DIGITAL IMPACT AWARDS

2024

ENTRY GUIDE

Entry deadline 24 May 2024

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ABOUT THE AWARDS

The Digital Impact Awards sets the industry-wide benchmark in digital stakeholder engagement. The event honours the best corporate digital communications work.

The shortlist will be announced in August after judging has taken place. The winners will be announced at our prestigious awards ceremony in October.

Digital communications is a necessity of any modern business and we look forward to shining the spotlight on excellence in the strategic development of corporate digital communications across the globe.

WHY ENTER

Stand out

Entering and winning an award can provide a platform through which to acquire visibility outside your network, promote your latest project to new audiences and gain differential

Receive valuable insights

Entries will be judged by a panel of expert industry professionals against a particular criterion. This is a chance to receive powerful feedback on your work so that you can evaluate and improve

Celebrate excellence

Entrants develop a new benchmark each year, encouraging the corporate communications community to continually advance the standard of their work and recognise internal teams

KEY DATES

Early entry deadline*
12 April 2024

Entry deadline
24 May 2024

Late entry deadline**
7 June 2024

FEES

£320 for the first entry from each organisation/submitting body

£195 for each subsequent entry from each organisation/submitting body

£195 for all entries by or on behalf of a charity, NGO or other NFP organisation

Please call the events team on +44 (0)20 3950 5356
if you think you may be eligible

* Magazine subscribers: Enter by 12 April 2024 to receive £150 off your total entry cost and your fifth entry for free. *Subscribe* to Communicate magazine to take advantage of this exclusive rate

Non magazine subscribers: Enter by 12 April 2024 to receive £100 off your total entry cost

**A late entry charge of £125 will be applied to each entry submitted after 24 May 2024. No entries will be accepted after 7 June 2024

CATEGORIES

DELIVERABLES

Best corporate website

Best use of SEO for corporate communications

Best use of mobile and/or corporate app

Best digital communications as part of an integrated campaign

Best use of digital to aid a CSR campaign

Best corporate viral campaign

Best use of online video

Best use of audio

Best digital accessibility

Best digital rebrand

Best use of artificial intelligence

Best use of augmented reality or virtual reality

Best use of data

Best innovation

SOCIAL MEDIA

Best use of existing social media platforms: Small budget <£20k

Best use of existing social media platforms: Medium budget £20k–£75k

Best use of existing social media platforms: Large budget £75k+

Best community development

BEST USE OF DIGITAL TO AN INTERNAL AUDIENCE

Best intranet

Best digital employee communications

BEST USE OF DIGITAL TO AN INVESTMENT AUDIENCE

Best online annual report

Best use of digital to an investment audience

BEST USE OF DIGITAL TO AID MEDIA RELATIONS

Best online newsroom

EVALUATION

Best evaluation strategy

BEST USE OF DIGITAL BY SECTOR

Charity, NGO or NFP

Education

Energy and utilities

Engineering and manufacturing

Financial services

FMCG

Food and beverage

Healthcare and pharmaceutical

Industrial and basic materials

Mining and extractives

Professional services

Property, construction and facilities management

Public

Retail

Sports, travel, leisure and tourism

Technology, media and telecommunications

Transport and logistics

GRAND ACCOLADES

Digital agency of the year

Digital in-house team of the year

Grand prix

These categories cannot be entered and the winner will be chosen by our judging panel

WRITING YOUR ENTRY

There are no boundaries on the design or branding of the entry. The submission can be formatted as portrait or landscape. Feel free to include the Digital Impact Awards branding.

The most successful entries have a clear narrative. They include details of why the work was carried out, how the strategy was developed and implemented, and how the results fit the initial objectives.

Judges often prefer entries that don't have too much text on one page as it makes them easier to read.

ENTRY CHECKLIST
1. Entry summary (300 words)
2. Entry statement (800 words)
3. Supporting materials
   (This does not contribute towards the word count)

Please ensure your file is no larger than 10MB, 20 pages

WRITING YOUR ENTRY

1 . ENTRY SUMMARY

Provide a short summary of 300 words or less that
includes the following:
– Entry synopsis – a short summary of the project
  or campaign
– Category entered and why the work fits
  into that category*
– Industry context – what is the company's place
  within the market?
– Budget (optional – please mark confidential
  where necessary)

*If you feel your work is a perfect candidate and strong contender for
more than one category, the summary should be tailored accordingly

