2C

This category is for B2C work only.

Get inspired : Gold winner 2018
– Karmarama and Capita for the British Army

/ Channels



12. Best Use of Email

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

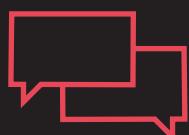
Get inspired : Gold winner 2018
– Armadillo and McDonald's UK



13. Best Use of Search

This category is for best use of search optimisation or search marketing, across B2B or B2C work.

Get inspired : Gold winner 2018
– Merkle | Periscopix and Twitter



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 2018
– Team Red: Ogilvy, Wavemaker and VOXI by Vodafone



15. Best Use of Unaddressed Print

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



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 2018

- **Proximity London and TV Licensing**

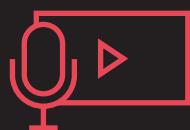


17. Best Use of Out of Home

This category is for B2B or B2C out of home (OOH) work that's designed to generate a response.

Get inspired : Gold winner 2018

- **Ogilvy, Wavemaker and British Airways**



18. Best Use of Moving Image or Audio

This category is for best use of audio and/or moving image in any medium to generate a response.

This can be B2B or B2C work.

Get inspired : Gold winner 2018

- **VCCPme and Domino's Pizza**

/ Campaigns



19. Best Integrated Campaign

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

Get inspired : Gold winner 2018

- **GOOD Agency and WaterAid**



20. Best Launch Campaign

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

Get inspired : Gold winner 2018

- **MRM//McCann, McCann London and Microsoft**



21. Best Brand Building Campaign

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

Get inspired : Gold winner 2018

- **Different Kettle and Children's Hospice Association**

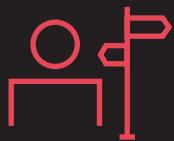


22. Best Customer Acquisition Campaign

This category is for B2C or B2B customer acquisition campaigns.

Get inspired : Silver winner 2018

- **Havas helia and Ella's Kitchen**



23. Best Customer Journey

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

Get inspired : Gold winner 2018

- Proximity London and Virgin Holidays



24. Best Customer Retention Programme

This category is for B2C or B2B customer retention programmes.



25. Best Digital Performance

This category is for B2B or B2C campaigns showing the best use of digital activity.

Get inspired : Gold winner 2018

- MRM//McCann, McCann London and Microsoft

/ Data

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26. Best Use of Data and Insight

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

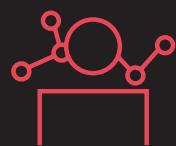


28. Best Use of Marketing Automation

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

27. Best Creative Use of Data

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



29. Best Use of AI

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



30. Best Privacy by Design

This category is for work that was best able to meet a customer's privacy expectations when developing a marketing programme, app or technology.

/ Craft



31. 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 2018

- Proximity London and The Economist



32. 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 2018

- Pulse Creative London, The Times and The Sunday Times

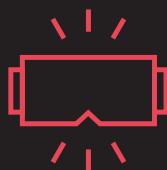


33. Best Creative Solution

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

Get inspired : Gold winner 2018

- MRM//McCann, McCann London and Microsoft



34. Best Digital Experience

This category is for B2B or B2C digital experiences which showcase interactions with a brand through technology, either across single or multiple digital touchpoints.

Get inspired : Silver winner 2018

- RAPP UK and Virgin Media

/ The

07

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. In many cases they will read the entry form and then review examples of creative work digitally and physically.

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 will 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//McCann and Ex-Chair of DMA Awards Committee

/ The

08

judging process;

How the DMAs

are judged

Our judges gather for six days in October in four locations, Bristol, Manchester, Edinburgh and London to tackle hundreds of entries across our category selection: this year, 34 of them.

Category judging

Each category is judged by up to 12 handpicked judges, led by a Category Chair. Each session takes place in a separate room and all reviewing and scoring of entries are done on iPads.

DMA Awards judges review:

- Campaign summaries
- Campaigns in detail
- Supporting materials (ie. imagery, video, hard-copy)

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 an interest in an entry are asked to disclose this and won't be able to score this work.

Once scoring is complete, category chairs visit 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 dismissed.

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.

09

/ 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 maximum of five campaigns will be in the running to win a podium 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 3 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.

When is the shortlist announced?

The shortlist is announced on Thursday 17 October at the exclusive [DMA Awards Shortlist party](#).

