



**E** MARKETING ASIA  
eCOMMERCE  
AWARDS 2019

*Marketing* magazine is pleased to present the second Southeast Asian edition of the **Asia eCommerce Awards**. This premier event celebrates exceptional eCommerce platforms, innovations and campaigns from across Southeast Asia, South Asia and ANZ regions.

We have 30 highly relevant categories available to enter with Gold, Silver and Bronze awards up for grabs. The leading performers across all categories will take home the coveted 'overall' titles of eCommerce Agency of the Year, eCommerce Brand of the Year and eCommerce Retailer of the Year.



Finalists and winners will be decided by a distinguished panel of senior-level industry experts. Winners of the Asia eCommerce Awards represent the best in the eCommerce community and will be announced at a gala dinner ceremony on **21 November** at the **InterContinental Singapore**.

Take a look over the category list and find the most appropriate categories for you. There is no limit to the number of categories you can enter or the number of entries you can submit per category.

This is your chance to shine in front of the entire eCommerce community so don't delay - start your entry today!

## **Best in eCommerce**

1. Best in eCommerce (Brands) – Banking/Financial Services
2. Best in eCommerce (Brands) – Beauty
3. Best in eCommerce (Brands) – Electronics & Gadgets
4. Best in eCommerce (Brands) – Fashion & Apparel
5. Best in eCommerce (Brands) – Food & Beverage
6. Best in eCommerce (Brands) – Home & Living
7. Best in eCommerce (Brands) – Lifestyle & Travel
8. Best in eCommerce (eRetailer) – Entertainment
9. Best in eCommerce (eRetailer) – Fashion & Apparel
10. Best in eCommerce (eRetailer) – Food & Beverage
11. Best in eCommerce (eRetailer) – Health & Beauty
12. Best in eCommerce (eRetailer) – Lifestyle & Travel
13. Best in eCommerce – Classifieds/P2P
14. Best in eCommerce – Marketplace

## **Best eCommerce Enablers**

15. Best eCommerce Consultant
16. Best eCommerce Customer Service
17. Best eCommerce Fulfilment
18. Best eCommerce Payment Solutions
19. Best eCommerce Solution

## **Best Use**

20. Best eCommerce Innovation
21. Best eCommerce Loyalty Programme
22. Best Use of AI
23. Best Use of UI/UX Design

## **Best eCommerce Marketing Campaign**

24. Best eCommerce Campaign – Adwords
25. Best eCommerce Campaign – Content Marketing
26. Best eCommerce Campaign – Cross-border
27. Best eCommerce Campaign – Influencers
28. Best eCommerce Campaign – Mobile
29. Best eCommerce Campaign – Social Media
30. Best Integrated eCommerce Campaign

## **Overall Awards 2019 (Not for entry)**

31. eCommerce Agency of the Year 2019 (Not for Entry)
32. eCommerce Brand of the Year 2019 (Not for Entry)
33. eCommerce Retailer of the Year 2019 (Not for Entry)

The eligibility period is from **1 July 2018 to 31 August 2019**. All work submitted must have been launched, been active and/or have measurable results during this period.

Entrants must have an office in the eligible region<sup>^</sup>, and work must have been conceptualised and/or carried out from this office for a regional and/or global market that includes at least one country within the eligible regions.

Categories are open to brands, retailers and their respective agencies, enablers, and manufacturers.

Agencies and vendors may submit entries on behalf of their clients but we request that they seek permission from the client before submitting to avoid the duplication of entries. Entries carried out in partnership between organisations are welcome too.

Entrants may submit the same campaign in multiple categories but should outline how each fit the specific category at hand. There is no limit to the number of entries an entrant may submit.

<sup>^</sup>Countries in the eligible regions include the following:

Australia, Bangladesh, Bhutan, Brunei, Cambodia, East Timor, India, Indonesia, Laos, Malaysia, Maldives, Myanmar, Nepal, New Zealand, Pakistan, Papua New Guinea, Philippines, Singapore, Sri Lanka, Thailand and Vietnam.

## KEY DATES

Entries close: **23 August 2019**  
**(2359 hours)**

Awards night: **21 November 2019**





Please read the following instructions and requirements to ensure your entries are submitted successfully.

