



MARKETING
DIGIZ
AWARDS
2020

9 SEP | HONG KONG

ENTRY GUIDELINES

AWARDS CATEGORIES

In today's hyper-connected world, digital marketing is no longer a trend, and is now more than ever an important element for every business to connect with their customers. Marketers are pushing the limits in the digital space to stay at the forefront of this fast-moving industry.

Marketing magazine is proud to present the **DigiZ Awards** to showcase the brilliance of digital marketing campaigns and celebrate the region's top digital marketers with their cutting-edge digital strategies. It is the premier event honouring the very best leadership in this tremendous growth industry in Hong Kong.

Judged solely by an expert panel of industry leaders and senior-level professionals from marketing and related digital fields, **DigiZ Awards** welcomes entries from client marketers, and agencies entering on behalf of their clients, to showcase their most creative and innovative works/initiatives.

Take a look over the category list and find the most appropriate categories to maximise your chances.

We look forward to receiving your submissions.

DIGITAL CAMPAIGN AWARDS

1. Best Customer Journey
2. Best Data Activation
3. Best Design App
4. Best Design Website
5. Best Digital Content Marketing Programme
6. Best Digital CRM Campaign
7. Best Digital Performance Campaign
8. Best Retargeting Campaign
9. Best SEM Campaign
10. Best UI/UX
11. Best Video Campaign
12. Most Innovative Branded Content
13. Most Innovative Technology
14. Most Innovative Use of Data
21. Best eCommerce Strategies
22. Best Gaming Integration Strategies
23. Best Interactive Media Strategies
24. Best Mobile Integration Strategies
25. Best O2O Strategies
26. Best Programmatic Strategies
27. Best Sales Lead Generation Solution
28. Best Social Media Strategies
29. Best Technology Solution

DIAMOND AWARDS*

30. APP of the Year
31. Website of the Year
32. eCommerce of the Year

*For Diamond Awards, only 1 winner will be crowned per category

DIGITAL STRATEGY & SOLUTION AWARDS

15. Best AI Solution
16. Best Conversion Optimisation Strategies
17. Best Creative Use of AR/VR
18. Best Creative Use of Influencer
19. Best Customer Engagement Digital Strategies
20. Best Digital Advertising Strategies

SUBMISSION OVERVIEW

To ensure a smooth entry submission, please go through these guidelines thoroughly before you proceed.

All entries, supporting documents and required materials are to be submitted online here: <https://awards.marketing-interactive.asia/digiz-hk/entry-submission> by **12 June 2020, 6pm**.

Important: To ensure a fair result, *Marketing* enforces a system where judges will not have access to entries submitted by their own organisation or other organisations from the same industry.

WHO CAN ENTER

Submissions are open to client organisations and brands, however, digital agencies, advertising agencies, media agencies, digital agencies, PR firms, ad networks, media owners, app developers and service providers can submit entries on behalf of their clients.

ELIGIBILITY

All work must have been conceptualised and carried out in Hong Kong for the Hong Kong market or for a regional and/or global market that includes Hong Kong.

Eligibility period: All work, campaigns or initiatives must have been launched or active between the eligibility period of **1 January 2019 – 31 December 2019**. Entries should reflect results achieved during this period.

Number of submissions: Entrants may submit the same works/campaigns/initiatives into multiple categories or different works/campaigns/initiatives into one category. There is no limit to the number of entries an entrant may submit. However, when submitting multiple entries, you are strongly recommended to tailor them based on the requirements of each category.

KEY DATES

Submission deadline (extended)	19 June 2020, 6pm
Finalists announced	28 July 2020
Awards presentation	9 September 2020

ONLINE ENTRY SUBMISSION

REQUIRED FORMATS

All entries **must be completed on the templates* issued by the organiser** and submitted in the format mentioned below.

Submission template links:

For Categories 1-29: http://assets.marketing-interactive.com/hk/awards/Digiz2020/Template/DigiZ%20HK2020_Template%28Cat%201-29%29.pptx

*For Categories 30-32: http://assets.marketing-interactive.com/hk/awards/Digiz2020/Template/DigiZ%20HK2020_Template%28Cat%2030-32%29.pptx

Document format

Core submission document:	.ppt / .pptx / .pdf only
Name your submission document as in:	Category name_Client organisation
Logo of the client organisation and image(s) of campaign:	.jpg only
Font size:	18 or above Indicate in red text or highlighted in red any specific information or content intended only for judging purposes and not for publication.
Video:	YouTube or Vimeo link only. Please read the video requirements below.
Max file size (all documents):	10 MB

Video requirements

Length:	Three minutes only. Video beyond this time limit will NOT be viewed.
Procedure:	<ol style="list-style-type: none"> 1. Upload your video onto YouTube or Vimeo. 2. Set the privacy setting to “unlisted” so the video is accessible to only those with the link. 3. Include the direct link in your core submission document. 4. If you password-protect it, include the access password in your document.

