

DIGITAL IMPACT AWARDS

ASIA 2021

ENTRY AND INFORMATION GUIDE

Setting the industry-wide benchmark
in digital stakeholder engagement

Deadline for submissions: 29 January 2021
+44 (0)20 3950 5356
www.digitalimpactawards.com/asia



ABOUT THE AWARDS

The Digital Impact Awards sets the industry-wide benchmark in digital stakeholder engagement. Launched in the UK for the European digital communication community back in 2010, the awards has rewarded the increasingly dynamic ways that digital corporate communications continue to grow.

After celebrating it's decade in 2019, and following the awards' huge growth and continued success, Communicate magazine is pleased to announce the launch of this awards programme to Asia, opening for entries in November 2020.

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.

18 DECEMBER

Early entry deadline*

15 JANUARY

Last chance to save**

29 JANUARY

Entry deadline

26 FEBRUARY

Late deadline***

* Enter before 18 December to receive \$100 USD off your total entry cost and also get your fifth entry free.

** Last chance to get your fifth entry free.

*** Entries made after 29 January are subject to \$125 USD late fee.

FEES

- **\$395 USD** for the first entry from each organisation or submitting body.
- **\$195 USD** for each subsequent entry from each organisation or submitting body
- **\$195 USD** for all entries by or on behalf of a charity, NGO or other NFP organisation.

If you think you may be eligible, please call the events team on +44 (0)20 3950 5356

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- Entries submitted after the final entry deadline will be subject to a **\$125 USD** surcharge.

- The fifth entry is free until 15 January

CATEGORIES

Deliverables

- Best corporate website
 - Best use of mobile and/or corporate app
 - Best use of SEO for corporate communications
 - 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 augmented reality or virtual reality
 - Best use of data
 - Best innovation
 - Best use of audio
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Social media

- Best use of existing social media platforms
 - Small budget – <\$20k
 - Large budget – \$20K+
- Best community development

Best use of digital to an internal or external audience

- Best intranet
 - Best digital employee communication
 - Best use of digital to an investment audience
 - Best online annual report
 - Best online newsroom
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Evaluation

- Best evaluation strategy
-

Best use of digital by sector

- Charity, NGO or NFP
- Education
- Energy and utilities
- Engineering and manufacturing
- Extraction (oil, gas and mining)
- Farming and agriculture
- Financial services
- FMCG
- Food and beverage
- Healthcare and pharmaceuticals
- Industrial and basic materials

- Professional Services
 - Property, construction and facilities management
 - Public
 - Retail
 - Sports, travel, leisure and tourism
 - Technology, media and telecommunications
 - Transport and logistics
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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 these awards.

[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.

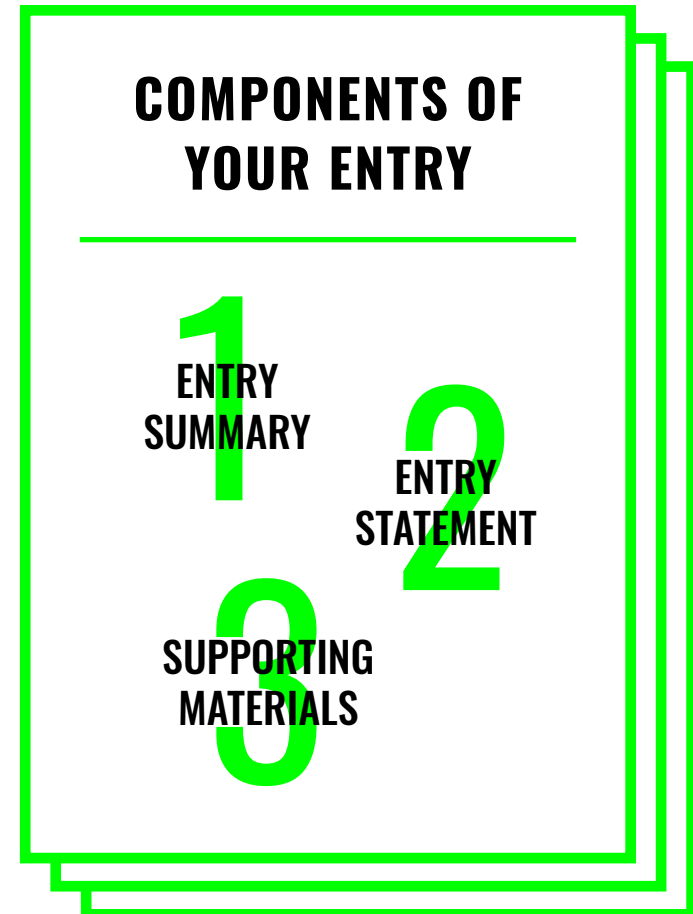
To enter the Digital Impact Awards please prepare a single PDF document including your entry summary and statement of up to 1000 words in total. Written supporting materials do not contribute towards the word count. **Please ensure your file is no larger than 10MB.**

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.

PREVIOUS WINNERS OF THE DIGITAL IMPACT AWARDS EUROPE

accenture

adidas

BARCLAYS

THE CHURCH OF ENGLAND

Deloitte.

facebook

Google

HSBC

JAGUAR

LAND-ROVER

Pfizer

PS

POKÉMON

RBS Group

SAMARITANS

Unilever

WB

ENTER HERE

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