

# ENTRY KIT ENTRY REQUIREMENTS

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## Key dates

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Early bird deadline: 18 December  
Standard deadline: 5 February

## Entry fees

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Until 18 December 2020: £435 + VAT  
From 19 December 2020: £545 + VAT

## Entry requirements

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The requirements outlined below must be adhered to, or entries will be automatically disqualified and entry fees forfeited. The entry that you submit in this phase is the only evidence that will accompany your submission throughout the judging process. Your written entry paper must be no more than two single sheets of A4 when printed (10 point type, single line spacing), which you will need save as a PDF and upload from your desktop. You may illustrate your submission PDF with thumbnail images, but these should be kept to a minimum.

Entries exceeding two sides will automatically receive lower scores from the judges..

## Eligibility

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The eligibility period for submissions should relate to the period January 2020 – January 2021. If your campaign ran outside these dates, please only discuss the activity that took place between them. Descriptions of submissions from winners and runners-up will be published in connection with the Awards. Entrants may mark certain sensitive parts of their entry 'not for publication' (such as exact budget figures etc.), provided such restrictions are not used unreasonably.

## Template for entry

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Your written entry is the basis on which you will be judged and shortlisted. The two pages should show how you meet all of the criteria in your chosen category.

At the beginning of your two pages the following information must be stated:

- Name of category entered
- Project title
- Entering company name
- Client, if applicable
- Video link, if applicable

## Supporting material

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As part of your entry you must upload at least ONE key image as a jpeg. Please bear in mind there is a max of 50MB for your entire entry. You will not be able to complete your entry if it is over 50MB.

Your image must comply with the following:

- Colour jpeg files
- No scanned images. Your high-quality key image must illustrate your entry. If it is only possible to supply scanned images they must be scanned to the highest possible resolution - 300dpi minimum.
- Should you reach the shortlist stage, these images may be used for publication through the awards website and will be used on-screen during the awards night presentation.

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## Video

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It is strongly advised that you also submit video material to illustrate your entry as well as the mandatory image. The video does not have to be of high quality and should run for no longer than three minutes. The video should be hosted via YouTube or Vimeo. Judges may not be able to watch all of the video, so be sure that all key facts supporting your entry are within the written submission. If used during the Awards presentation, your video will be shortened to a 30-second clip and shown without audio. Please ensure that you provide us with the correct link or your video will not show. YouTube Your video link should look like this [https://www.youtube.com/watch?v=HHqk\\_CpGM-c](https://www.youtube.com/watch?v=HHqk_CpGM-c). This link is found when you click 'share' options when on the original account that the video was uploaded to. A correct link for Vimeo should always be <https://vimeo.com/> followed by a number e.g. <https://vimeo.com/36820781> Please include the link to the video at the start of your written entry

## Hints & Tips

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**Use results:** In all of the categories, judges look for evidence of commercial success and innovation. This can be demonstrated in a number of ways but simple facts and figures often tell the story best. It always helps to explain the basis of a successful ROI for a campaign, project or business success story.

**Context:** The judges are experts in their field, but may not have intimate knowledge of the particular project or business that has been entered. It always helps to put an entry in the context of the wider business, marketing campaign or, even, specialist marketplace. It can help to think of each entry as a submission to a member of the board in a major blue chip company: they will have a grasp of what makes a successful business case, but not necessarily of the absolute minutiae of the particular market.

**Use video footage:** The use of video gives you the chance to bring your entry to life and give the judges something different to see than still documents and images. The video doesn't need to be of high quality or take up extra time; you could upload a promo video or it could be a new video and you and your team could use this as a fun opportunity to get creative! The video submitted may also be used in the Awards presentation if you are shortlisted so it's a great opportunity to show your campaign off to the industry!

# ENTRY KIT CATEGORIES & CRITERIA

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## **Tech as Part of a Campaign**

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This award now celebrated across six sub-categories – recognises tech innovations created as part of a brand campaign or branding initiative. Entrants must be able to demonstrate that the technology made a difference to the campaign. The winning entry must also explain how the tech furthered brand goals or solved brand problems.

Tech as Part of a Campaign: Charity

Tech as Part of a Campaign: Consumer Goods

Tech as Part of a Campaign: Entertainment

Tech as Part of a Campaign: Retail

Tech as Part of a Campaign: Services

Tech as Part of a Campaign: Public Sector

## **Best use of Experiential Tech**

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This category rewards a branded experience that makes use of technology in an innovative way that wows consumers, helps drive deeper engagement for fans and delivers an unforgettable experience for the customer. This can be a digital or physical experience, the sky's the limit.

## **Best Innovative App**

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This award recognises apps that have brought campaigns to life for customers; answer a customer need; further brands, or become products in their own right. Apps must demonstrate creativity, ingenuity, accessibility and great user experience.

## **Tech for Good**

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The winner of this award will demonstrate excellence in using technology in a creative campaign. Entries can be from commercial brands, agencies, tech providers or charities. Entrants must show how they have identified a specific audience need and created a piece of work (of any medium) that improves social, environmental and economic outcomes. It may or may not be pro bono work.

