

Rules of Entry

All entries must be submitted by the Awards deadline, which is midnight (UK time) on Friday, 29 March 2019.

Eligibility – Any campaigns/platforms/solutions which ran or were developed in calendar year 2018 or calendar year 2019 are eligible for entry in the Awards. We welcome entries from across the world.

Entries must be submitted via the Awards Portal at: www.effectivedigitalmarketingawards.awardsmadeeasy.com

Campaigns/projects may be entered into multiple categories.

The judges reserve the right to move an entry from one category to another if they believe it has been submitted to the wrong category and there is another, more appropriate category for it.

The judges reserve the right to withdraw a category if insufficient entries are received.

Any queries should be addressed to the Awards team at: awards@masterclassing.com

Cost of Entry

The cost to enter an award is £180 plus VAT per submission. There is a 50% discount to enter any campaign into additional categories after the first category. So to enter a campaign in one category costs £180 (£216 including VAT). To enter it into two categories costs £270 (£324 inc. VAT), to enter three categories costs £360 (£432 inc. VAT). There is a £30 discount per entry submitted before the Early Bird deadline of midnight UK time, 15 March 2019. If the Entry Deadline is extended to cater for late entries, any entries received after the Entry Deadline of 29 March 2019 will be subject to a £50 one-off surcharge per entry, per category.

Payment

Entries must be paid for before judging commences in order to be considered for the Awards. To pay for your entries, select the entries you wish to pay for in the 'Completed and Not Paid' section, then click on the 'Pay for Selected Entries' button.

Next, click on 'Generate an Invoice' to generate an invoice that can be paid by bank transfer (BACS) or credit card. The system will then generate an invoice for your entries. This should be settled immediately. If you already have Masterclassing set up as a supplier, please settle the invoice in the usual manner. If we are not set up

as a supplier, either use the details on the invoice to pay by BACS, or click on Pay by Card to pay by credit card. If you have any queries regarding payment, please email awards@masterclassing.com

Scoring

The Effective Digital Marketing Awards are scored on four criteria, as outlined below:

Strategy – 20%

Judges will be looking for evidence of a sound business strategy behind the development and launch of the campaign, platform, app or other marketing solution under scrutiny. What were the business goals the brand set out to achieve and how did the solution entered aim to meet them?

Innovation – 20%

For the Innovation element of the judging, the judges will quite simply be looking for evidence of originality and innovation, taking a different approach to solve an old problem.

Execution – 20%

For this part of the judging, the judges will be looking at how well the campaign or other solution was delivered. It's important to flag up any challenges that were encountered, whether in terms of developing the solution or targeting a particular audience segment, for example, and how these were overcome.

Results – 40%

Here, the judges are looking for evidence of success. Wherever possible, you should supply real numbers rather than percentages. If the numbers are confidential, please make this clear on the Entry Form. It goes without saying that entries supplied without results are going to be at a disadvantage from the outset.

The judges' decisions are final and no correspondence will be entered into.

Commercial sensitivity.

Any information contained in your Awards entry which is not for publication should be clearly marked 'Not for publication'.

By submitting an entry, you confirm that you agree with the Rules of Entry.

CATEGORY DESCRIPTIONS

Please read on for a full summary of each category...

Most Effective Mobile Campaign

This category recognises the most effective mobile marketing campaign or solution

in any sector. It could be an ad campaign, an app, a technology platform or any other solution delivering effective marketing results.

Most Effective Social Campaign

This category recognises the most effective social media marketing campaign by a brand. It can take the form of a social media ad, or part of the brand's editorial social media outreach.

Most Effective Influencer Campaign

This category recognises the most effective influencer marketing campaign by a brand, using social influencers in order to deliver or amplify a brand message.

Most Effective User-generated Content Campaign

This category recognises the most effective user-generated content campaign by a brand, where content from the brand's customers or fans is used to deliver a brand message.

Most Effective Search Campaign

This category recognises the most effective use of search by a brand, either paid or organic.

Most Effective Location Marketing Campaign

This category recognises the most effective use of location marketing by a brand, targeting consumers based on their current location, or their location history.

Most Effective Content Marketing Campaign

This category recognises the most effective content marketing campaign by a brand.

