

DMN

AWARDS

2017 ENTRY KIT

Entry deadline:
Wednesday,
November 30, 2016

With the right data and technology to support it, marketing can transform an opportunity into a win. The DMN Awards honor the most innovative strategies and platforms in marketing today. But it's not just about the tools. Data scientists, marketing technologists, and other specialists are the indispensable drivers ensuring that technology is an asset, not just a utility. How has data, technology, and the people behind them helped you innovate your marketing? Tell us for a chance to capture the spotlight, and gain bragging rights, as a winner of the 2017 DMN Awards.

CATEGORIES

CAMPAIGN AWARDS

Brands or companies entering must provide details on the market problem or opportunity, the strategy for approaching it, and results so far. There is no limitation or mandate to what marketing tactics are used in the execution of the campaign.

NOTE: All entries entered into the campaign category will be eligible to win 'Best Campaign of the Year'

- 1. Retail**
Online or bricks-and-mortar retail strategies and execution.
- 2. Healthcare**
Pharma products, wearables to healthcare systems and all things health.
- 3. Consumer**
Targeting consumers, regardless of product or service, in innovative ways.
- 4. Entertainment**
TV, sports, movies, music, gaming - marketing to distraction.
- 5. B2B**
Local, regional, or global campaigns to drive enterprise engagement.
- 6. Tech**
Focus on technology services or products, regardless of target market.
- 7. Nonprofit/Cause-related**
Serving the mission of a nonprofit or cause with demonstrable results.
- 8. Financial Services**
Banking, insurance, investment services, and other financial products and services.

MARKETING TECH COMPANY AWARDS

Companies entering will need to provide details on core platform functionality or upgrades that make it the best in the business.

NOTE: All entries entered into the marketing tech company category will be eligible to win 'Best Marketing Tech Company of the Year'.

9. Ad Tech/Programmatic Company

Technology provider improving targeting and serving of ads, performance tracking and optimization, most likely in a programmatic environment.

10. Analytics Company

Products for measuring clients' marketing initiatives.

11. Content Company

Content creation, management and distribution, to enhance a marketing strategy and achieve goals.

12. Email Marketing

Email marketing tools and services to help companies engage with leads and customers.

13. Marketing Automation

Marketing automation tools to enhance engagement with target audiences at scale.

14. Marketing Cloud

Innovative and creative developments in cloud-based marketing suites.

15. Mobile

Mobile marketing software provider.

16. Social Media Marketing

Social media marketing tools and services for b2b and b2c clients.

PERSONALITY AWARDS

These awards are given to exemplary marketing professionals who have demonstrated outstanding achievements in the past year.

17. Marketing Tech Executive of the Year

A C-level executive at a marketing technology company who has advanced his or her company's products, strategy, and market share, and can prove it.

18. Marketer of the Year

A client-side or agency marketer who has demonstrated outstanding results for their brand or company, or on behalf of clients.

19. Young Marketing Professional of the Year

Open to anyone in marketing (regardless of company or organization) with five years of experience (in total) or less, who has demonstrated great vision and results early in their career.

MARKETING TEAM AWARDS

Open to any client-side marketing team.

20. B2B Marketing Team of the Year

Awarded to the B2B team that best exemplifies data- and results-driven marketing.

21. B2C Marketing Team of the Year

Awarded to the B2C team that best exemplifies data- and results-driven marketing.

ENTRY INFORMATION

ENTRY DEADLINE

Wednesday, November 30, 2016, 6pm ET.

An extended deadline will be given until Wednesday, December 7, 2016, 6pm ET but a late fee of \$50 per entry will apply.

ENTRY FEES

\$229 per entry

For the campaign awards you may choose to submit the same exact campaign/entry into a subsequent category for an additional fee of \$179 per submission. For example, if you submit any one entry into three categories, the fee would be: $\$229 + \$179 + \$179 = \587 .

An additional \$50 will apply to every entry received after the November 30 deadline.

WHO CAN ENTER

Entries are open to any organization within or outside the U.S. that uses marketing to attract, convert, and retain business customers, consumers (inclusive of donors, members, subscribers, etc.), or both.

Campaign Awards

Brands and organizations are invited to enter themselves. External partners, agencies and vendors may submit on behalf of clients. The winner in each category will be the brand or organization that the campaign supports.

Marketing Tech Company Awards

Vendors can submit themselves.

Personality Awards

Individuals may self-nominate, or be nominated by their external partners, agencies or vendors.

Marketing Team Awards

Teams may nominate themselves, or may be nominated by external partner, agency or vendor.

ELIGIBILITY PERIOD

Campaign Awards

The strategy or initiative submitted must have been launched or updated in 2015 or 2016.

Marketing Tech Company Awards

A platform must have been launched or updated in 2015 or 2016.

Personality Awards & Marketing Team Awards

No restrictions.

HOW TO ENTER

All entries must be electronically submitted online via dmnawards.secure-platform.com

CONFIDENTIALITY

DMN reserves the right to publish details of the entries on our website and in other related material. However, if certain details must be kept confidential, please indicate this clearly on the entry, including exactly what information is not to be publicly disclosed. Please be specific about what information cannot be disclosed—do not simply mark the entire entry confidential. In addition there will be a section on the entry form where confidential information can be provided to the judges.