All entries, supporting documents and required items should be submitted online at: <https://awards.marketing-interactive.com/ecommerce-2019/entry-submission/>

The entry deadline is **23 August 2019**.

During the online submission process, you will be prompted for the following information; you may wish to prepare it in advance.

Any or all information (unless specified as confidential and for use only by the awards jury) may be used during and after the **Asia eCommerce Awards** gala dinner and on any and all related materials including trophies, signage, certificates and write-ups in *Marketing* magazine.

### Start Registration

Email address (you will have to key in your email address before you can proceed with the online submission process)

### Contact Person

Full Name:

Company Name:

Job Title:

Email:

Telephone Number:

Mobile Number:

Mailing Address:

### Entry Details

1. Category
2. Name of client / organisation
3. Name of brand (*only if different from client*)
4. Industry of brand
5. Name of agency
6. Name of campaign / initiative / programme
7. Client's team contact details
8. Upload submission document
9. High res logo of brand / organisation / agency
10. High res image to represent entry (*this may be used on the night of the awards and any related marketing materials*)

Agency Team Credits: (Separate team members with a ';' e.g. '<full name>, <job title>, <organisation>; <full name>, <job title>, <organisation>; etc.')

Client Team Credits: (Separate team members with a ';' e.g. '<full name>, <job title>, <organisation>; <full name>, <job title>, <organisation>; etc.')

## Files to upload

Core Submission Document that contains:

1. Company Name
2. Cover Page with:
  - a) Category
  - b) Campaign/Initiative/Programme Name
  - c) Client Organisation
  - d) Brand *(only if different from Client)*
  - e) Agency
3. Grading Criteria:

Categories 1 – 14	Categories 15 – 30
Performance (40%)	Creation and Planning (20%)
Product (40%)	Development (30%)
Perspective (20%)	Execution & Innovation (30%)
	Results (20%)

Please refer to the judging criteria for full breakdown in the following pages. If you're submitting more than one entry, or the same entry in multiple categories, please tailor each entry to its respective category guidelines.

4. Supporting documentation  
 You may submit campaign images, screenshots, graphs, charts, illustrations, videos, Youtube URLs, etc. Please note that supporting documents are not mandatory.
5. Only a maximum of 10 supporting files will be allowed.
6. Filenames should not include any special characters, such as: &, \_, (, @, #, \$, %, and the like. Please keep your filenames short and simple. In order for your files to be uploaded smoothly, the file names should only contain alphanumerical characters and not contain spaces.

\*Any specific information or content intended for judging purposes only must be clearly indicated in **red text**. Any text **highlighted in red** will not be used for any other purpose, and will not be disseminated beyond the judging panel in any way.

## Required Formats

Core Submission Document:	.pdf
Supporting documents:	.pdf, .xls, .ppt, .doc
Images:	.jpg, .ai, .psd, .bmp
Recommended file size (all documents):	5MB
Min. resolution for images:	300dpi

You may upload videos into any video-sharing website e.g. YouTube. Please set the privacy setting to 'Unlisted' so the video is accessible to only those with the link. Include the direct link in your Core Submission Document. If you password-protect it, do include the access password in your document.

## **Important Notes:**

- Entries done in any other format may not be accepted.
- Entrants should not exceed the word limit. Judges can deduct marks for excessive word counts.
- After the submission deadline, all details on the entry submission form, including company names, accreditation and so on, are FINAL and can NOT be changed and/or transferred to another party.
- Details submitted will be presented accordingly on the prize announcements as well as on trophies and/or any other awards-related materials.
- Please check your submissions thoroughly.

- Any invalid or incomplete submissions will be subject to a penalty deduction of your total score.

## Fees

**SGD 339** per entry (exclusive of GST).

GST is only applicable to entries from Singapore-based companies.

Payment method: Credit cards (Visa, Mastercard, Amex).

All entries are non-refundable.

## For further enquiries, please contact:

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In your Core Submission Document, please ensure you address the following sections. Keep your answers as concise as possible and do not exceed the respective sections' word limit. Tailor your answers based on the category you are entering (see the category descriptions overleaf).

## **Best in eCommerce categories (1 – 14)**

### **Performance (max. 500 words) 40%**

Outline the commercial performance of your company over the awards period – what makes this significant and unique?

