

# DIGITAL IMPACT AWARDS 2020



## ENTRY AND INFORMATION GUIDE

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Setting the industry-wide benchmark  
in digital stakeholder engagement

**Deadline for submissions: 31 July**  
+44 (0)20 3950 5356  
[www.digitalimpactawards.com](http://www.digitalimpactawards.com)

# 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 in Europe.

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

To support the creative industries, Cravenhill Publishing is letting **any company have one free entry into any awards programme through 2020.**

# 30 APRIL

Thought leadership  
piece deadline\*

# 1 MAY

Early entry deadline\*\*

# 5 JUNE

Last chance to save\*\*\*

# 19 JUNE

The deadline

# 31 JULY

Late deadline\*\*\*\*

## FEES

- Each company is entitled to **one free entry** to the Digital Impact Awards
  - **£295** 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
- The fifth entry is free until 5 June

\* Enter three entries by 30 April to receive a thought leadership piece to run online on Communicate magazine.

\*\* If you enter before 1 May 2020, you will receive £100 off your total entry cost. You will also get your fifth entry free.

\*\*\* Last chance to get your fifth entry free.

\*\*\*\* Entries made after 19 June are subject to £125 late fee.

# CATEGORIES

## Deliverables

- Best corporate website
  - Best corporate app
  - Best use of SEO for corporate communications
  - Best use of mobile and portable devices
  - Best use of digital to aid a CSR campaign
  - Best digital rebrand
  - Best use of online video
  - Best corporate viral campaign
  - Best digital communication as part of an integrated campaign
  - Best use of artificial intelligence
  - Best use of data
  - Best use of augmented reality or virtual reality
  - Best innovation
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## Social media

- Best use of existing social media platforms
  - Small budget – <£20k
  - Medium budget – £20k-£75k
  - Large budget – £75k+

- Best development of proprietary social media platforms and tools
  - Best community development
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## Best use of digital to an internal audience

- Best intranet
  - Best digital employee communication
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## Best use of digital to an investment audience

- Best online annual report
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## Best use of digital to aid media relations

- Best online newsroom
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## Evaluation

- Best evaluation strategy
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## Best use of digital by sector

- Charity, NGO or NFP
- Education
- Energy and utilities
- Engineering and manufacturing
- Extraction (oil, gas and mining)

- Financial services
  - FMCG
  - Food and beverage
  - Healthcare and pharmaceuticals
  - Industrial and basic materials
  - Professional Services
  - Property (inc. construction & materials)
  - Public
  - Retail
  - Sports, travel, leisure and tourism
  - Technology, media and telecommunications
  - Transport and logistics
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## Best digital communications during Covid-19

Entries made into this category are free of charge, those shortlisted will receive a free place to attend the awards.

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## Digital agency of the year Digital campaign of the year Digital in-house team of the year

You cannot enter these categories directly, all submissions will be automatically put forward for this award.

[For category descriptions click here.](#)

# HOW TO ENTER

## Writing your entry

There are no boundaries on the design, branding or format of the entry. The submission can be formatted portrait or landscape. Feel free to include the Digital Impact Awards branding. Judges often prefer entries that don't have too much text on one page as it makes them easier to read. 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.

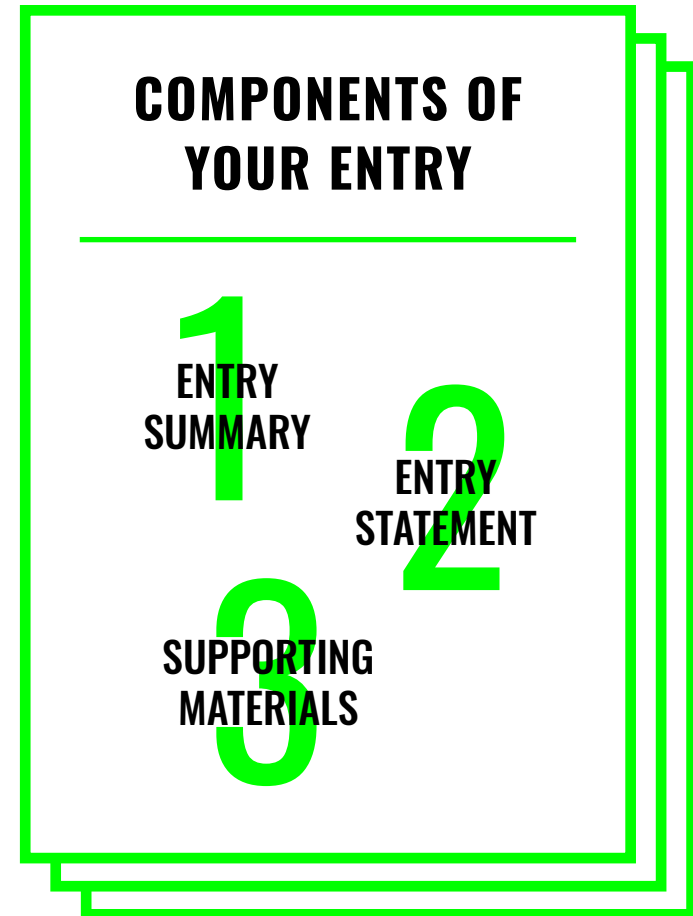
To enter the Digital Impact Awards please prepare a single PDF document including your entry summary and statement of up to 1000 words in total. Written supporting materials do not contribute towards the word count. **Please ensure your file is no larger than 10MB.**

## 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)

NB: 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.



# HOW TO ENTER

## 2 . Entry statement

Write an entry statement of up to 700 words. The statement should cover the objective, research and planning, creativity and innovation, strategy and implementation, and results.

Below are some points on how to expand on each area.

### Objective

- What were the goals/targets?
- What did you want to achieve?
- Why were the objectives necessary?
- What prompted the project/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?

### 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?

### 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?

### Results

- 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 internally?

NB : 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.

# HOW TO ENTER

## 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**

**CLIENT  
FEEDBACK**

**PRESS COVERAGE**  
(up to five examples)

**SOCIAL  
COVERAGE**  
(up to five examples)

**VIDEO**  
(up to three minutes,  
please send a link rather  
than the video file)

**TESTIMONIALS**

**RELEVANT  
STATISTICS**  
(optional)

NB: Videos can be more than three minutes long if submitting for the best use of online video or best corporate viral campaign. We do not accept video files, so please provide links and log in details if necessary. Please ensure there are no expiration dates on video links.

**ENTER HERE**

Contact Robert Mitchell for more information at  
[robert.mitchell@communicatemagazine.co.uk](mailto:robert.mitchell@communicatemagazine.co.uk)  
or call +44 (0)20 3950 5356