JUDGING

DMN will select an independent jury of analysts and senior marketers to judge the work. A maximum of five entries from each category will make up our shortlist of finalists.

If you would like to be considered for the jury, please submit an application online at dmnews.com/dmn-awards/.

FAQs

When are finalists announced?

Finalists will be announced on January 16, 2017*. All successful finalists will be notified via email.

*Date subject to change.

When are winners announced?

Winners will be announced at a cocktail reception in NYC on March 1st, 2017 preceding DMN Connect.

Can I receive feedback on my entry?

Unfortunately due to the number of submissions we receive, we are unable to give feedback.

Who do I contact for entry enquiries?

Lauren Hawker

646 638 6186

lauren.hawker@haymarketmedia.com

Can I change my written entry and or support material after I've submitted and paid?

No. Unfortunately you will not be allowed access to your entry once it has been submitted and paid for.

Can I remove an entry after it has been submitted and paid for?

No. If you have an issue, please contact:

Lauren Hawker

646 638 6186

lauren.hawker@haymarketmedia.com

SUPPORT MATERIAL

In addition to the online entry form, support materials will be accepted for all entries. This will enable you to expand on the success of your entry. It is suggested that you provide whichever type of support material you deem most suitable to showcase your individual entry. All materials must be PC and MAC compatible.

TYPES & REQUIREMENTS

Image (mandatory)

Should your entry reach the finalist stage, this image may be used for publication on DMN and will be used on-screen during the awards night presentation.

- At least one key image must be uploaded with each entry
- Images must be color JPEG files
- We discourage scanned images. But if they must be scanned images, they must be scanned at a minimum of 300 DPI
- Logos alone are not acceptable images
- The image should be 300 dpi and at least 16.5 x 23.4 inches in size

Video (optional, but highly encouraged)

Jurors may not be able to watch all of your video, so be sure that all key facts supporting your entry are within the written submission as well.

- Video can be up to 2 minutes long
- Video must be uploaded in MOV or MP4 format
- File size should be no larger than 350 MB

PDFs (optional)

- File size should be no larger than 15 MB

MP3 (optional)

Requirements:

- File size should be no larger than 15 MB

Websites/Social Media Links (optional)

- Please enter the URL of each website/Social Media Link in the appropriate field on the online entry form. There will be a space for you to add a login/password if necessary.
- The URL must remain active until March 3, 2017 or the material will not be viewed.

ENTRY FORM: Campaign Awards

Title of entry

Agency or company being nominated

Client name (if applicable)

Budget (not mandatory but highly encouraged)

250-words or fewer per answer

Idea

1. What were the insights that shaped the idea to take a new approach?
2. What were the campaign objectives?
3. Who was the target audience?

Execution

4. Describe the overall execution of the strategy
5. What about the initiative was innovative?

Results

6. What results have you achieved so far? (This should include hard and soft results, such as ROI, revenue, social shares, retention.)
7. Confidential Information (150 words).
If you have any confidential information that cannot be viewed by the general public or published anywhere, please write it here. This information will be reserved for the jury only.

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Additional supporting evidence (optional)

- One PDF (max 15 MB)
- One MP3 audio file (max 350 MB)
- Up to three relevant website or social media links

ENTRY FORM: Marketing Tech Company Awards

Title of entry

Agency or company being nominated

Platform name (if applicable)

250-words or fewer per answer

1. What does the platform do?
2. What are the main user benefits?
3. What is unique about the platform relative to competitors?
4. How does the platform help clients innovate in their market?
5. Please provide a brief client testimonial, if possible.
6. Confidential Information (150 words).
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- One MP3 audio file (max 350 MB)
- Up to three relevant website or social media links

ENTRY FORM: Personality Awards

Title of entry
Nominee full name
Nominee company
Nominee job title
Submitter's relationship to nominee

250-words or fewer per answer

1. What makes this person an outstanding marketer?
2. Describe a specific way this person has made a positive, measurable impact at the company or brand over the past year.
3. Please describe this person's internal and external reputation.
4. Please provide client or colleague testimonial if possible.
5. Confidential Information (150 words).
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SUPPORT MATERIALS

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- Video must be uploaded in MOV or MP4 format
- File size should be no larger than 350 MB

Additional supporting evidence (optional)

- One PDF (max 15 MB)
- One MP3 audio file (max 350 MB)
- Up to three relevant website or social media links

ENTRY FORM: Marketing Team Awards

Title of entry

Company or brand being nominated

250-words or fewer per answer

1. What makes this team stand out above others?
2. Describe a specific way this team has made a positive, measurable impact at the company or brand over the last year.
3. Describe the team's internal and external reputation.
4. Please provide client or colleague testimonial if possible.
5. Confidential Information (150 words). Not mandatory.
If you have any confidential information that cannot be viewed by the general public or published anywhere, please write it here. This information will be reserved for the jury only.

SUPPORT MATERIALS

Image (mandatory)

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- File size should be no larger than 350 MB

Additional supporting evidence (optional)

- One PDF (max 15 MB)
- One MP3 audio file (max 350 MB)
- Up to three relevant website or social media links