Judges will be looking out for information such as:

- Approximate company turnover
- Increase in business and profit during the awards period
- % Sessions with product page view
- % Sessions with Add-to-cart
- % Sessions with transactions
- Average monthly unique visitors
- Average basket value per order
- What has been the percentage increase in site traffic over the last year?
- % of new customers per month
- % of repeat buyers per month
- The approximate size of your current customer base

- People - key hires, promotions, staff retention and satisfaction

### **Product (max. 500 words) 40%**

Detail how you have developed your product and services offering over the awards period – what makes this significant and compelling?

Judges will be looking out for:

- How Rich Media and Social Media were effectively employed, and the results/ROI
- Security and privacy measures put in place
- Customer feedback received
- Development of online propositions, in terms of:
  - successful campaigns
  - innovations
  - customer focus, retention, and experience
- How did this achieve success across a range of areas to really drive customer engagement? Areas may include: cross-channel integration, introduction of new payment options, speed and ease of user journey, launch of new channels, up-selling between the channels and pre and post-sales support.



## **Perspective (max. 500 words) 20%**

Elaborate on how your company has demonstrated innovation and thought-leadership over the past year.

You may want to include:

- Examples of innovation
- What technologies have you implemented and what impact have these had on your business performance?
- How have you introduced social elements to your site and how has this improved the users' experience?
- Industry contribution & thought-leadership
- Plans and future goals

Recommended information (where applicable):

- Year of establishment
- Target audience
- Key competitors
- Media channel(s) used

## **Best eCommerce Enablers categories (15 – 19)**

### **Best Use categories (20 – 23)**

### **Best eCommerce Marketing Campaign categories (24 – 30)**

## **Creation and Planning (max. 400 words) 20%**

Judges will be looking for (where relevant):

- A clear description of the business/campaign/product objectives during the planning and designing process
- A demonstration of innovative idea(s) and how the idea differs from existing ideas: will it alter the way other businesses/brands develop their ideas in the future?
- A demonstration of how the creative work has delivered a competitive advantage.

## **Development (max. 500 words) 30%**

The judges will be looking for (where relevant):

- Evidence of engaging, relevant and appropriate content for the identified audience/product.
- Framework of the structure, the organisation of content, and the prioritisation of information so it is consistent, intuitive and transparent.
- High quality design which emphasises functionality and anticipates a wide diversity of user needs.

## **Execution and Innovation (max. 500 words) 30%**

Judges will be looking to see that (where relevant):

- The execution catered to the needs of consumers and created a delightful user experience.
- User interaction with the solution was seamless and consistent.
- The work was consistent with the original idea and demonstrates innovation.
- The work was significant and compelling when compared with the market.

## **Results (max. 500 words) 20%**

Judges want to see that (where relevant):

- The platform has impacted businesses and industries in a measurable and meaningful way.

Examples of a measurable and meaningful impact:

- Personalised flow of information to allow a better customer experience.
- High customer engagement with online shop and social accounts.
- High conversion rates, excellent SEO.
- Demonstrable ROI, etc.

Recommended information (where applicable):

- Campaign start date

- Campaign end date
- Key objectives
- Target audience
- Key competitors
- Budget
- Media channel(s) used
- Strategic thought behind the type of event/campaign chosen
- Creative expression
- Creative/media rationale
- Evidence/metrics showing the marketing objectives



## **1. Best in eCommerce (Brands) – Banking/Financial Services**

This category recognises brands in the banking/financial services industries who have established the best online storefront. Awards in this category will go to those who successfully expanded their business by establishing or improving an eCommerce platform and/or maximised their presence on third party eCommerce platforms. Entrants should demonstrate a seamless customer experience and user journey from pre to post-sale, as well as successful campaigns and innovations designed to improve retention and increase audience acquisition.

## **2. Best in eCommerce (Brands) – Beauty**

This category recognises brands in the beauty industries who have established the best online storefront. Awards in this category will go to those who successfully expanded their business by establishing or improving an eCommerce platform and/or maximised their presence on third party eCommerce platforms. Entrants should demonstrate a seamless customer experience and user journey from pre to post-sale, as well as successful campaigns and innovations designed to improve retention and increase audience acquisition.

## **3. Best in eCommerce (Brands) – Electronics & Gadgets**

This category recognises brands in the electronics & gadgets industries who have established the best online storefront. Awards in this category will go to those who successfully expanded their business by establishing an eCommerce platform and/or maximised their presence on third party eCommerce platforms.