## **Best use of Experimental Tech**

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This award recognises campaigns that have used experimental technology to deliver great brand engagement. In particular, judges will be looking for an application of technology that is genuinely innovative, even if the technology itself is not being used for the first time.

## **Best use of Tech in Connected Home**

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Connected devices are becoming a mainstay of people's homes, giving rise to a revolution in how brands interact with consumers in meaningful, convenient and useful ways. This award celebrates new ways of marketing through connected devices in the home.

## **Best use of Tech in CRM**

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Tech has enabled brands to talk directly to their customers in more innovative and personalised ways. Companies that are most effective or innovating in customer relationship management should enter this award.

## **Best use of AI**

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This award recognises the most effective use of AI for a campaign or business optimisation. Entries must clearly explain what type of AI was used, how it was implemented, and how it produced demonstrably better results and performance for a brand.

## **Best Use of Creative Personalisation**

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This award is for campaigns using technology to deliver targeted and personalised communications. The winner will pair brilliant creative with insightful use of data and media to deliver a highly tailored message to the customer resulting in great engagement and conversions.

# ENTRY KIT CATEGORIES & CRITERIA

campaign  
**TECH**  
A W A R D S

## Best Audience Engagement

This award will recognise the technology and creativity behind campaigns that produce real, demonstrable engagement with their target audience.

## Best use of Data

This category seeks to recognise innovative brand activity rooted in data-driven customer insight. The winning work will show that data was used not only to solve a problem but also contributed to the brand's overall marketing mission.

## Best use of Insight

This award seeks to recognise innovative brand activity through insight. The winning work will show that insight was used not only to solve a problem but also contributed to the brand's overall marketing mission.

## Best use of Tech in out-of-home

The UK's out-of-home industry has been transformed by digital and there are more opportunities than ever before to use tech in ingenious ways to reach consumers. This award recognises memorable and powerful advertising created by innovative and creative uses of technology.

## Best use of paid search

**NEW**

We are seeking a proficient and successful management of a paid search campaign. Successful entrants must demonstrate an innovative use of the channel, incorporating data and new tools where necessary, managed by an in-house team or for a client. Judges will seek alignment to brand values and goals across a well thought-out and delivered effort.

## Best use of paid social

**NEW**

We are seeking an innovative and effective paid social campaign or strategy that gained a stellar set of results via a performance-based effort. Whether the objective was to drive sales, engagement, leads or even footfall, entries should demonstrate how client objectives were met and ROI achieved from the activity.

## Integrated Campaign of the Year

This award is for campaigns that demonstrate both excellence and creativity across a range of channels. The objectives of the media strategy must be clear and the entry should include how the campaign was modified for online and offline channels and how the channels came together to deliver outstanding results.

## Most Effective use of Programmatic Media

This award is open to media owners, media agencies, brands or creative agencies that have maximised the use of automated media solutions to create memorable campaigns. The judges will look for clever and creative ways of using data and optimising programmatic media deployment to achieve outstanding results for clients.

## Location-based or Proximity Marketing Campaign of the Year

This award celebrates agencies and tech providers who have enabled brands to give their consumers an engaging, personalised and targeted brand experience using proximity technology or location-based data. Open to all stripes of agency and tech companies.

# ENTRY KIT CATEGORIES & CRITERIA

campaign  
**TECH**  
A W A R D S

## One to Watch

This award honours the emerging new talents in an industry being revolutionised by the coming together of brave clients, smart creative thinkers and game-changing tech. We are looking for people who have demonstrated exceptional skill and ambition and whose personal endeavours, whether creative or tech focused, have begun to make their mark. We welcome entries from the individuals themselves or nominations from peers, company leaders and clients.

## Tech Pioneer of the Year

This award will celebrate the individuals, in brands, agencies or tech partners, that are leading the charge and creating great work, using smart technology, that delights and engages consumers and re-imagines the world. Personal nominations are welcome, as are entries from colleagues, company leaders and partners.

## Best response to change using tech

**NEW**

This category rewards the technology and creativity of campaigns that adapted quickly to change – whether it was in response to external factors such as the Covid-19 crisis or an internal shift. The judges will assess how the team responded to a changed brief and surpassed expectations.

## Tech diversity advocate of the Year

**NEW**

This category will reward an individual who has pushed forward the issues of diversity and inclusion over the last year. With campaigns such as #MeToo and #BlackLivesMatter, the issue of diversity has never been higher profile but entrants to this award must demonstrate how they have enacted real change within their teams, companies, the wider industry and society at large in one of the key areas listed below. Individuals can enter themselves or colleagues and partners.

- Origin (includes race)
- Balance (gender balance, work/life balance)
- LGBT+
- Mind (mental health and awareness)
- Parents & Carers
- Neurodiversity (supporting neurodivergent colleagues in the workplace)

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