As an entrant you are invited to attend to meet your competition, the DMA Awards judges themselves, and to see what the next steps will be in your DMA Awards journey.

We publish the shortlist shortly after the party.

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 2019 DMA Awards, your winning case study will be added to the case study portal. Currently, all Bronze, Silver and Gold Winners from 2011 to 2018 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.

10

/ Deadlines
and fees

Entries open:	Monday 1 July
Early bird deadline:	Friday 26 July
Entries close:	Friday 20 September
Late entry deadline:	Friday 27 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)
Member late:	£300 (+VAT)
Non-member late:	£350 (+VAT)

How can I pay?

You can pay via card on the website of 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 27 September 2019

11

/ A quickfire guide
to entering the
DWAs

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 show case 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 offers you in terms of categories.

Match your work up against the categories that best suit your work. There are 34 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 found further along in the pack to help you do this.

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

- 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, team work 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 story 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 and remember.

To start your entry just head online at dmaawards.org.uk 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](#)**

12

/ Submission and supporting material guidelines

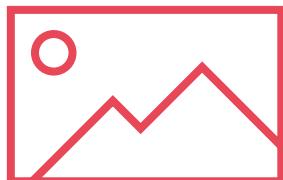
Submission guidelines

- 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
- All hard copy supporting material should be clearly labelled on outer packaging not on the supporting material itself with the campaign title, agency name and URN. There should be no reference to the agency in any of your uploads, hardcopy material, hyperlinks and file names

Please use the following guidelines

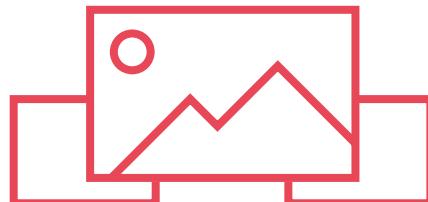


Images

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

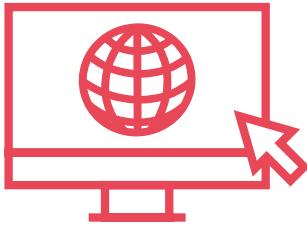


Hero image

Please provide two hero images for the DMA Awards shortlist creative content and promotion; 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

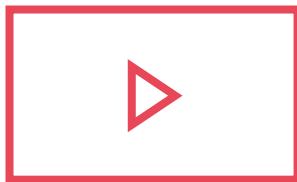
- A4 Portrait:- 3508 x 2480 pixels, 300 ppi (pixels per inch)
- A4 Landscape:- 2480 x 3508 pixels 300 ppi (pixels per inch)



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 URL's are still live when judging commences.



Video

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

Maximum file size of 100MB.



Hard copy

The only occasion judges should see hard copy supporting material is if it was used within the campaign.

For example, mail and door drops.

Please send three copies of each item per category entered where possible.

If you choose to send material used in the campaign please tick the 'Supply Hard Copy' box in section four of the entry process and send to the address below:

**FAO Ellie Turner
DMA Awards – Supporting material
DMA House
70 Margaret Street
London
W1W 8SS**

The materials must arrive no later than Friday 27 September, with your agency name, campaign name and unique reference number clearly marked on the outer packaging

Note: we do not accept campaign boards.

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/ Sample entry
form



DMA Awards 2019 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.

Campaign title	
Entrant name	
Agency name	
Brand name	

Categories

We've got 34 categories for you to choose from, split across five areas: **Industry Sectors, Channels, Campaigns, Data and Craft**

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

PLEASE NOTE: The price of an entry is per category entered.

	Industry sectors		Campaigns
1	Automotive	19	Best Integrated Campaign
2	Travel and Leisure	20	Best Launch Campaign
3	Entertainment, Publishing, and Gaming	21	Best Brand Building Campaign
4	Technology	22	Best Customer Acquisition Campaign
5	Utilities and Telecommunications	23	Best Customer Journey
6	Retail and E-commerce	24	Best Customer Retention Programme
7	Financial Services	25	Best Digital Performance
8	Public Sector		Data
9	Charity	26	Best Use of Data and Insight
10	Best B2B	27	Best Creative Use of Data
11	B2C	28	Best Use of Marketing Automation
	Channels	29	Best Use of AI
12	Best use of Email	30	Best Privacy by Design
13	Best Use of Search		Craft
14	Best Use of Social Media	31	Best Writing
15	Best Use of Unaddressed Print	32	Best Design or Art Direction
16	Best Use of Mail	33	Best Creative Solution
17	Best Use of Out of Home	34	Best Digital Experience
18	Best Use of Moving Image or Audio		

Campaign Dates

The eligibility dates are 1 August 2018 - 31 July 2019. The campaign must have been live at some point between these dates

From (DD/MM/YYYY):

To (DD/MM/YYYY):

Step Two- The Team

Joint Entries

Did any other companies work equally on the campaign with you?

