



# Dadi

## Dadi Awards 2009 Call for Entries

The Dadi Awards allow companies, teams and individuals in the digital industry to demonstrate to peers, clients and potential clients just how good they are. The awards promote the importance and need for effective and innovative digital strategies in today business environment.

We invite you to enter your best work from the past year to be in the running for winning one of these coveted accolades.

Register for the awards and enter at [www.dadiawards.com](http://www.dadiawards.com)

In association with:

**Leeds**  
**Live it**  
**Love it**

Headline Partners:



 Leeds Media

**Marketing**  
**Leeds**

Supported by



Sponsors:

**anCnoc**  
HIGHLAND SINGLE MALT  
SCOTCH WHISKY



News International Ltd  
**The Sun** **NEWS OF THE WORLD**

**THE TIMES**  
**THE SUNDAY TIMES**

Organised by:



Deadline for entries: **5pm Friday 10 July 2009**

# DADI Awards 2009

## Call for Entries

### Who can Enter

Entries are open to all digital agencies, creative agencies, media owners or clients who work within the digital field, provided they are based in the UK or Ireland but outside London's M25.

You can also enter if you are based within the M25 but work for a client outwith the M25.

### Why Enter?

- Demonstrate your talent and skills to your company, clients and peers
- To stand out from your competitors as an award winning digital company
- Gain fantastic PR opportunities
- Boost morale throughout your company and to reward your hardworking individuals and teams
- Highlight the importance of the digital industry in the marketing and creative business world
- Reassure clients that you are the best company for the job.

### What is eligible?

Entries that are live to market between 31st January 2008 and 10th July 2009. Entries do not have to be created within this timescale.

### Entry Fees

The cost per entry is £69 + VAT.

Corporate members of the Marketing Industry Network (MIN) receive a 10% discount on entry fees.

You may enter as many categories as are suitable, however each entry must be treated as a separate entry and payment made for each.

For more information on the MIN please contact Kimberley Baran on 0141 559 6078

### How to Enter

1. Register as a member at [www.dadiawards.com](http://www.dadiawards.com)
2. Browse the categories to decide what categories suit you best
3. Go to the Enter Here page.
4. Follow the on screen instructions to upload your entries and make your payment.
5. Once your entries are received and payment is authorised, confirmation will be sent to you via email.
6. An invoice will be sent by post for your records after this step.

If you wish to pay by cheque, please make it payable to Carnyx Group Ltd, please leave your entries in your basket, post the cheque to Kim Baran, Dadi Awards, 4th Floor, Mercat Building, 26 Gallowgate, Glasgow, G1 5AB.

For more information on categories, how to enter and general enquiries please contact Kimberley Baran on 0141 559 6078 or email [kim.baran@carnyx.com](mailto:kim.baran@carnyx.com)

### Deadline for entering

5pm Friday 10th July.

### Judges

The 2009 judging panel will be chaired by Phil Jones, Real Time Consultancy. Joining him on the panel are:

- Andy Duff, Stereo
- Dave Bedwood, Lean Mean Fighting Machine
- Kate Dale, Sport England
- Richard Holley, Diesel
- Ross Sleight, Virgin Games
- Saint John Lewis, Agency.com
- Steve Vranakis, VCCP
- Tom Adams, Nitro London

### Awards Ceremony

The 2009 Dadi Awards will be taking place on the 13th November in the Royal Armories in Leeds. Please visit the website for more information.

Deadline for entries:  
**5pm Friday 10 July 2009**

**Enter at [www.dadiawards.com](http://www.dadiawards.com)**

# DADI Awards 2009

## Call for Entries

### Categories

---

#### 1. Grand Prix

Entries are automatically entered into this category. Chosen by the judges from all the 2009 winning work and announced at the Dadi Awards ceremony.

#### 2. Chairman's Award

Entries are automatically entered into this category. Chosen by the Chairman, Phil Jones, as his personal favourite and announced at the Dadi Awards ceremony.

#### 3. Digital Agency of the Year

Will be judged via an online poll.

#### 4. Dadi Individual of the Year

Will be judged via an online poll. Can be any individual working in the digital field. e.g client, innovative managing director, account handler, technical etc.

#### 5. Creative Individual/ Creative Team of the Year

Please send in a portfolio of work to be judged. URL Links and Jpeg Images.

#### 6. Digital Media Buying Agency of the Year

Will be judged by an online poll of clients. To ensure your clients are polled, email 10 client contact details to [katy.thomson@carnyx.com](mailto:katy.thomson@carnyx.com)

#### 7. Best Public Sector Website or Campaign

For any public sector organisation, service or individual project.

#### 8. Best Not-for-Profit Website or Campaign

For work briefed and implemented for a Not-For-Profit organisations. Please supply the registered charity number for the client within the accompanying report.

#### 9. Best Professional Services Website or Campaign

For legal, training or other professional services.

#### 10. Best Financial Services Website or Campaign

#### 11. Best In-house Website or Campaign

May be for any work produced to promote an agency's services or for a client company who produce their digital offering in-house.

#### 12. Best News Website

May be for any news providing website or campaign. Any news website also featuring a job seekers function should isolate their statistics to reflect the news and features provision only. The job seeking function may be entered separately into Best Recruitment Website category.

#### 13. Best Recruitment Website or Campaign

For any recruitment platform, website or online campaign for recruitment agencies, recruitment consultancies, individual clients or media owners.