Entrants should demonstrate a seamless customer experience and user journey from pre to post-sale, as well as successful campaigns and innovations designed to improve retention and increase audience acquisition.

## **4. Best in eCommerce (Brands) – Fashion & Apparel**

This category recognises brands in the fashion & apparel industry who have established the best online storefront. Awards in this category will go to those who successfully expanded their business by establishing or improving an eCommerce platform and/or maximised their presence on third party eCommerce platforms. Entrants should demonstrate a seamless customer experience and user journey from pre to post-sale, as well as successful campaigns and innovations designed to improve retention and increase audience acquisition.

## **5. Best in eCommerce (Brands) – Food & Beverage**

This category recognises brands in the food & beverage industry who have established the best online storefront. Awards in this category will go to those who successfully expanded their business by establishing an eCommerce platform and/or maximised their presence on third party eCommerce platforms. Entrants should demonstrate a seamless customer experience and user journey from pre to post-sale, as well as successful campaigns and innovations designed to improve retention and increase audience acquisition.

## **6. Best in eCommerce (Brands) – Home & Living**

This category recognises brands in the home & living industries who have established the best online storefront. Awards in this category will go to those who successfully expanded their business by establishing an eCommerce platform and/or maximised their presence on third party eCommerce platforms. Entrants should demonstrate a seamless customer experience and user journey from pre to post-sale, as well as successful campaigns and innovations designed to improve retention and increase audience acquisition.

## **7. Best in eCommerce (Brands) – Lifestyle & Travel**

This category recognises brands in the lifestyle & travel industries who have established the best online storefront. Awards in this category will go to those who successfully expanded their business by establishing an eCommerce platform and/or maximised their presence on third party eCommerce platforms. Entrants should demonstrate a seamless customer experience and user journey from pre to post-sale, as well as successful campaigns and innovations designed to improve retention and increase audience acquisition.

## **8. Best in eCommerce (eRetailer) – Entertainment**

This category recognises eRetailers in the entertainment industries who have established the best online storefront. Entertainment could include cinemas, theatres or film, music and/or games merchants etc. Awards in this category will go to those who successfully expanded their business by establishing or improving

eCommerce platform and/or maximised their market share among competitors in this industry. Entrants should demonstrate a seamless customer experience and user journey from pre to post-sale, as well as successful campaigns and innovations designed to improve retention and increase audience acquisition.

## **9. Best in eCommerce (eRetailer) – Fashion & Apparel**

This category recognises eRetailers in the fashion & apparel industries who have established the best online storefront. Awards in this category will go to those who successfully expanded their business by establishing or improving an eCommerce platform and/or maximised their market share among competitors in this industry. Entrants should demonstrate a seamless customer experience and user journey from pre to post-sale, as well as successful campaigns and innovations designed to improve retention and increase audience acquisition.

## **10. Best in eCommerce (eRetailer) – Food & Beverage**

This category recognises eRetailers in the food & beverage industries who have established the best online storefront. Awards in this category will go to those who successfully expanded their business by establishing or improving an eCommerce platform and/or maximised their market share among competitors in this industry. Entrants should demonstrate a seamless customer experience and user journey from pre to post-sale, as well as successful campaigns and innovations designed to improve retention and increase audience acquisition.



## **11. Best in eCommerce (eRetailer) – Health & Beauty**

This category recognises eRetailers in the health & beauty industries who have established the best online storefront. Awards in this category will go to those who successfully expanded their business by establishing or improving an eCommerce platform and/or maximised their market share among competitors in this industry. Entrants should demonstrate a seamless customer experience and user journey from pre to post-sale, as well as successful campaigns and innovations designed to improve retention and increase audience acquisition.

## **12. Best in eCommerce (eRetailer) – Lifestyle & Travel**

This category recognises eRetailers in the lifestyle & travel industries who have established the best online storefront. Awards in this category will go to those who successfully expanded their business by establishing or improving an eCommerce platform and/or maximised their market share among competitors in this industry. Entrants should demonstrate a seamless customer experience and user journey from pre to post-sale, as well as successful campaigns and innovations designed to improve retention and increase audience acquisition.

