DIGITAL IMPACT AWARDS

EUROPE 2023

ENTRY GUIDE

Entry deadline 16 June 2023

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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 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.

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 corporate communications experts 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*
21 April 2023

Entry deadline
16 June 2023

Late entry deadline**
7 July 2023

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 21 April 2023 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 21 April to receive £100 off your total entry cost

**A late entry charge of £125 will be applied to each entry submitted after 16 June 2023. No entries will be accepted after 7 July 2023

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CATEGORIES

DELIVERABLES
- Best corporate website
- Best use of SEO for corporate communications
- Best use of mobile and/or corporate app
- 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 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
    - Medium budget – £20k-£75k
    - Large budget – £75k+

- 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 pharmaceutical
- 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

GRAND ACCOLADES
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

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.

Alongside this, you can include imagery, to complement your submission. You also have the opportunity to include further imagery in the supporting materials section.

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.

ENTER HERE

digitalimpactawards.com/europe-awards

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)

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 700 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 Finley at finley.chesson@communicatemagazine.co.uk

CRAFTING YOUR ENTRY

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?

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

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.

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WRITING YOUR ENTRY

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 or a standout project/campaign
- 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

FAQs

WHO CAN ENTER?

The Digital Impact Awards Europe 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, but the work must have been developed or executed within Europe.

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 Europe 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. Although not compulsory, 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 Finley at finley.chesson@communicatemagazine.co.uk

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.

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.

FAQs

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 Europe 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 & Payments* page on the Digital Impact Awards Europe website. There are also discount rates available for charities, subscribers and for those who enter by the early entry deadline.

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.

HOW DO I PAY FOR MY ENTRIES?

After you submit your entry, you will be prompted to pay online. If an alternative payment method is preferred, please contact our office on +44 (0)20 3950 5356, where one of our team can explain other payment options.

CAN'T FIND THE ANSWER TO YOUR QUESTION?

Please contact Finley at finley.chesson@communicatemagazine.co.uk or call our office at +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 Europe

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.

Corporate Content Awards North America

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.

CEA The 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.
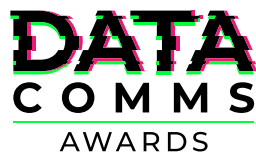
DATACOMMS AWARDS

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

DIGITAL IMPACT AWARDS ASIA

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

DIGITAL IMPACT AWARDS EUROPE

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

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, contact Michelle Manton, head of events, Communicate: michelle.manton@communciatemagazine.co.uk

ENTER HERE

CALL
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EMAIL
finley.chesson@communicatemagazine.co.uk

WEBSITE
digitalimpactawards.com

Good luck!