



The Effective Digital Marketing Awards is a global awards programme, intended to recognise excellence in a variety of fields within the realm of digital marketing. While the Awards Ceremony will take place in London, brands and agencies from around the world are invited to enter. All entries can be submitted via the Awards Portal at:

www.effectivedigitalmarketingawards.awardsmadeeasy.com

It takes about a minute to create an account and then you can submit your entry/ies following the instructions you will find below.

Key Dates

16 March 2018: Early bird entry deadline

29 March 2018: Entry deadline

Early-mid May: Judging

Week of 14 May 2018: Shortlist announcement

10 July 2018: Awards Ceremony in London

25 Awards Categories

The awards are comprised of the 25 categories listed below:

Most Effective Mobile Campaign

This category recognises the most effective mobile marketing campaign or solution in any sector. It could be an ad campaign, an app, a technology platform or any other solution delivering effective marketing results.

Most Effective Social Campaign

This category recognises the most effective social media marketing campaign by a brand. It can take the form of a social media ad, or part of the brand's editorial social media outreach.

Most Effective Influencer Campaign

This category recognises the most effective influencer marketing campaign by a brand, using social influencers in order to deliver or amplify a brand message.

Most Effective User-generated Content Campaign

This category recognises the most effective user-generated content campaign by a brand, where content from the brand's customers or fans is used to deliver a brand message.

Most Effective Search Campaign

This category recognises the most effective use of search by a brand, either paid or organic.

Most Effective Content Marketing Campaign

This category recognises the most effective content marketing campaign by a brand.

Most Effective Video Campaign

This category recognises the most effective use of video in a brand's marketing campaign. It can take the form of a video ad, or branded video content.

Most Effective AR/VR Campaign

This category recognises the most effective use of AR (Augmented Reality) or VR (Virtual Reality) by a brand.

Most Effective Programmatic Campaign

This category recognises the most effective campaign by a brand which is executed programmatically.

Most Effective Performance Marketing Campaign

This category recognises the most effective performance marketing campaign by a brand, including, but not restricted to, affiliate campaigns.

Most Effective Email Campaign

This category recognises the most effective email marketing campaign by a brand.

Most Effective Integrated Campaign

This category recognises the most effective integrated campaign from a brand, where the campaign ran seamlessly and delivered a consistent message across multiple channels.

Most Effective Voice Assistant Campaign

This category recognises the most effective voice assistant campaign from a brand, targeting users via voice/virtual assistants such as Amazon Echo, Google Home, Apple HomePod and similar devices.

Most Effective Use of Data

This category recognises the best use of data by a brand as part of a marketing campaign or ongoing CRM activity.

Most Effective AI Solution

With AI (Artificial Intelligence) being deployed by multiple vendors across different parts of the digital marketing sector, this category recognises the most effective AI solution.

Most Effective Tech Platform

This category recognises the most effective tech platform. It can cover any aspect of digital marketing, including, but not restricted to, Demand Side Platforms, Supply Side Platforms, Data Management Platforms, Digital Asset Management Platforms, and Content Management Platforms. The judges will look for evidence of effectiveness in terms of customer testimonials and examples of successful use cases.

Most Effective Financial Services Campaign

This category recognises the best campaign or solution in the Financial Services sector. It could be an ad campaign, an app, a technology platform or any other solution delivering effective marketing results in the Financial Services sector.

Most Effective Publishing & Media Campaign

This category recognises the best campaign or solution in the Publishing sector. It could be an ad

campaign, an app, a technology platform or any other solution delivering effective marketing results in the Publishing sector.

Most Effective Entertainment Campaign

This category recognises the best campaign or solution in the Entertainment sector. It could be an ad campaign, an app, a technology platform or any other solution delivering effective marketing results in the Entertainment sector.

Most Effective Automotive Campaign

This category recognises the best campaign or solution in the Automotive sector. It could be an ad campaign, an app, a technology platform or any other solution delivering effective marketing results in the Automotive sector.

Most Effective Fashion & Luxury Campaign

This category recognises the best campaign or solution in the Fashion & Luxury sector. It could be an ad campaign, an app, a technology platform or any other solution delivering effective marketing results in the Fashion & Luxury sector.

Most Effective Retail & FMCG Campaign

This category recognises the best campaign or solution in the Retail & FMCG sector. It could be an ad campaign, an app, a technology platform or any other solution delivering effective marketing results in the Retail & FMCG sector.

Most Effective Travel & Tourism Campaign

This category recognises the best campaign or solution in the Travel & Tourism sector. It could be an ad campaign, an app, a technology platform or any other solution delivering effective marketing results in the Travel & Tourism sector.

Most Effective Public Sector Campaign

This category recognises the best campaign or solution in the Public sector. It could be an ad campaign, an app, a technology platform or any other solution delivering effective marketing results in the Public sector.

Most Effective B2B Campaign

This category recognises the best campaign or solution in the B2B sector. It could be an ad campaign, an app, a technology platform or any other solution delivering effective marketing results in the B2B sector.

Special Awards

There are three additional awards which will be presented at the Awards Ceremony, but which are not open for entry:

Grand Prix Award

This award will go to the best of the winning entries from all other categories, as decided by the judges.

Chairman's Award

This award goes to the entry deemed by the Chair of the Judges', David Murphy, to have been the best entry overall.