Important points to note:

- Entries done in any other format will **NOT** be accepted.
- Altering the submission template or deleting any words from the slides may result in a 30% deduction of total marks.
- The number of slides specified for each template is fixed and **CANNOT** be exceeded.
- After the submission deadline, all details on the entry submission form, including company names, credits and so on, are **FINAL** and **CANNOT** be changed and/or transferred to another party. Details will be presented accordingly on the prize announcements as well as on trophies and/or any other awards-related materials. Any changes made after submission will be charged **10% of the submission fee**.
- Also, please ensure that all details are submitted in **English** only.

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

ONLINE ENTRY SUBMISSION

ENTRY FEE AND PAYMENT METHOD

Entry fee:

Categories 1-29: **HK\$1,800**

Categories 30-32 (Diamond Awards): **HK\$2,300**

Payment methods:

 Credit cards, cheques, bank transfers.

– Credit cards accepted: Visa, MasterCard, Amex.

– For payments made by cheque and bank transfer, they are welcome for amounts over HK\$10,000.

An invoice will be sent to you upon confirmation of your entry submission.

Entry fees are non-refundable.

Trophy is not included in the entry fees.

CONTACT US

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JUDGING CRITERIA

In your core submission document, address the following sections. Keep your content as concise as possible, and do not exceed the word limit in the respective sections. **Judges have the right to deduct points for incomplete information and an exceeded word limit.**

Entries will be subjected to disqualification. Tailor your content based on the category you are entering (refer to category descriptions on pages 8-11).

Digital Campaign Awards, Digital Strategy & Solution Awards (Categories 1-29)

Total: 100%

Challenge (10%) (1 slide)

The judges will be looking for:

- The market situation the business/brand was operating in.
- A clear description of the business/brand consumer challenge that was being addressed.
- Any key statistics which help illustrate the scale of this challenge in more detail.

Mandatory information: Start date, end date, key objectives, target audience and budget.

Reminder: Eligibility period: 1 January 2019 – 31 December 2019.

Strategy (30%) (3 slides, visuals included)

The judges will be looking for:

- Description of your digital strategy.
- The core insight or idea the work was built on.
- An outline of your creative, and the innovation you used, along with the unique features underlying them.
- How these were developed to be both distinctive and impactful.

Mandatory information: Core strategy, campaign concept, creative rationale and the technology used.

Execution (30%) (3 slides, visuals included)

The judges will be looking for:

- An overview of how your campaign/strategy was implemented and its level of success.
- The different tactics/mediums used and their role within the campaign/programme.
- Details on how well the digital integration was delivered in overcoming the challenge.

Results (30%) (2 slides, visuals included)

The judges will be looking for:

- Clear evidence/metrics demonstrating the performance, along with quantifying the results.
- How this solved the marketing challenge you faced.
- A clear rationale as to why you believe this qualifies for a DigiZ Award.

JUDGING CRITERIA

In your core submission document, address the following sections. Keep your content as concise as possible, and do not exceed the word limit in the respective sections. **Judges have the right to deduct points for incomplete information and an exceeded word limit.**

Entries will be subjected to disqualification. Tailor your content based on the category you are entering (refer to category descriptions on pages 12).

Diamond Awards (Categories 30-32)

Total: 100%

Strategy (20%) (2 slides)

The judges will be looking for:

- The market situation and the problem/challenge you faced. What was the competitor landscape?
- A clear description of the objectives you wanted to achieve by tackling the challenge
- Description of your business strategy and the core insights your work was built on.
- How you achieved your goals in overcoming the problem/challenge.

Mandatory information: Key objectives, target audience and challenge

Reminder: Eligibility period: 1 January 2019 – 31 December 2019.