#### 14. Best FMCG Website or Campaign

May be for any FMCG brand company or individual product.

#### 15. Best Travel/Leisure Website or Campaign

For any; company, event or for specific promotions or offers.

#### 16. Best Interactive Entertainment Website, Game or Campaign

For any site or campaign offering an interactive entertainment, game or licensed gaming.

#### 17. Best E-Commerce Website

For any website that's main purpose is e-commerce

#### 18. Best Use of Visual Design

For a website design, film, animation or campaign branding

#### 19. Best Use of Organic Search (SEO)

Should demonstrate; strategy, traffic prior and post campaign and ranking

For more information on categories, how to enter and general enquiries please contact Kimberley Baran on 0141 559 6078 or email [kim.baran@carnyx.com](mailto:kim.baran@carnyx.com)

Deadline for entries:  
**5pm Friday 10 July 2009**

Enter at [www.dadiawards.com](http://www.dadiawards.com)

# DADI Awards 2009

## Call for Entries

### Categories Cont.

---

#### **20. Best Use of Paid Search (SEM)**

Should demonstrate; strategy, traffic prior and post campaign and ranking

#### **21. Best Digital Media Strategy / Creative**

For any strategy developed for digital communication only.

For strategies which include traditional communication please enter Best Integrated Media Campaign. Should include the client brief and objective and demonstrate solutions provided and results.

#### **22. Best Email Strategy / Creative**

For any response email campaign or branding email campaign. Should demonstrate outstanding creativity in an email campaign.

#### **23. Best Use of Affiliate Marketing**

#### **24. Best Use of Electronic PR**

May be for any pr campaign delivered digitally across two mediums, e.g. website, email, advertising

#### **25. Best Mobile Campaign**

Should demonstrate effectiveness including sales/traffic report prior and post campaign on response mechanism.

#### **26. Best Campaign which became viral**

Should contain details within the report of the starting data, original end target, the final result and how the additional reach was achieved.

#### **27. Best Service from a Host Provider**

Should demonstrate; customer base client type and quantity, growth within the last year and communication response levels.

#### **28. Best Use of Technical Innovation**

Should demonstrate how the technical innovation impacted on the client/consumer use and how this affected overall results.

#### **29. Best Integrated Media Campaign**

Should demonstrate the use of a minimum of three types of media; two of which should be digital and of traditional marketing

#### **30. Best Use of Social Networking**

#### **31. Best Podcast/blog**

For more information on categories, how to enter and general enquiries please contact Kimberley Baran on 0141 559 6078 or email [kim.baran@carnyx.com](mailto:kim.baran@carnyx.com)

Deadline for entries:  
**5pm Friday 10 July 2009**

Enter at [www.dadiawards.com](http://www.dadiawards.com)

# DADI Awards 2009

## Call for Entries

### Writing your report

- Your full report should be no more than 1250 words.
- 250 words must be used for an executive summary. The purpose of the executive summary is to ensure the judges go on and read your full report
- Your report must cover all the point below. If you exclude these points, you reduce your chance of being nominated.

### Key points for your report

- Executive Summary to summarise the key points in your report
- Background to the project
- Client brief and objectives
- Strategy implementation
- Results including evidence of effectiveness and sales/traffic report prior and post campaign
- Effectiveness to be independently verified and approved by the client or other independent body.
- Client testimonials - are not essential but can help to improve your report
- Judging is done blind, so please **do not** include your logo, company name or address

### Please also supply

- the URL
- 3 jpeg images of your entry

### Dadi Tips

Give each entry a unique title - try to avoid generic names e.g. "E-Commerce Website" or "Website Re-Design"

When writing your report don't assume the judges have seen the work or campaign, give clear concise answers on the brief, the objectives and results and figures should include the starting point and any increases. Ensure the links to the entry are all live and work. If not commercially necessary please do not add additional password protection.

### GENERAL RULES

1. All entries must have been live to market between 31st January 2008 and 10th July 2009. Entries do not have to be created within this timescale. Entries cannot have been entered previously.
2. Websites do not have to be live at time of judging but must be supplied as screen grabs or other off-line documentation.
3. Do not include password protection.
4. All submissions must be made online.
5. Work entered into more than one category must be treated as a completely separate entry.
6. Multiple entries can be made.
7. All entries must be supplied and conform to category rules/submission formats. Entries must be received by no later than 5pm Friday 10th July 2009. Please note that we cannot guarantee that entries received after this deadline will be considered.

8. Entries are open to all digital agencies, creative agencies, media owners or clients who work within the digital field, provided they are based in the UK or Ireland but outside London's M25. If you are based within the M25 but work for a client outwith the M25 you can enter.
9. The judges reserve the right to re-allocate entries that in their view are entered in an incorrect category.
10. The organisers reserve the right to publish/exhibit screen grabs and/or submitted report in relation to the awards.
11. The organisers reserve the right to verify that all entries have been commercially produced for a commercial client where relevant.
12. The judges' decision is final.
13. All entries submitted must be legal. Any entries containing offensive material will be disqualified.

For more information on categories, how to enter and general enquiries please contact Kimberley Baran on 0141 559 6078 or email [kim.baran@carnyx.com](mailto:kim.baran@carnyx.com)

Deadline for entries:  
**5pm Friday 10 July 2009**

Enter at [www.dadiawards.com](http://www.dadiawards.com)