## **13. Best in eCommerce – Classifieds/P2P**

This category recognises companies who have established the best online peer-to-peer eCommerce platform. Awards in this category will go to those who successfully expanded their business by establishing or improving an eCommerce platform and/or

maximised their market share among competitors in this industry. Entrants should demonstrate a seamless customer experience and user journey from pre to post-sale, as well as successful campaigns and innovations designed to improve retention and increase audience acquisition.

## **14. Best in eCommerce – Marketplace**

This category recognises companies who have established the best online marketplace. Awards in this category will go to those who successfully expanded their business by establishing or improving an eCommerce platform and/or maximised their market share among competitors in this industry. Entrants should demonstrate a seamless customer experience and user journey from pre to post-sale, as well as successful campaigns and innovations designed to improve retention and increase audience acquisition.

## **15. Best eCommerce Consultant**

This category recognises the best consultant firms that serve eCommerce clients. Entries must demonstrate how the platform(s) benefitted from relevant counsel regarding best practices and transformations. Entrants should also demonstrate how the client's results have improved after use of their services.

## **16. Best eCommerce Customer Service**

This category recognises companies that provide a truly interactive and high quality customer service for their online retail platform, including pre and post-sales. Entrants must demonstrate how they have gone above and beyond to help their customers and should provide evidence of how they make it easy for customers to reach out to the customer service team throughout the entire purchase process from pre to post-sale. Entrants should provide testimonials as well as evidence of the team correcting faults or remedying complaints made by customers through the online portal as well as social media channels.

## **17. Best eCommerce Fulfilment**

This category recognises the best companies who offer fulfilment and/or shipping and delivery services for online storefronts; this could include dedicated fulfilment and/or delivery companies as well as retailers and agencies which provide relevant fulfilment and/or delivery services. Entrants should demonstrate innovative ideas, products, systems or processes that helped to provide a seamless delivery process.

## **18. Best eCommerce Payment Solutions**

This category recognises companies who have established a seamless payment experience for consumers during their online purchase, through a payment gateway or mobile wallet. Entrants can include dedicated payment companies as well as retailers and agencies which provide relevant payment solutions. Entrants

should demonstrate innovative ideas, products, systems or processes that helped to provide a seamless payment process.

## **19. Best eCommerce Solution**

This category recognises the best eCommerce solution offered to the industry by solution providers including agencies. Awards for this category will go to the providers or agencies that demonstrated exceptional technical services and solutions to eCommerce clients, ranging from platform design to search analysis, programmatic solutions and many more.

## **20. Best eCommerce Innovation**

This category recognises the brand or retailer that has integrated new technologies into their eCommerce platform to improve their customer experience in innovative ways. Entrants should demonstrate how they make use of technologies such as Augmented Reality/Virtual Reality/Voice Search or other new technologies in their eCommerce experience and how this resulted in increased sales/engagement with their consumers.

## **21. Best eCommerce Loyalty Programme**

This category recognises the best programme that was designed to grow and retain existing eCommerce customers through incentives. Entrants should outline how the programme successfully improved online customer loyalty and online buying behaviour through a strategic customer value proposition.

## **22. Best Use of AI**

This category recognises brands and retailers that have utilised new machine learning technologies to improve the customer journey, customer engagement, customer personalisation, and/or the efficiency of their eCommerce platform. Entrants should be able to demonstrate an improved business performance from the use of AI.

## **23. Best Use of UI/UX Design**

This category recognises eCommerce websites and app platforms that have been designed or re-designed to provide a truly seamless and intuitive user interface as well as user experience. Entrants must demonstrate how the design of the platform has supported an improved business performance by providing an enjoyable, relevant and personalised online shopping experience for all customers.

## **24. Best eCommerce Campaign – Adwords**

This category recognises the best AdWords marketing campaign. Entrants should demonstrate how the campaign attracted shoppers' attention and identified clear target audience(s). Entrants must present quantifiable results demonstrating how the AdWords campaign successfully drove traffic, ultimately leading to higher brand awareness and resulting in business growth.

## **25. Best eCommerce Campaign – Content Marketing**

This category recognises the best content marketing campaign. Entrants should demonstrate how the campaign captured shoppers' attention, engaged target audience(s) and encouraged consumption. Entrants must present quantifiable results demonstrating how the content marketing campaign successfully drove traffic, ultimately leading to higher brand awareness and resulting in business growth.