Digital Expert Partner of the Year

This award goes to the company that is deemed to have given the best presentation at one or more of our Masterclass knowledge-sharing events, and is based on the feedback we receive from the 6,000 brand marketer delegates who attend our events around the world every year.

Judges and Judging Criteria

The Masterclassing Marketing Awards will be judged by a global panel of leading brand marketers. All of the judges have served as Masterclassing keynote speakers in the past and will assess campaigns on four criteria, as outlined below. To reflect the Awards' focus on effectiveness, greater weighting is given to the Results section....

Strategy – 20%

Judges will be looking for evidence of a sound business strategy behind the development and launch of the campaign, platform, app or other marketing solution under scrutiny. What were the business goals the brand set out to achieve and how did the solution entered aim to meet them?

Innovation – 20%

For the Innovation element of the judging, the judges will quite simply be looking for evidence of originality and innovation, taking a different approach to solve an old problem.

Execution – 20%

For this part of the judging, the judges will be looking at how well the campaign or other solution was delivered. It's important to flag up any challenges that were encountered, whether in terms of developing the solution or targeting a particular audience segment, for example, and how these were overcome.

Results – 40%

Here, the judges are looking for evidence of success. Wherever possible, you should supply real numbers rather than percentages. If the numbers are confidential, please make this clear on the Entry Form. It goes without saying that entries supplied without results are going to be at a disadvantage from the outset.

Rules of Entry

All entries must be submitted by the Awards deadline, which is midnight (UK time) on Thursday, 29 March 2018.

Entries must be submitted via the Awards Portal at: www.effectivedigitalmarketingawards.awardsmadeeasy.com

Campaigns/projects may be entered into multiple categories.

Cost of entry:

The cost to enter one campaign or solution into one category is £175 + VAT. The cost to put the same entry into an additional category is an additional £175 + VAT. So to enter a single campaign or solution into one category costs £175; into two categories, £350; into three categories, £525. To enter two separate campaigns or solutions would cost £350 if entered into one category each. Either campaign or solution could be entered into multiple categories following the cost guidelines above. There is a £25 discount per entry, per category, submitted before the Early Bird deadline of midnight UK time, 16 March 2018.

Entries submitted after the deadline of 29 March 2018, but before the Late Entry deadline of 6 April 2018, will be subject to a £50 one-off surcharge per entry, per category. Payment for each entry can be made via the Awards Portal at www.effectivedigitalmarketingawards.awardsmadeeasy.com

A completed entry form is required for EACH entry. If you are entering the same campaign in more than one category, simply select each category you want to enter the campaign in.

Any queries should be addressed to the Awards team at: awards@masterclassing.com

The judges reserve the right to move an entry from one category to another if they believe it has been submitted to the wrong category and there is another, more appropriate category for it.

The judges reserve the right to withdraw a category if insufficient entries are received.

You may include supporting materials, in addition to your entry form, as follows:

- Images – maximum of 5
- PDF – maximum 6 pages
- PowerPoint presentation – maximum 6 slides
- Link to one video, maximum 3 minutes duration

If you include links to any sites in support of your entry, please make sure these links work, and please supply any username/password combinations needed to access them.

The judges' decisions are final and no correspondence will be entered into.

Commercial sensitivity. Any information contained in your Awards entry which is not for publication should be clearly marked 'Not for publication'.

By submitting an entry, you confirm that you agree with the Rules of Entry.

Entry Instructions

Please follow the instructions here to complete your entry/ies.

1. Head for www.effectivedigitalmarketingawards.awardsmadeeasy.com and create an account. It takes about a minute.
2. Click on 'Create a new entry'

To select the category you wish to enter your work for, simply tick the appropriate box in Section 2. If you wish to enter the work in more than one category, tick all categories you wish to enter. The cost to enter an award is £175 plus VAT per submission, per category. So enter two categories cost £350, to enter three categories costs £525. There is a £25 discount per entry submitted before the Early Bird deadline of midnight UK time, 16 March 2018.

3. Step 3: Enter the details relating to your entry. Click on the ? symbol below each text entry box for more details on the information required in each section.
4. Step 4: Upload supporting materials to help the judges gain a fuller understanding of your submission. You can upload the following:
 - Images – maximum of 5
 - PDF – maximum 6 pages
 - PowerPoint presentation – maximum 6 slides

- Link to one video, maximum 3 minutes duration
5. Preview the supporting materials you have uploaded.

Payment

Entries must be paid for before they can be considered for the Awards. To pay for your entries, select the entries you wish to pay for in the 'Completed and Not Paid' section, then click on the 'Pay for Selected Entries' button.

Next, click on 'Generate an Invoice' to generate an invoice that can be paid by bank transfer (BACS) or credit card. The system will then generate an invoice for your entries. This should be settled immediately. If you already have Masterclassing set up as a supplier, please settle the invoice in the usual manner. If we are not set up as a supplier, either use the details on the invoice to pay by BACS, or click on Pay by Card to pay by credit card. If you have any queries regarding payment, please email awards@masterclassing.com.

Judging and Shortlist Announcement

Judging will take place during early to mid-May. The shortlist of Awards finalists will be announced during the week of 14 May.

Awards Ceremony

The Awards Ceremony takes place in London on 10 July 2018. More details will be announced after the Shortlist has been revealed.