Company

External Partners

Please list any partners that have contributed to the campaign and should receive recognition, but aren't a joint entrant.

Company

Involvement

The Team

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

*Please include as many team members as possible on the online form

First Name

Last Name

Job Title

Company

Email address

Step Three - Campaign Summary

What was the brief? (50 words max)

What was the strategy? (50 words max)

What was the creative solution? (50 words max)

What were the results? (50 words max)

Step Four - Campaign in Detail

What details of the campaign strategy make it a winning one? (250 words max)

How did the creative thinking bring the strategy to life? (250 words max)

How did the results support the creative thinking? (250 words max)

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

Supporting Material

Website URL's

Files and Images

Upload images or a pdf to support your entry (maximum of 5 images). Upload in a .jpeg, .jpg, .png, .gif or .pdf.

Video

Upload 1 video to support your entry. Videos should be no more than two minutes in length.

Upload as an .mp4, .mv4, .mov or .avi file. Maximum video size is 100MB

I give consent for my video(s) to be used for promotional purposes

Yes/No

Upload 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)

All supporting material will be viewed online with iPads. However, judges DO expect hard copy material if it was used in the campaign, such as door drops, mail or press advertising examples. At the bottom of the box please also add "All hard copy material to be delivered to **DMA Awards, 70 Margaret Street, London, W1W 8SS**" clearly labelled with your entry campaign title by 6pm on Friday 27 September.

Supply hard copy material? Yes/No

Step Five – Client Submission

Preview the entry form Yes/No

Client submission

Before you finish you will be given the opportunity to view your entry in the DMA judging platform.

Remember all DMA Award entries MUST receive client sign off before submission. In order to get client sign off you will need to provide the below. Please note that the contact you provide will receive an automatic email asking them to confirm the details of your entry.

First Name

Last Name

Job Title

Email

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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.

Ellie Turner

Head of Events and Awards

DMA – ellie.turner@dma.org.uk

0207 291 3357

Charlotte Gough

Awards Manager

DMA – charlotte.gough@dma.org.uk

0207 291 3362

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

/ Appendix:

DMA Awards

Categories in full

The DMA Awards are the proving ground for work that works. There are 34 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 program 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 and 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 agencies.

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

2018 Silver winner – Spark44 and Jaguar Land Rover

2. Travel and Leisure

What is it?

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

What can you enter?

Work relevant to transport, holidays, travel, accommodation, and leisure destinations, activities, pursuits, sports and fitness clubs.

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

2018 Gold winner – Havas London and Britain's Beer Alliance

3. Entertainment, Publishing and Gaming

What is it?

This category is for B2B or B2C work promoting entertainment, publishing, and gaming brands.

What can you enter?

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

2018 Gold winner - MRM//McCann, McCann London and Microsoft

4. Technology

What is it?

This category is for B2B or B2C work promoting technology brands, products and services.

What can you enter?

Work which covers technology hardware, devices, software, services, and platforms.

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

2018 Gold winner – Ogilvy and IBM

5. Utilities and Telecommunications

What is it?

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

What can you enter?

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

2018 Gold winner – Karmarama and Plusnet

6. Retail and E-commerce

What is it?

This category is for B2B or B2C work promoting E-commerce and retail (including FMCG) brands selling both goods and services.

What can you enter?

Work for retailers in either e-commerce or bricks and mortar environments.

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

2018 Gold winner – Propellernet and Evans Cycles

7. 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; savings 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

2018 Gold winner – Direct Line

8. 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

2018 Gold winner – Ogilvy and PHE

9. 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

2018 Gold winner – GOOD Agency and WaterAid

10. Best B2B

What is it?

This category is for B2B work only.

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

2018 Gold winner – The Armstrong Partnership and Bucher Emhart Glass

11. Best B2C

What is it?