Note : We advise that the submission includes a guide on the project brief,
budget and time frame to help put the project into context for the judges

2 . ENTRY STATEMENT

Write an entry statement of up to 800 words which
covers the following:
– Objective
– Research and planning
– Creativity and innovation
– Strategy and implementation
– Results

On the next page are some points on how to expand
on each area. Successful entries have a clear narrative and
detail SMART objectives

For more information about the awards or entry process,
email Melanie at melanie.han@cravenhillpublishing.com

CRAFTING YOUR ENTRY

OBJECTIVE
- What were the goals or targets?
- What did you want to achieve?
- Why were the objectives necessary?
- What prompted the project or campaign to be carried out?
- What was the brief? (optional)

RESEARCH AND PLANNING
- What research was conducted?
- How did it represent the target audience?
- Did the research expose any problems or additional challenges?
- Were changes needed to meet the objectives?

CREATIVITY AND INNOVATION
- How was the project innovative?
- What made the work stand out?
- How did the project/campaign creatively engage with the target audience?
- Were there any creative restrictions?
- How did you get around them?

STRATEGY AND IMPLEMENTATION
- How was the research incorporated into the strategy?
- How did the project reach its target audience?
- How was the strategy implemented?
- Were there any unexpected problems or unforeseen circumstances?

RESULTS
The judges often ask for evidence of how the goals were met. The best entries include the ROI and ROO.
- How did you meet your objectives?
- Were there any unexpected outcomes?
- What was the ROI? (optional)
- Is there any evidence to support the outcomes?
- How was the project received by the client?

Note : The judges often ask for evidence of how the goals were met. The best entries include the ROI and ROO. Statistical data can be included in the supporting materials.

WRITING YOUR ENTRY

3 . SUPPORTING MATERIALS

Please include a selection of supporting materials that strengthen your entry by providing evidence of your achievements. Materials should illustrate your work and aid the narrative of your entry statement. It is best to include only those materials that are directly relevant to the specific category you are entering into.

– Images illustrating the project or campaign
– Press coverage (up to five examples)
– Social coverage (up to five examples)
– Video (up to three minutes, please include a link rather than the video file within the entry PDF)
– Relevant statistics (optional)
– Client feedback
– Testimonials

Note: Videos can be more than three minutes long if submitting for the Best use of online video or Best corporate viral campaign. Please include any necessary log in details needed to access links and ensure that any URLs included do not have an expiry date. Please note that the organisers of the Digital Impact Awards cannot be held responsible for any modifications to entrants' site architecture or other changes that affect the access of links or other supporting materials.

FAQs

WHO CAN ENTER?

The Digital Impact Awards is open to organisations as well as their agencies, across the private, public, and not-for-profit sectors. We accept entries from companies that operate across the globe.

WHAT IS THE TIME FRAME FOR ELIGIBLE WORK? CAN I ENTER WORK FROM LAST YEAR?

The time frame for eligible work is ordinarily 18 months prior to the final deadline. Please refer to the Eligibility and rules section on the Digital Impact Awards website for more details and specific dates.

CAN I ENTER MORE THAN ONE CATEGORY? IF SO, DO I NEED TO SUBMIT MORE THAN ONE PDF?

There is no limit to the number of categories that can be entered. If multiple categories are being entered, multiple PDFs must be submitted and the entry fee applies to each one. As our entry form only allows one PDF to be entered at a time, you will need to go back and resubmit the form, making sure to change the category field. We strongly recommend tailoring each submission according to the category being entered.

I'M NOT SURE WHICH CATEGORY TO ENTER. HOW SHALL I DECIDE?

If you are struggling to categorise your project, please email Melanie at melanie.han@cravenhillpublishing.com

HOW CAN I ENSURE THAT BUDGETS DISCLOSED ON THE ENTRY WILL REMAIN CONFIDENTIAL?

Don't worry – as long as you clearly mark the entry where relevant letting us know that you do not wish information on certain budgets (or any other information) to be shared, we will ensure that all such information is kept strictly confidential.

IS IT OK IF THE WORD COUNT IS EXCEEDED?

The word count is set as a guide and exceeding it slightly will not be penalised. However, considering the volume of material read by the judges, a more concise and collected approach is advised to ensure your entry stands out.

FAQs

HOW SHOULD I INCLUDE MY SUPPORTING MATERIALS?