Creativity & Innovation (30%) (2 slides, visuals included)

The judges will be looking for:

- A clear description on the creative and innovative elements, including content, design, innovative technology, and if any, unique features employed.
- A demonstration of how the creative/innovative work delivered a competitive advantage to differentiate from your competitors

Execution (30%) (2 slides, visuals included)

The judges will be looking for:

- An overview of how your strategy was implemented and the level of its success.
- Detail how the execution catered to the needs of your audience and created a pleasant user experience and interaction.

Performance (20%) (2 slides, visuals included)

The judges will be looking for:

- Evidence/ metrics on how well you have performed over the judging period, along with measurable and meaningful results, including customer engagement rates, satisfaction on brand experience, conversion rates, ROI, etc.
- Any statistics which prove your results.
- A clear rationale as to why you believe this qualifies as the industry leader.

CATEGORY DESCRIPTIONS

DIGITAL CAMPAIGN AWARDS

1. Best Customer Journey

This category recognises the best effective and innovative campaign/initiatives that offer a seamless customer-centric intuitive experience to customers throughout the customer journey, and which deepen customer engagement.

Judges will be looking at how the customer journey makes the customers interact with the brand in an easy manner, along with call for actions with multiple touch-points or channels. Entries should demonstrate how they guide the customers throughout the journey to help in their decision-making process in order to achieve a positive business result.

2. Best Data Activation

This category recognises the best campaign/initiatives that used customer data and analytics to understand customer behaviour, draw unique real-time customer insights and convert them into action.

Judges will be looking at the ability of the campaign/initiatives on collecting and analysing the data and the ability to act on customers' real-time needs and interests. Entries should demonstrate the effectiveness of the data activation approach in driving core business outcomes.

3. Best Design App

This category recognises excellence in the creative design of an app which gives users a truly seamless and intuitive experience to satisfy customers' growing expectations.

Judges will be looking for a simple, logical and user-friendly interface that has been driven by innovation and creativity. Entries should demonstrate how the app was designed to enhance the user experience and improve business performance by providing an enjoyable, engaging and personalised experience for customers.

4. Best Design Website

This category recognises excellence in the creative design of a website which gives users a truly seamless and intuitive experience to satisfy customers' growing expectations for an all-rounded platform that facilitates ease of use across multiple touch-points.

Judges will be looking for a simple, logical and user-friendly interface that has been driven by innovation and creativity. Entries should demonstrate how the website was designed to enhance the user experience and improve business performance by providing an enjoyable, engaging and exciting experience for customers.

5. Best Digital Content Marketing Programme

This category recognises the best campaign/programme that utilised digital content as a key marketing element to communicate and engage with customers and raise brand awareness. Judges will be looking at the creative and originality of the content and how the content was used in driving traffic, leading to higher brand awareness that resulted in business growth.

6. Best Digital CRM Campaign

This category recognises the best CRM campaign that created and maintained a relationship with their target audience and generated a customer base with repeat customers.

Judges will be looking at how the campaign was developed and how they went the extra mile in terms of customer acquisition, retention and engagement while achieving business marketing objectives.

7. Best Digital Performance Campaign

This category recognises the best innovative and creative campaign that maximised performance and fulfilled business objectives.

Judges will be looking at the strategy and the effectiveness in driving core business objectives and desired performance. Entries should showcase how the campaign engaged the targeted audience and generated a high ROI.

CATEGORY DESCRIPTIONS

DIGITAL CAMPAIGN AWARDS

8. Best Retargeting Campaign

This category recognises the best retargeting campaign that reached your target audience, who has some degree of interest, reconnected with them and encouraged them back to complete a desired action through tailor-made personalised ads.

Judges will be looking at how it helped the brand to stand out from its competitors and kept customers top of mind. Entries should demonstrate the high level of conversion rates and the ROI generated.

9. Best SEM Campaign

This category recognises the best search engine marketing campaign that successfully enhanced the visibility of a brand in search engine results pages.

Judges will be looking at how well the SEM campaign was planned and executed and the effectiveness of gaining traffic and visibility.

10. Best UI/UX

This category recognises the best campaign/initiatives that have been designed or redesigned to provide a truly seamless and intuitive user interface as well as user experience.

Judges will be looking at how it put the targeted user at the centre; set an industry standard of excellence with an innovative design; and made ease-of-use a high priority. Entrants must demonstrate how it improved business performance by providing an enjoyable, relevant and personalised online experience for all customers.