This category is for B2C work only.

What can you enter?

Work that targets end consumers 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

2018 Gold winner – Karmarama and Capita for the British Army

12. Best Use of Email

What is it?

This category is for the best use of an email or an email programme 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 entries could have been sent as part of a batch and blast campaign, segmented campaign, lifecycle campaigns, programmatic or trigger emails.

Your entry should show:

- A clear strategy that sets out the campaign objectives; the target audience including why they were chosen; a rationale for why email was the best channel; any testing to be done; and the success criteria for the campaign
- Campaign metrics such as ROI, conversions and email process metrics like opens and clicks – 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

2018 Gold winner – Armadillo and McDonald's UK

13. Best Use of Search

What is it?

This category is for best use of search optimisation or search marketing, across B2B or B2C work.

What can you enter?

Work based on SEO, SEM, or both (please specify in your entry).

Campaigns may also use search behaviour as the trigger for other data-driven activity.

Your entry should show:

All entries should show campaign search components; evaluation strategy; data strategy; targeting and profiling/segmentation work

Suggestions to support organic search entry:

- Optimising layout and build
- Campaign elements with keywords/phrases used for search
- Insights into consumers' search behaviour and/or other insights

Suggestions to support PPC entry:

- Creativity in bid management (generic and specific keywording)
- How your existing data was used to define your target market
- Creativity in the way PPC works with organic optimisation efforts
- Insights into consumers' search behaviour and/or other insights
- Showcase separate search effects from other channels (especially affiliates)

How is it judged?

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

Get inspired

2018 Gold winner – Merkle | Periscopix and Twitter

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 their audience 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 is integrated with broader, organisational marketing goals
- Campaign results and KPIs showing brand-building, acquisition, or business growth
- The unique use of social in your campaign

How is it judged?

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

Get inspired

2018 Gold winner – Team Red: Ogilvy & Wavemaker and VOXI by Vodafone

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.

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

2018 Gold winner – Proximity London and TV Licensing

17. Best Use of Out of Home

What is it?

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

What can you enter?

Either digital or static OOH. Work may include video; dynamic, real-time content; social media engagement; mobile geo-targeting; multi-screen messaging; syncing and touchscreen interactivity; augmented reality; mobile-to-screen; gesture recognition; and 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

2018 Gold winner – Ogilvy, Wavemaker and British Airways

18. Best Use of Moving Image or Audio

What is it?

This category is for best use of audio and/or moving image in any medium to generate a response. This can be 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

Guidelines for supporting material for TV:

- Including a description of the ad/branded content, campaign title, clock number and the date the commercial went on-air
- Films must not exceed five minutes

Guidelines for supporting material for other moving image or video entries:

- Include a description of the moving image and where it appeared. For example; social posts, digital outdoor, branded content, mobile ads, in-game feature and so on
- Films must not exceed five minutes

Guidelines for supporting material for audio:

- Submit a script along with the audio file
- Audio must not exceed five minutes

How is it judged?

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

Get inspired

2018 Gold winner – VCCPme and Domino's Pizza

19. Best Integrated Campaign

What is it?

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

What can you enter?

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

Your entry should show:

- A clear set of objectives and a rationale for the media and channel strategy
- A description of the consumer interaction across channels
- Insight around the target audience
- Strategic and creative synergy across all the activity
- How the campaign helped build the audience's relationship with the brand
- Response data for the individual media OR for the whole campaign

How is it judged?

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

Get inspired

2018 Gold winner – GOOD Agency and WaterAid

20. 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 target audience and insight informed the creative approach and shaped the campaign
- The activity at the heart of the overall strategy
- Results that clearly show that the launch was successful and that 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

2018 Gold winner – MRM//McCann, McCann London and Microsoft

21. Best Brand Building Campaign

What is it?

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

What can you enter?

Work that shows a programme of activities and includes clear and measurable evidence that the campaign/campaigns changed attitudes to and awareness of the brand.

Your entry should show:

- How the strategy informed the creative execution of the campaign
- How the work contributed to the overall marketing objectives over the last two years

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

2018 Gold winner – Different Kettle and Children's Hospice Association Scotland

22. Best Customer Acquisition Campaign

What is it?

This category is for B2C or B2B customer acquisition campaigns.

What can you enter?

