



# Dadi

## DADI Awards 2011 Call for Entries

Enter the DADI's (Drum Award for the Digital Industries) and prove that when it comes to digital, your strategies really do work.

Open to anyone in the UK who's doing great digital work and producing effective digital strategies.

From apps to public sector campaigns, there are 25 award categories to choose from. So, if you've been delivering winning strategies, then now's the time to make sure your efforts are recognised.

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

In association with:

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Deadline for entries: **5pm Friday 10 June 2011**  
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# DADI Awards 2011

## 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 prove that you really do make digital work
- To demonstrate your digital talent and skills to your company, clients and peers
- To have your work judged by the esteemed clients and creatives on our judging panel
- To stand out from your competitors as an award winning digital company or client
- To reassure clients that you are the best company for the job
- To gain fantastic PR opportunities
- To win one of these digital accolades
- To boost morale throughout your company and to reward your hardworking individuals and teams

### What is eligible?

Entries that are live to market between 3rd July 2010 and 10th June 2011. Entries do not have to be created within this timescale.

### Entry Fees

The cost to enter is £157 + vat for your first entry and £57 + vat per additional entry.

Corporate and Elite members of the MiNetwork (MIN) receive a 10% discount on entry fees. For more information go to [Minetwork.com](http://Minetwork.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 10th June

### Judges

Judging your work will be a panel of digital creatives, strategists and clients all who have extensive experience in the digital industry. Returning to chair the panel for 2011 is Phil Jones and you can see who is joining him at [dadiawards.com](http://dadiawards.com).

### Awards Ceremony

The 2011 Dadi Awards will be taking place on 11th November in Leeds. Please visit the website for more information.

### How to Enter

1. Register as a member at [www.dadiawards.com](http://www.dadiawards.com) to set up your account.
2. If you have set up an account previously you can use this account again via 'Sign in'.
3. Browse the categories (in this form or online) to decide what categories suit you best. Remember you can enter as many as you like but they will be treated as separate entries and charged accordingly.
4. Once you are signed in to your account you may add your entry and complete the submission details as indicated.

5. Upload your report in the box provided ((PDF/ Word (.doc/.docx) max size 10mb). Please follow the instructions in the 'writing your report' section.
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. PLEASE NOTE: You will only receive the 2nd entry rate discount if you enter all your submissions at one. Otherwise you will be charged the full amount each time. Leave your entries in your basket until you are sure they are all complete.
9. Once your entries are received and payment is authorised, a confirmation will be sent to you via email.
10. A receipt will be sent by post for your records.
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 Katy Thomson, Dadi Awards, 4th Floor, Mercat Building, 26 Gallowgate, Glasgow, G1 5AB.

Deadline for entries:  
**5pm Friday 10 June 2011**

Enter at [www.dadiawards.com](http://www.dadiawards.com)  
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For more information on categories, how to enter and general enquiries please contact Katy Thomson on 0141 559 6062 or email [katy.thomson@carnyx.com](mailto:katy.thomson@carnyx.com)

# DADI Awards 2011

## Call for Entries

### 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 2011 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 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.

Only companies entering other categories in the awards may enter the Creative Team of the Year category.

#### 7. Public Sector Website or Campaign

For any public sector organisation, service or individual project.

#### 8. 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.

#### 9. Professional Services Website or Campaign

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

#### 10. Financial Services Website or Campaign

For any financial service including insurance, banking, accountancy etc.

#### 11. 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. 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.

#### 13. Recruitment Website or Campaign

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

#### 14. Consumer products or services website or campaign

May be for any consumer brand company or individual product.

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

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

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

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

#### 17. Retail Website or Campaign

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

#### 18. Use of Visual Design

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

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

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# DADI Awards 2011

## Call for Entries

### Categories Cont.

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

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

#### **21. Digital Media Strategy**

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

#### **22. Use of Email**

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

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

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

#### **24. 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.

#### **25. Use of Mobile**

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

#### **26. Use of Technical Innovation**

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

#### **27. 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.

#### **28. Integrated Marketing Campaign**

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

#### **29. Use of Social Media**

Includes facebook, twitter, linked in etc.

#### **30. Podcast/blog**

#### **31. 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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## 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 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

Executive Summary to summarise the key points in your report

#### 2. BACKGROUND TO PROJECT/CAMPAIGN

Brief description of project/campaign

#### 3. CLIENT OBJECTIVES

Client brief and objectives, including any targets set. (e.g. cost-saving, income generation, increasing brand awareness)

#### 4. STRATEGY

Strategy for achieving the above objectives (including details of marketing, PR etc)

#### 5. RESULTS

Results including evidence of effectiveness prior and post campaign E.g. and increase in sales/revenue/traffic/awareness etc . Please provide comparable before and after figures

#### 6. CLIENT TESTIMONIALS

Client testimonials - are not essential but can help to improve your report

### 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. Please include usernames and passwords, if required, for the judging

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## Call for Entries



### GENERAL RULES

1. All entries must have been live to market between 3rd July 2010 and 10th June 2011. 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 10th June. 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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