11. Best Video Campaign

This category recognises the best creative and innovative use of video in a campaign to enhance audience engagement and achieve a specific marketing outcome. It could be a single campaign, a longer term video or a live streaming.

Judges will be looking at the innovation behind the campaign, how it successfully engaged the target audience and increased brand awareness while driving core business outcomes. Entries should include the number of viewers, the engagement rate of the audience and how it drove better business results.

12. Most Innovative Branded Content

This category recognises the best innovative use of a brand's own content to effectively engage audiences. Content has to be commissioned by a brand or an organisation to communicate its marketing messages to its targeted audience.

Judges will be looking at the originality of the content and the effectiveness of driving customer engagement, and gaining a positive business result.

13. Most Innovative Technology

This category recognises the use of any innovative technology to activate or enhance a marketing strategy, long or short-term campaign or a one-off execution.

Judges will be looking at the innovativeness and effectiveness of the technology used in engaging the target audience and delivering positive marketing outcomes. Entrants should demonstrate how the innovative technology benefited consumers and pushed boundaries.

14. Most Innovative Use of Data

This category recognises the best innovative use of data that helped a brand better understand its customers and their behaviours, along with developing its data-driven marketing strategies.

Judges will be looking at how the data was used to contribute to the brand's overall marketing performance. Entries should demonstrate how market research, data planning, measurement and analytics insights were used to shape the effective marketing strategy to reach their business goals.

CATEGORY DESCRIPTIONS

DIGITAL STRATEGY & SOLUTION AWARDS

15. Best AI Solution

This category recognises the best effective use of AI that has utilised new machine learning technologies to improve the customer journey, and customer engagement via delivering a real-time/personalised communication.

Judges will be looking at how the AI technology was developed and implemented and how it generated better marketing results and performance for a brand.

16. Best Conversion Optimisation Strategies

This category recognises the most effective conversion optimisation strategy that engaged your customers with unique experiences, driving them to take action and converting them into actual sales.

Judges will be looking at how the strategy was used to understand customer behaviour, improve the user experience, and how it successfully converted the digital footprint into a successful sale.

17. Best Creative Use of AR/VR

This category recognises the best out-of-the-box strategy which leveraged augmented/virtual reality technologies to offer an immersive brand experience, build brand awareness and engage customers in an entertaining way.

Judges will be looking at how the AR/VR technology was used as a key marketing strategy to create a unique and interactive experience for customers, resulting in the increase of customer engagement/sales while reaching a brand's marketing objective.

18. Best Creative Use of Influencer

This category recognises an outstanding and refreshing collaboration between brands and influencers, designed to increase customer interest to a brand and enhance brand awareness. Entrants should show strong evidence of how the influencers played a prominent role in the strategy to increase customer value and promote word of mouth by followers.

Judges will be looking at how the use of influencers spread the brand's message, improved peer-to-peer engagement, and generated benefits to the business.

19. Best Customer Engagement Digital Strategies

This category recognises the best innovative and creative digital strategy that was designed to engage customers to emotionally connect with the brand, generate an immediate response and enhance audience reach through multiple touch-points.

Judges will be looking at the creativity behind the strategy to encourage the target audiences to actively interact with the brand, strengthen the relationship with customers, or increase customer retention, while resulting in positive business outcomes.

20. Best Digital Advertising Strategies

This category recognises the most creative and comprehensive use of digital advertising across all content from all business sectors. Entries should demonstrate the utilisation of digital advertising opportunities, including social networking, gaming or any digital content.

Judges will be looking for outstanding strategies that provided unique, innovative and user-friendly experiences to clients, while driving core business value to clients.

21. Best eCommerce Strategies

This category recognises the best innovative eCommerce strategy that successfully communicated a brand's image, changed consumers' behaviours and drove positive results for their clients.

Judges will be looking at how the strategy was developed and how the online platform(s) were used in offering a unique online shopping experience and which helped their clients go beyond their business targets.

22. Best Gaming Integration Strategies

This category recognises the most effective and innovative use of gaming to raise brand awareness and form a lasting customer experience in a fun and engaging approach, while driving a core marketing objective. It can span from one or multiple platforms, including mobile apps, online games, social media, etc.

Judges will be looking at how gaming was integrated into the key marketing strategy to extend their client's reach, enhance the brand experience and drive engagement.