All supporting materials should be included within the document. If you wish to include videos, please add a hyperlink to it in your PDF entry, rather than embedding the video itself. Embedded videos can often increase the size of your entry so that it is over the 10MB limit. Besides the supporting materials included within your PDF entry, no other separate materials are required.

CAN I ONLY INCLUDE IMAGES IN THE SUPPORTING MATERIALS SECTION?

Your submission can be designed and branded as you wish. Previous submissions have included imagery alongside the entry summary and statement to add to the entry narrative. At the end of the entry, further imagery can be included in the supporting materials section to showcase the project. We ask that you limit the pages of images, as our judges have a large number of submissions to go through, so be concise, clear and make sure what you are sharing is relevant.

ON THE 'ENTER NOW' SECTION OF THE WEBSITE, WHAT IS THE DIFFERENCE BETWEEN THE FIELDS 'COMPANY' AND 'ENTERING COMPANY?'

Often, agencies enter their clients into our awards (i.e. company = agency, entering company = client). If this does not apply to you and you are entering independently, simply fill in both fields with your company name.

CAN PREVIOUS ENTRIES BE SENT TO POTENTIAL ENTRANTS?

As per our rules section on the Digital Impact Awards website, we cannot send out previous entries as they may contain sensitive and/or confidential material and figures that cannot be disclosed.

IS THERE A COST TO ENTER?

Yes. Rates are available on the Fees and payments page on the Digital Impact Awards website. There are also discount rates available for charities, subscribers and for those who enter by the early entry deadline.

FAQs

HOW DO I PAY FOR MY ENTRIES?

After you submit your entry, you will be prompted to pay via PayPal (owning an account is not necessary to complete payment). If an alternative payment method is preferred, please contact our office on +44 (0)20 3950 5356 or our team can explain other payment options.

I WANT TO ENTER MORE ENTRIES AT A LATER DATE, HOW DO I GET THE REDUCED ENTRY COST?

Entries submitted at a later date are charged at the additional entry cost, however, please note that our payment gateway will not bring up this rate. Please call the team on +44 (0)20 3950 5356 to pay by card over the phone (we do not accept AMEX over the phone) or let us know if you would like to be invoiced.

WHY WON'T MY ENTRY SEND?

Please ensure that the document format is PDF. If you are receiving an error message telling you that supporting materials are required, you have exceeded the 10MB size limit. If your entry is within the size limit but you are still receiving that error message, contact our office on +44 (0)20 3950 5356.

CAN'T FIND THE ANSWER TO YOUR QUESTION?

Please email Melanie at melanie.han@cravenhillpublishing.com or contact our office on +44 (0)20 3950 5356.

CRAVENHILL PUBLISHING

Cravenhill publishing, publisher of Communicate magazine organises a number of industry leading awards programmes that seek to benchmark and reward best practice in the fields in which they operate. The awards programmes within our exisiting portfolio are shown below.
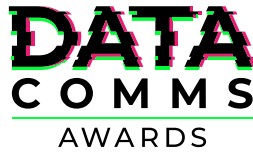
Corporate Content Awards

The Corporate Content Awards is the only awards event to benchmark and reward corporate storytelling and the use of narrative to call corporate audiences, across owned, earned and bought media.

CORPORATE ENGAGEMENT AWARDS

The Corporate Engagement Awards recognises the most successful and innovative corporate partnerships and sponsorships, and the communication strategies around those collaborations.

Corporate & Financial Awards

The Corporate & Financial Awards programme celebrates and showcases excellence in financial communications and provides recognition for the efforts of staff, companies, agencies and beneficiaries.

DATA COMMS AWARDS

The DataComms Awards recognises and celebrates the use of data in corporate communications and by corporate communicators.

DIGITAL IMPACT AWARDS

The Digital Impact Awards sets the industry-wide benchmark in digital stakeholder engagement. The event honours the best corporate digital communications work.

EBMA — Employer Brand Management Awards

The Employer Brand Management Awards programme compares and contrasts the different aspects of successful employer branding, rewarding excellence and celebrating the campaigns and the organisations that are excelling in this field.

INTERNAL COMMUNICATIONS AND ENGAGEMENT AWARDS

The Internal Communications and Engagement Awards recognises and rewards excellence in internal communications.

LENS AWARDS

The Lens Awards celebrates organisations using film and video by setting the standard for excellence in visual communications.

For more information on entering or sponsoring, contact Lauren Ditcher at lauren.ditcher@communicatemagazine.co.uk

ENTER HERE

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Good luck!