



# Dadi

## DADI Awards 2010 Call for Entries

The DADI's are the awards for people who make digital work.

Win a DADI (Drum Award for the Digital Industry), and it tells the world one very important thing about you: that you know how to make digital really work.

Open to anyone in the UK these awards demonstrate to your - or your team's - talent to colleagues, clients and peers. It makes you stand out from the digital crowd, offering fantastic personal and corporate PR opportunities.

Enter your best work now and you could be on your way to winning one of these digital accolades. Register for the awards and enter at [www.dadiawards.com](http://www.dadiawards.com)

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Organised by:

THE DRUM

Deadline for entries: **5pm Friday 2nd July 2010**  
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# DADI Awards 2010

## Call for Entries

### Who can Enter

Entries are open to all digital agencies, creative agencies, media owners, in house teams or clients who work within the digital field and are based in the UK

### Why should you enter the DADI's?

- To demonstrate your digital talent and skills to your company, clients and peers
- To prove you can really make digital work
- To have your work judged by the fantastic clients and creatives on our judging panel
- To stand out from your competitors as an award winning digital company
- To reassure clients that you are the best company for the job
- To gain fantastic PR opportunities
- To boost morale throughout your company and to reward your hardworking individuals and teams
- To highlight the importance of digital in the marketing and creative industry

### What is eligible?

Entries that are live to market between 10th July 2009 and 2nd July 2010. Entries do not have to be created within this timescale.

### Entry Fees

The cost per entry is £147 + VAT for your first entry and £53 + VAT for each additional entry.

Corporate and Elite members of the Marketing Industry Network (MIN) receive a 10% discount on entry fees. For more information on the MIN go to [www.marketingindustrynetwork.com](http://www.marketingindustrynetwork.com)

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

### Deadline for entering

5pm Friday 2nd July

### Judges

Judging your work will be a panel of professionals with extensive experience in the digital industry. The 2010 panel will be chaired by Phil Jones from Realtime Consultancy. Visit [www.dadiawards.com/judges](http://www.dadiawards.com/judges) to see who will be joining him

### Awards Ceremony

The 2010 Dadi Awards will be taking place in November in Leeds. Please visit the website for more information.

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)

### How to Enter

1. Register as a member at [www.dadiawards.com/account/register/](http://www.dadiawards.com/account/register/)
2. Browse the categories (in this form or online) to decide what categories suit you best. Remember you can enter more than one.
3. If you already have a username and password from a previous year go to the 'sign in' section
4. Go to the 'Enter here' page, sign in and complete the submission details as indicated
5. Upload your report in the box provided ((PDF/Word (.doc/.docx) max size 10mb)
6. Attach a leading image in the box provided to support your report (Jpeg max size 5mb). Please note this image will go live in the event of your work being nominated
7. Upload up to 2 additional images in the boxes provided to support your entry (Jpeg max size 5mb)
8. Follow the on screen instructions to make your payment.
9. Once your entries are received and payment is authorised, a confirmation will be sent to you via email.
10. An invoice will be sent by post for your records after this step.
11. If you wish to pay by cheque, please leave it in your basket. Do not submit and pay and once we receive your cheque a member of the DADI team will validate it. Please make your cheque payable to Carnyx Group Ltd and post the cheque to Kim Baran, Dadi Awards, 4th Floor, Mercat Building, 26 Gallowgate, Glasgow, G1 5AB.

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### Categories

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#### 1. Grand Prix

There is no need to enter this category as entries are automatically entered into this category. Chosen by the judges from all the 2010 winning work and announced at the Dadi Awards ceremony.

#### 2. Chairman's Award

There is no need to enter this category as 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

Research via The Drum will be carried to find the Digital Agency of the Year

#### 4. Dadi Individual of the Year

This can be any individual working in the digital field. E.g client, innovative managing director, account handler, technical etc. Research will be carried out via The Drum to find the DADI Individual of the Year

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

Judged via research carried out by The Drum

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

Enter a portfolio of work you have been producing over the past year. This should include an overview of you/your team, description, brief, objectives and how you met these objectives for each project.

#### 7. Student of the Year

A category designed to find the best digital student. Students should enter a website they have designed and developed as well as details on the brief and how this was fulfilled. Download a separate entry form from the website for this category.

#### 8. Public Sector Website or Campaign

For any public sector organisation, service or individual project.

#### 9. Not-for-Profit/Charity 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.

#### 10. Professional Services Website or Campaign

For legal, accountancy, teaching, training or other professional services.

#### 11. Financial Services Website or Campaign

#### 12. 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.

#### 13. News/Media/Publishing Website

Any news/media/publishing 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.

#### 14. Recruitment Website or Campaign

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

#### 15. FMCG Website or Campaign

May be for any FMCG brand company or individual product

#### 16. Travel/Leisure/Sports Website or Campaign

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

#### 17. Interactive Entertainment Website, Game or Campaign

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

#### 18. Retail/E-Commerce Website

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

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### Categories Cont.

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#### 19. Use of Visual Design

#### 20. Use of Organic Search (SEO)

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

#### 21. Use of Paid Search (SEM)

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

#### 22. Digital Media Strategy

For any strategy developed for digital communication only. For strategies which include traditional communication please enter Best Integrated Media Campaign.

#### 23. Use of Email

For any response email campaign or branding email campaign. Entries should demonstrate strategy and campaign effectiveness.

#### 24. Use of Affiliate Marketing

For any campaign or project involving affiliate marketing. Entries should demonstrate strategic vision, innovation and success against objectives.

#### 25. Campaign which became viral

For any campaign which has increased brand awareness or achieved other marketing objectives through self-replicating viral processes. Entries should demonstrate the starting data, original end target, the final result and how the additional reach was achieved.

#### 26. Mobile App/Campaign

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

#### 27. Use of Technical Innovation

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

#### 28. Video Website/Use of Video

Entries should show creative and innovative use of video. Factors taken into consideration will include innovation, quality in video content and understanding of the medium. Companies may either present their overall video output or a specific project or campaign over the judging period.

#### 29. 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. Use of Social Media

#### 31. Podcast/blog

#### 32. Online Marketing Strategy

Advertisers must demonstrate excellence in their use of the internet as both a communication and sales channel and provide evidence that their strategy has had a positive impact on revenue.

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### 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 excite the judges and ensure the judges go on and read your full report
- Must include the URL
- 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

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

### DADI Tips

- Give each entry a unique title to grab the judges interest - 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.
- Judges will be looking for evidence of clear strategic thinking, innovation and effectiveness. Key factors that will be looked at are the tangible results and proof of effectiveness
- Ensure the links to the entry are all live and work. If not commercially necessary please do not add additional password protection.

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### GENERAL RULES

1. All entries must have been live to market between 10th July 2009 and 2nd July 2010. 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 but separate payment must be made for each
7. All entries must be supplied and conform to category rules/ submission formats. Entries must be received by no later than 5pm Friday 2nd July. 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 and are based in the UK.
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

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