

DIGITAL IMPACT AWARDS

EUROPE 2021

ENTRY AND INFORMATION GUIDE

Setting the industry-wide benchmark
in digital stakeholder engagement

Deadline for submissions: 9 July 2021

+44 (0)20 3950 5356

www.digitalimpactawards.com/europe/

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.

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.

1 APRIL

Special offer early
entry deadline*

28 MAY

Early entry deadline**

25 JUNE

Last chance to save***

9 JULY

Entry deadline

23 JULY

Late deadline****

FEES

- **£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 25 June

* Enter three entries by 1 April to receive a thought leadership piece to run online on Communicate magazine.

** If you enter before 28 May, 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 9 July are subject to £125 late fee.

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 data
 - Best use of augmented reality or virtual reality
 - Best innovation
 - Best use of audio
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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

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 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
-

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)
- 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
-

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.

Digital agency of the year Digital in-house team of the year Grand Prix

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.

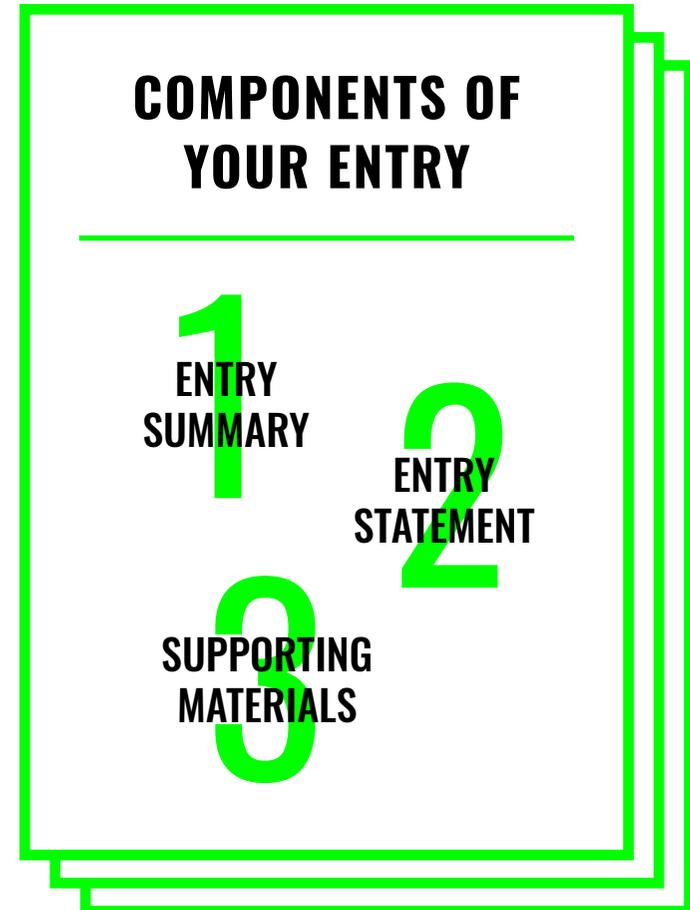
To enter the Digital Impact Awards please prepare a single PDF document including your entry summary and statement of up to 1000 words in total. Written supporting materials do not contribute towards the word count. **Please ensure your file is no larger than 10MB.**

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

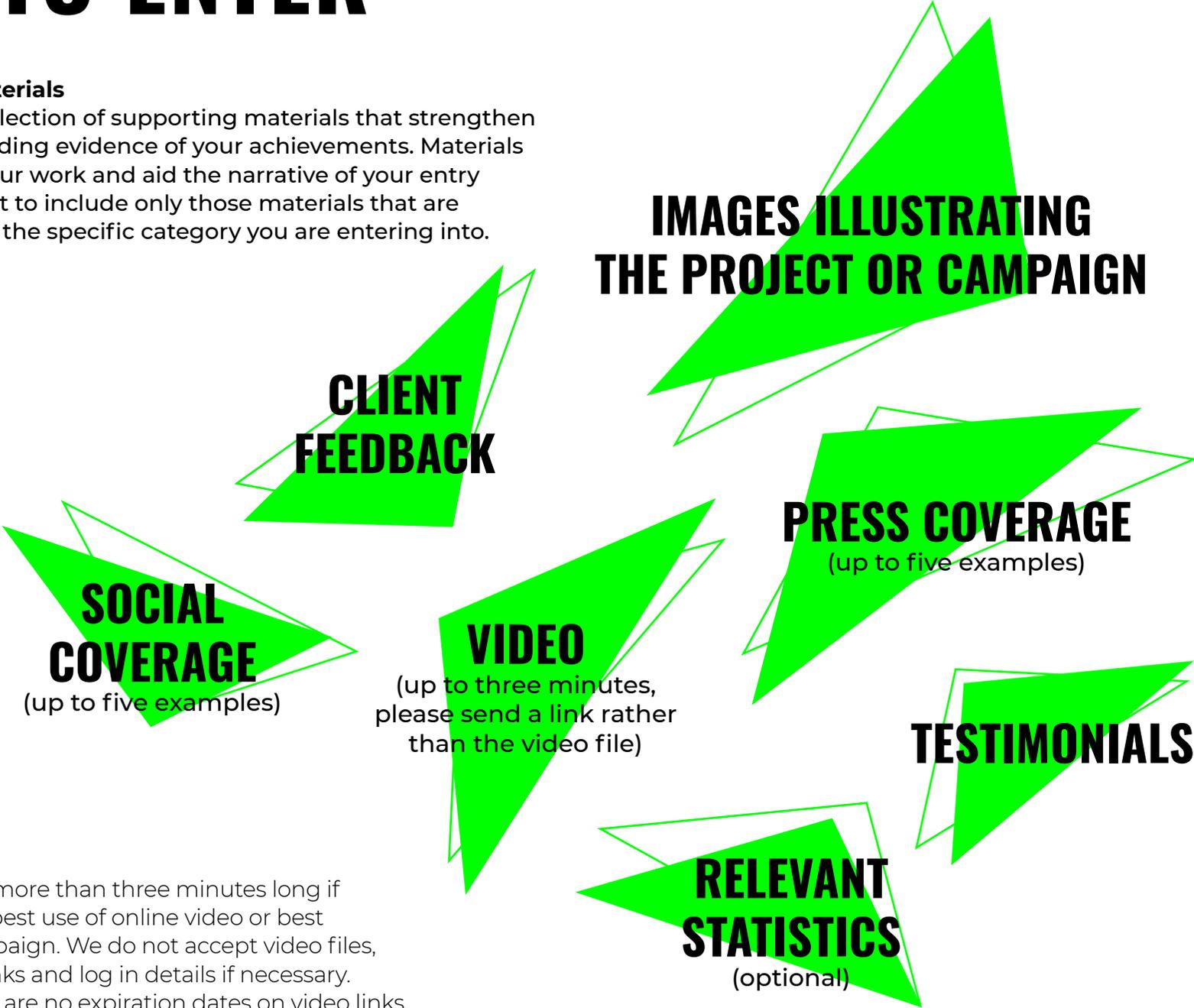
- How did you meet your objectives?
- Were there any unexpected outcomes?
- What was the ROI? (optional)
- Is there any evidence to support the outcomes?
- How was the project received internally?

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.

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

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 existing portfolio are shown below.



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



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



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



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



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



New for 2021
The DataComms Awards recognises and celebrates the use of data in corporate communications and by corporate communicators.



New for 2021
The Digital Impact Awards will honour the best corporate digital communications work in Asia.



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 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.



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

ENTER HERE

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