Work that shows a programme of activities evidencing purchase behaviour and processes.

Your entry should show:

- Clear acquisition objectives and specific results information
- Demonstrations of steps taken to capture enquiries or sales
- How you've leveraged the advertiser's data to understand the customer journey
- How you've integrated strategy across all customer touchpoints/how your strategy was connected

How is it judged?

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

Get inspired

2018 Silver winner – Havas helia and Ella's Kitchen

23. Best Customer Journey

What is it?

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

What can you enter?

Insight-driven work specifically designed to deepen audience engagement. Journeys should include multiple touchpoints or channels to show how communications have guided the journey and decision process.

Your entry should show:

- Insight into the key 'moments of truth' for the consumer
- How the creative idea brings the entire journey to life using each touch point in the most engaging way
- How the journey changes based on the participant's engagement at each touchpoint
- Where possible provide illustrations of the journey(s)

How is it judged?

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

Get inspired

2018 Gold winner – Proximity London and Virgin Holidays

24. Best Customer Retention Programme

What is it?

This category is for B2C or B2B customer retention programmes.

What can you enter?

Work that retains customers, increasing customer value and driving loyalty. The activity can be ongoing, or a one-off retention campaign.

Your entry should show:

- How you used insight and data to drive retention activity; including feedback and learning loops to refine targeting and/or dynamic content.
- Understanding of the customers' relationship with the category, the product and the brand (e.g. usage patterns, defection triggers, emotional and rational criteria etc.)
- Segmentation used to improve messaging and performance
- Clear retention objectives and specific results information
- Evidence that the activity has increased retention

How is it judged?

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

Please note: This category focuses on long-term programmes.

25. Best Digital Performance

What is it?

This category is for B2B or B2C campaigns showing the best use of digital activity.

What can you enter?

Work that is for a digital campaign designed to deliver positive and measurable ROI. Campaigns should be clearly measured and optimised.

Your entry should show:

- Use of data and technology, where you can show effectiveness, improved performance, or other positive results
- Strategic and creative integration of digital performance channels within an organisation or brand's broader communication or advertising strategy
- An inspired use of programmatic, landing pages, online display and content; creative integration of digital tech into the broader advertising and communication strategy
- Imaginative use of data for planning, audience buying, activation or insight
- How campaigns use data insight to tailor specific messages to individuals, at specific moments in time, and in specific contexts to engage a targeted audience
- Evidence of how the campaign was measured and tracked – and how this information was used to enhance the performance of the overall campaign

How is it judged?

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

Get inspired

2018 Gold Winner – MRM//McCann, McCann London and Microsoft

26. 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

27. Best Creative Use of Data

What is it?

This category is for the creative use of data 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.

28. 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 couldn't 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.

29. 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 wouldn't otherwise be able to do
- How you have designed and executed a solution that fits the needs of the business
- How you've 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.

30. Best Privacy by Design

What is it?

This category is for work that was best able to meet a customer's privacy expectations when developing a marketing programme, app or technology.

What can you enter?

Any marketing programme, app or marketing technology which you have launched.

Your entry should show:

- How the rollout supported the overall marketing strategy for the brand
- The objectives of the programme or technology and the success metrics of both immediate adoption and in achieving your long term objectives
- How you communicated your 'privacy by design' to customers
- The communications channels used

How is it judged?

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

31. 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

2018 Gold winner – Proximity London and The Economist

32. 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 can you 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

2018 Gold winner – Pulse Creative London and The Times and The Sunday Times

33. 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
- Outline 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

2018 Gold winner – MRM//McCann, McCann London and Microsoft

34. Best Digital Experience

What is it?

This category is for B2B or B2C digital experiences which showcase interactions with a brand through technology, either across single or multiple digital touchpoints.

What you can enter?

Work that delivers action-orientated user experiences for the customer.

Digital touchpoints can be anything from the web and mobile devices through to wearables, beacons, and voice and facial recognition.

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.

Get inspired

2018 Silver winner –RAPP UK and Virgin Media

Key contacts

Ellie Turner

Head of Events and Awards

DMA – ellie.turner@dma.org.uk

0207 291 3357

Charlotte Gough

Awards Manager

DMA – charlotte.gough@dma.org.uk

0207 291 3362

You can also contact us with queries via our dedicated

DMA Awards Inbox - awardentries@dma.org.uk