CATEGORY DESCRIPTIONS

DIGITAL STRATEGY & SOLUTION AWARDS

23. Best Interactive Media Strategies

This category recognises the most creative and innovative strategy that truly interacts and provides high quality communications with their customers via entertaining and engaging content in the form of a game, competition or other interactive media forms.

Judges will be looking at how the interactive media was implemented to build and leverage a relationship with their customers that resulted in enhancing the brand experience while driving business objectives. Entrants should demonstrate the high levels of interactivity and engagement with the target audience.

24. Best Mobile Integration Strategies

This category recognises excellence in the use of mobile marketing as part of a broader campaign, including online and offline platforms. This could include using applications and mobile as a media format, mobile app marketing, and/or marketing and advertising through mobile and apps.

Judges will be looking at how the integrated mobile work created a unique communication between the given platforms, delivered a seamless experience to customers while reaching the business' marketing objectives.

25. Best O2O Strategies

This category recognises the best innovative and effective use of an online-to-offline strategy in driving engagement from online channels to offline physical stores.

Judges will be looking at how a brand utilised O2O techniques in providing an integrated and seamless experience across platforms to entice target customers from the online space into offline stores.

26. Best Programmatic Strategies

This category recognises the best strategy using a programmatic proposition to generate greater efficiencies for users, greater insights, better ROI and better results.

Judges will be looking at how the use of audience data and technology improved reach by deploying the right content to the right person at the right moment to achieve outstanding business objectives.

27. Best Sales Lead Generation Solution

This category recognises the best lead-based solution that has successfully met business objectives and targets by providing high-quality leads or sales cost-effectively. Judges will be looking at the effectiveness of the solution and the value of the leads which were in line with the business objectives.

28. Best Social Media Strategies

This category recognises the most powerful social media strategy that utilised social network power to build strong relationships with customers and enhance brand awareness.

Judges will be looking at how the innovative use of social media channels improved customer acquisition, engaged existing customers, and increased customer retention. Entries should demonstrate the effectiveness of the strategy in engaging customers, and ultimately, boosting business performance.

29. Best Technology Solution

This category recognises the most innovative and smart use of technology to activate or enhance a marketing strategy.

Judges will be looking for the originality and effectiveness of the technology solution. Entries should showcase how the leveraged technology benefited consumers with new levels of functionality, access and convenience which pushed the boundaries, and at the same time, achieved a brand's marketing outcome.

CATEGORY DESCRIPTIONS

DIAMOND AWARDS

30. APP of the Year

This category recognises the most creative and innovative apps that have brought the entire customer journey to life, giving consumers a seamless experience and engaging customers in an innovative approach while achieving a core marketing outcome.

Judges will be looking at the creativity, innovation and effectiveness of an app which was in line with the brand's overall marketing goal and which also spread the brand's core marketing message. Entries should showcase the engaging content and user-friendly interfaces in achieving the above.

31. Website of the Year

This category recognises the best website that offered a unique brand experience which captured the attention of the targeted audience and improved customer engagement while gaining a positive business result.

Judges will be looking at how the website was developed to increase the brand's proposition, while building a strong relationship with customers as well as strengthening customer engagement. Entries should demonstrate how the website design stood out from the others and how the content engaged visitors while helping the brand to optimise its marketing goal.

32. eCommerce of the Year

This category recognises the brand that had an outstanding performance in the online selling of products, services or information to end users.

Judges will be looking at how the brand maintained their own branded platforms – from reaching out to customers, to engaging with them, to closing the sale and providing after-sales services. Entrants should illustrate how they are present quantifiable results of yearly KPIs, traffic volumes, conversion rates, average order value, customer retention and churn rates.

TERMS AND CONDITIONS

Entry fees are non-refundable.

Entries will not be considered for judging if payment is not received within five working days upon being invoiced, if an invoice is required before payment.

By submitting the entry, the entrants guarantee that all the works/information submitted are **true** and **accurate**. *Marketing* magazine reserves the right to verify any information submitted in the entry.

Upon submission deadline, all details on the entry submission form, including company names, credits and so on, are FINAL and CANNOT be changed and/or transferred to another party. Details will be presented accordingly on the prize announcements as well as on trophies and/or any other awards-related materials.

Any changes made after submission will be charged 10% of the submission fee.

Also, please ensure that all details are submitted in English only.

The judges' decisions are final.

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/categories 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** and 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.

The decisions of *Marketing* magazine in all matters relating to the **DigiZ Awards** shall be final and binding.

For further enquiries, please contact:

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