# DIGITAL IMPACT AWARDS

## ASIA 2022

# ENTRY GUIDE

Setting the industry-wide benchmark
in digital stakeholder engagement

**Deadline for submissions: 8 July 2022**
+44 (0)20 3950 5356
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.

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 in Asia.

# 13 MAY
Early entry deadline*

# 10 JUNE
Last chance to save**

# 8 JULY
Entry deadline

# 22 JULY
Late deadline***

* Enter before 13 May to receive $100 USD off your total entry cost and get your fifth entry free.

** Last chance to get your fifth entry free.

*** Entries made after 8 July 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

For further information on Fees and payments click **here**

# CATEGORIES

**Deliverables**
- Best corporate website
- Best use of mobile and/or corporate app
- Best use of SEO for corporate communications
- Best digital communication 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 rebrand
- Best use of data
- Best use of artificial intelligence
- Best use of augmented reality or virtual reality
- Best innovation

**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 audience**
- Best intranet
- Best digital employee communication

**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
- 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

**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.

## COMPONENTS OF YOUR ENTRY

**1 ENTRY SUMMARY**

**2 ENTRY STATEMENT**

**3 SUPPORTING MATERIALS**
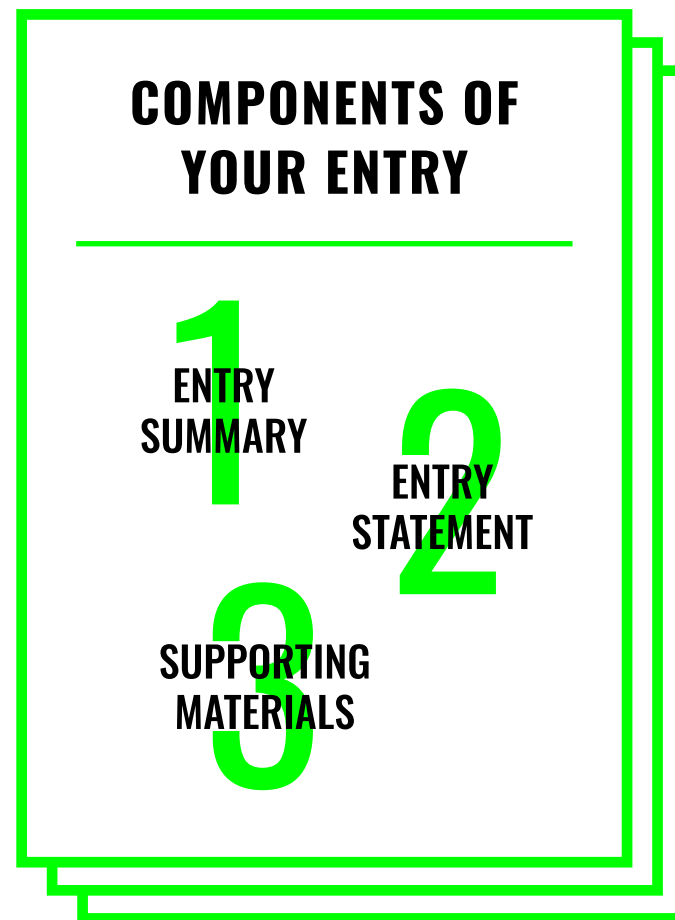
If you're entering 'Best use of digital by sector' please refer to the guidance provided on page 8

# 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**

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.

# HOW TO ENTER

## BEST USE OF DIGITAL BY SECTOR

For entries into 'Best in sector' category, you will need to provide an 800-word submission.
Our judges want to discover how an organisation's digital corporate communications
creativity and strategy stand out from their peers and other organisations in their sector.

**Context**
This is your chance to provide some background
information.
• Who is the organisation?
• What does the organisation do?
• Where does the organisation fit in the market?

**Areas for consideration include**
• Has anything happened which has affected or
  challenged the company?
• Sector challenges and the strategies implemented
  in response
• What are the organisation's areas of strength in
  digital corporate communications?
• A summary of the year's work
• What has been done to deliver outstanding
  engagement results? How has this been measured?

**Supporting materials**
Please include a selection of supporting materials that
strengthen your entry by providing evidence. Materials
should aid the narrative of your statement and can be:
• Images
• Video (up to three minutes, please include a link
  in the entry rather than sending the video file)
• Statistics and/or results
• Internal feedback
• Employee satisfaction scores
• Testimonials

# PREVIOUS WINNERS OF THE DIGITAL IMPACT AWARDS ASIA

AVEVA

bcw
burson cohn & wolfe

BD

8
Comms8

eastspring
investments

GREY
Famously effective since 1917

grid
mobile

HSBC

merchantcantos

MOI

PIZZA
PAPA JOHN'S

QUMIN

Schroders

Shell

VMware Tanzu

**ENTER HERE**

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