

INNOVATION FOR GOOD

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dentsu



salesforce

/ Welcome

Tony Miller, Interim CMO, Hargreaves Lansdown and Chair of the DMA Board

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Strategy Creativity Results

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DM
Data &
Marketing
Association **A Awards**

/ Key Dates 2024

- Entries close – Friday 13 September
- Late entry deadline – Friday 20 September
- Judging – Monday 7 October - Wednesday 9 October
- Shortlist Announcement – Thursday 10 October
- DMA Awards Night – Tuesday 3 December

/ Introduction to Innovation for Good

Sarah Painter, SVP, UKI Head of Marketing Communications, Dentsu

Jo Pettifer, VP UK&I Marketing, Salesforce

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/ Innovation for Good

What is it?

This category is for a B2B or B2C innovation that has generated a positive impact for customers, industry or society.

What can you enter?

Work that has truly been innovative in its category with the purpose of driving lasting and positive change on the business' customers, the industry or wider society.

Your entry should show:

- Clear objectives and evidence of how this has been achieved
- Who the target audience was and how they were addressed
- How the work used customer insight
- How the strategy informed the creative execution or the customer experience, with an idea that shows originality and appropriateness for the brand
- Show innovation in execution, experience, and use of tech
- Results that will demonstrate the positive change, including commercial impact and other metrics such as social value, customer satisfaction, or environmental benefits, to reassure the judges that the work was effective.

How is it judged?

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

/ Case Study Examples

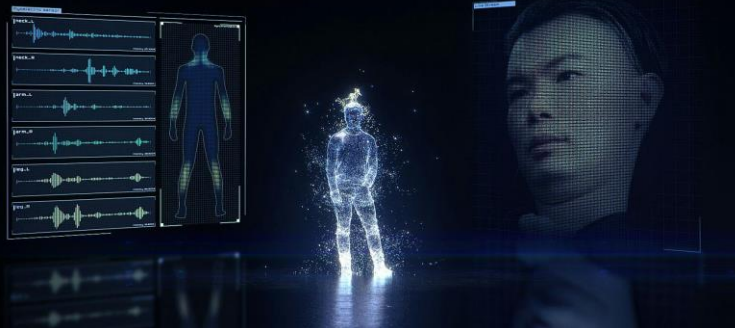
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/ Key examples

Project Humanity
Dentsu Lab
Tokyo

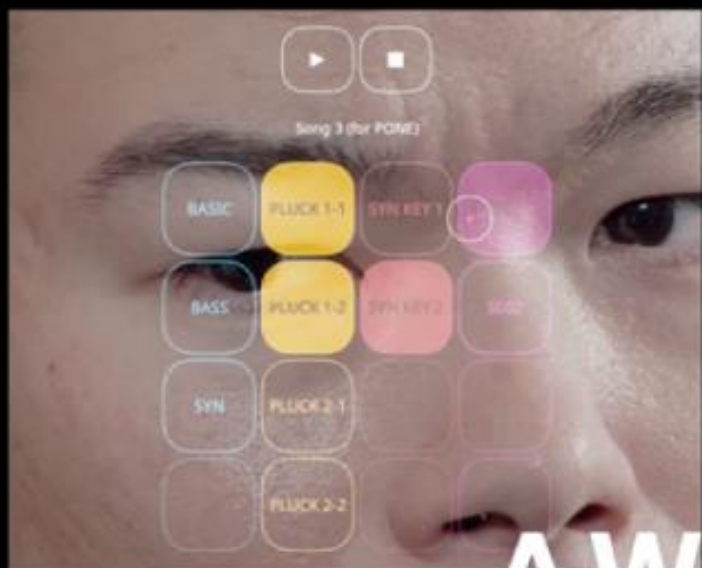


Scrolling Therapy
Dentsu Creative

Net Zero Cloud
Salesforce x
dentsu



Toxic Influence
Dove
DMA Award
Winner 2023



**WE
CREATED**

**A WAY TO
PLAY MUSIC**

**WITH
EYES**

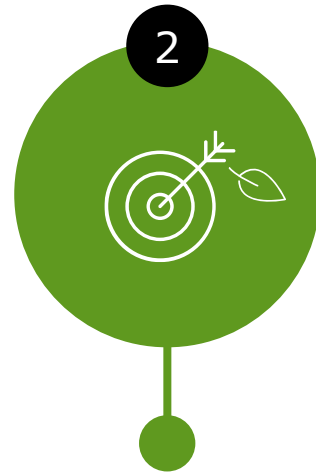


WHERE WE ARE GOING

Using Net Zero Cloud at dentsu allows ...



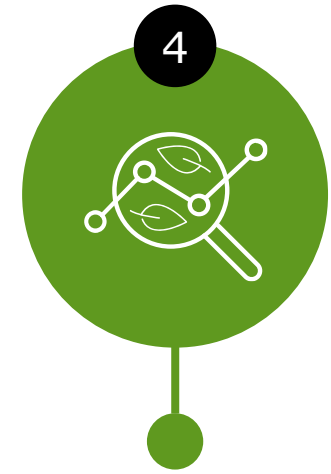
**Efficient data
collection for **over**
450 offices**



**Track & manage
our global carbon
footprint,
calculated at
456,226 tCO2e**



**Reducing
data collection cycle
time by **67%** which
represents **1440** hours
saved!**



**Reducing our
assurance
timelines to a
single month.**

/ 2023 Gold Thoughtful Marketing

Agency: Ogilvy UK

Client: DOVE

Campaign Name: Toxic Influence



/ Questions

Sarah Painter, SVP, UKI Head of Marketing Communications, Dentsu

Jo Pettifer, VP UK&I Marketing, Salesforce

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/ Closing Comments

Tony Miller, Interim CMO, Hargreaves Lansdown and Chair of the DMA Board

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/ Contact Us

If you have any queries about the 2024 Awards, please get in touch the team on:



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