Rules of Entry

All entries must be submitted by the Awards deadline, which is midnight (UK time) on Friday, 19 March, 2021.

Eligibility – Any campaigns/platforms/solutions which ran or were developed in calendar year 2020 or calendar year 2021 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 £195 plus VAT where applicable, per submission, to enter into one category. The cost to enter a campaign or solution into additional categories is £150 per category. So to enter a campaign in one category costs £195 (£234 including VAT). To enter it into two categories costs £345 (£414 inc. VAT). To enter it into three categories costs £495 (£594 inc. VAT). If the Entry Deadline is extended to cater for late entries, any entries received after the Entry Deadline of 19 March 2020 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 or 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. You should also outline clear goals and relate outcomes to those goals

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. The more evidence of effectiveness you can supply, the better your chances of success.

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 Advertising Campaign
This category recognises the most effective advertising campaign by a brand across any digital platform or platforms, including mobile, the web, Connected TV and Digital Out of Home.

Most Effective Attribution Solution
Accurate attribution is one of the biggest challenges facing digital marketers. This category recognises the solution that is most effective in enabling marketers to accurately attribute the part played in a conversion event by any and all channels involved. The judges will look for evidence of effectiveness in terms of customer testimonials and examples of successful use cases.

Most Effective B2B Campaign

This category recognises the most effective business-to-business campaign by a brand.

Most Effective Branded Content Campaign

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

Most Effective Data & Analytics Campaign

This category recognises the best use of data and analytics by a brand as part of a one-off campaign or ongoing CRM or other activity.

Most Effective DTC eCommerce Campaign

This category recognises the best campaign or solution from a DTC (Direct to Consumer) eCommerce brand. It could be an ad campaign, an app, a technology platform or any other solution delivering effective marketing results.

Most Effective Facebook Campaign

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

Most Effective FMCG/CPG Campaign

This category recognises the most effective digital marketing campaign by an FMCG/CPG brand.

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 Instagram Campaign

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

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 International Campaign

This category recognises the most effective international digital marketing campaign by a brand, targeting prospects in three or more countries.

Most Effective Launch Campaign

This category recognises the most effective digital marketing campaign by a brand to launch a new product, service or app.

Most Effective Location Campaign

This category recognises the most effective marketing campaign by a brand that uses location as a prime targeting parameter.

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 Pandemic Campaign

This category recognises the most effective digital marketing campaign by a brand in response to the COVID-19 pandemic.

Most Effective Performance Marketing Campaign
This category recognises the most effective performance marketing or direct response campaign by a brand.

Most Effective Programmatic Campaign
This category recognises the most effective campaign by a brand which is executed programmatically.

Most Effective Retail Campaign
This category recognises the best campaign or solution from a Retail or FMCG brand. It could be an ad campaign, an app, a technology platform or any other solution delivering effective marketing results.

Most Effective Search Campaign
This category recognises the most effective use of paid or organic search by a brand.

Most Effective Snapchat Campaign
This category recognises the most effective marketing campaign by a brand on Snapchat.

Most Effective Social Purpose Campaign
This category recognises the most effective digital marketing campaign by a brand for the good of society. It could be a public information campaign, a campaign by or for a charity, or anything that contributes to the greater good.

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 TikTok Campaign
This category recognises the most effective marketing campaign by a brand on TikTok.

Most Effective Twitter Campaign
This category recognises the most effective marketing campaign by a brand on Twitter.

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 YouTube Campaign
This category recognises the most effective marketing campaign by a brand on YouTube.

Most Innovative Campaign
This category recognises the most innovative digital marketing campaign by a brand. The innovation can come in the form of the technology deployed, the targeting used or simply the strategy behind the campaign.

Special Awards

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

Digital Expert 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 of the Year awards, one for North America, and one for the UK, EMEA and APAC.

Grand Prix Award

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