Most Effective Video Campaign

This category recognises the most effective use of video in a brand's marketing campaign. It can take the form of a video ad, or branded video content.

Most Effective AR/VR Campaign

This category recognises the most effective use of AR (Augmented Reality) or VR (Virtual Reality) by a brand.

Most Effective Programmatic Campaign

This category recognises the most effective campaign by a brand which is executed programmatically.

Most Effective Performance Marketing Campaign

This category recognises the most effective performance marketing campaign by a brand, including, but not restricted to, affiliate campaigns.

Most Effective Email Campaign

This category recognises the most effective email marketing campaign by a brand.

Most Effective Integrated Campaign

This category recognises the most effective integrated campaign from a brand, where the campaign ran seamlessly and delivered a consistent message across multiple channels.

Most Effective Voice Assistant Campaign

This category recognises the most effective voice assistant campaign from a brand, targeting users via voice/virtual assistants such as Amazon Echo, Google Home, Apple HomePod and similar devices.

Most Effective Use of Data

This category recognises the best use of data by a brand as part of a marketing campaign or ongoing CRM activity.

Most Effective AI Solution

With AI (Artificial Intelligence) being deployed by multiple vendors across different parts of the digital marketing sector, this category recognises the most effective AI solution.

Most Effective Tech Platform

This category recognises the most effective tech platform. It can cover any aspect of digital marketing, including, but not restricted to, Demand Side Platforms, Supply Side Platforms, Data Management Platforms, Digital Asset Management Platforms, and Content Management Platforms. The judges will look for evidence of effectiveness in terms of customer testimonials and examples of successful use cases.

Most Effective Financial Services Campaign

This category recognises the best campaign or solution in the Financial Services sector. It could be an ad campaign, an app, a technology platform or any other solution delivering effective marketing results in the Financial Services sector.

Most Effective Publishing & Media Campaign

This category recognises the best campaign or solution in the Publishing sector. It could be an ad campaign, an app, a technology platform or any other solution delivering effective marketing results in the Publishing sector.

Most Effective Entertainment Campaign

This category recognises the best campaign or solution in the Entertainment sector. It could be an ad campaign, an app, a technology platform or any other solution delivering effective marketing results in the Entertainment sector.

Most Effective Automotive Campaign

This category recognises the best campaign or solution in the Automotive sector. It could be an ad campaign, an app, a technology platform or any other solution delivering effective marketing results in the Automotive sector.

Most Effective Fashion & Luxury Campaign

This category recognises the best campaign or solution in the Fashion & Luxury sector. It could be an ad campaign, an app, a technology platform or any other solution delivering effective marketing results in the Fashion & Luxury sector.

Most Effective Retail & FMCG Campaign

This category recognises the best campaign or solution in the Retail & FMCG sector. It could be an ad campaign, an app, a technology platform or any other solution delivering effective marketing results in the Retail & FMCG sector.

Most Effective Travel & Tourism Campaign

This category recognises the best campaign or solution in the Travel & Tourism sector. It could be an ad campaign, an app, a technology platform or any other solution delivering effective marketing results in the Travel & Tourism sector.

Most Effective Charity Campaign

This category recognises the best campaign or solution in the Charity sector. It could be an ad campaign, an app, a technology platform or any other solution delivering effective marketing results in the Public sector.

Most Effective B2B Campaign

This category recognises the best campaign or solution in the B2B sector. It could be an ad campaign, an app, a technology platform or any other solution delivering effective marketing results in the B2B sector.

Special Awards

There are three additional awards which will be presented at the Awards Ceremony, but which are not open for entry:

Grand Prix Award

This award will go to the best of the winning entries from all other categories, as decided by the judges.

Chairman's Award

This award goes to the entry deemed by the Chair of the Judges', David Murphy, to have been the best entry overall.

Digital Expert Partner of the Year

This award goes to the company that is deemed to have given the best presentation at one or more of our Masterclass knowledge-sharing events, and is based on the feedback we receive from the 6,000 brand marketer delegates who attend our

events around the world every year. There are two Digital Expert Partner of the Year awards, one for the United States, and one for the Rest of the World.