## **26. Best eCommerce Campaign – Cross-border**

This category recognises the best cross-border marketing campaign. Entrants should demonstrate how the campaign attracted shoppers' attention and encouraged cross-border online purchases. Entrants must present quantifiable results demonstrating how the campaign successfully drove traffic, ultimately leading to higher brand awareness and resulting in business growth.

## **27. Best eCommerce Campaign – Influencers**

This category recognises the best use of influencers in a marketing campaign. Entrants should demonstrate how the campaign captured shoppers' attention, engaged target audience(s) and encouraged consumption. Entrants must present quantifiable results demonstrating how the influencers used in the campaign successfully drove traffic, ultimately leading to higher brand awareness and resulting in business growth.

### **28. Best eCommerce Campaign – Mobile**

This category recognises the best mobile/app marketing campaign. This could include using applications and mobile as a media format, mobile app marketing, and/or marketing and advertising through mobile and apps. Entrants must present quantifiable results demonstrating how the mobile marketing campaign successfully drove eCommerce traffic, ultimately leading to higher brand awareness and resulting in business growth.

### **29. Best eCommerce Campaign – Social Media**

This category recognises the best social media marketing campaign. Entrants should demonstrate how the campaign captured shoppers' attention, engaged target audience(s) and encouraged consumption. Entrants must present quantifiable results demonstrating how the social media campaign successfully drove traffic, ultimately leading to higher brand awareness and resulting in business growth.

### **30. Best Integrated eCommerce Campaign**

This category recognises the best integrated campaign that was executed across multiple channels (at least 3 channels) to support the strategic approach and the results from the combined use. Entrants should demonstrate how the campaign captured shoppers' attention, engaged target audience(s) and encouraged consumption. Entrants must present quantifiable results demonstrating how the integrated campaign successfully drove

traffic, ultimately leading to higher brand awareness and resulting in business growth.

### **31. eCommerce Agency of the Year 2019 (Not for Entry)**

This is awarded to the Agency that performs best across all categories at the Asia eCommerce Awards 2019. This category is not open for entry.

### **32. eCommerce Brand of the Year 2019 (Not for Entry)**

This is awarded to the Brand that performs best across all categories at the Asia eCommerce Awards 2019. This category is not open for entry.

### **33. eCommerce Retailer of the Year 2019 (Not for Entry)**

This is awarded to the Retailer that performs best across all categories at the Asia eCommerce Awards 2019. This category is not open for entry.



Entry fees are non-refundable. Entries will not be considered for judging if payment is not received by the submission deadline.

The judges' decisions are final.

Should your entry be shortlisted, the details found on your online registration will be reflected on the website and trophy (presented on the awards night, should you win). The reflected text will be case sensitive.

**The overall winners are decided based on the following weightage. The entrant who earns the highest points will be crowned overall winner.**

**Gold:** 4 points

**Silver:** 2 points

**Bronze:** 1 point

All judges of the **Asia eCommerce Awards 2019** are bound by a non-disclosure agreement covering confidentiality, conflicts of interest, and contact with entrants.

To ensure a fair result, judges will not have access to entries

submitted by their own organisation or that of their competitors.

Without prior notice, *Marketing* magazine reserves the right to merge categories or dissolve any categories should it be deemed necessary. Should a category or categories be dissolved, entries in that category(ies) will not be refunded.

The entrant agrees that *Marketing* magazine or *Lighthouse Independent Media* will not accept responsibility for errors or omissions reproduced in the presentation of *Marketing* magazine or for work lost or damaged under any circumstances.

Any specific information or content intended for judging purposes only must be clearly indicated in **red text** or **highlighted in red**. This information will not be used for publication and will not be disseminated beyond the judging panel in any way.

The entrant grants *Marketing* magazine permission to show material from the entries at the awards presentation, in the magazine and at any time as deemed appropriate.

## Important

Please note that after the submission deadline, all details on the entry submission form, including company names, credits etc. are FINAL and cannot be changed and / or transferred to another party.

Details will be presented accordingly on the shortlist announcements as well as on trophy(ies) and/or any other awards-related materials. Any changes made after submission will be charged 10% entry fee per change.

Finalists need to be present or appoint a representative to be present at the awards gala dinner in order to receive their trophy(ies) in case they win.

