DIGITAL MARKETING AWARD 2020

Strategic Partner: BCF Bangladesh Creative Forum

Knowledge Partner: MSB

Technology Partner: aamra — the power of WE

Visual Partner: AATOSH

PR Partner: Back Page PR

An Initiative of: Bangladesh Brand Forum — Inspiring the Nation

We are in the middle of the digital revolution that has changed the course of business. In this phase, the challenge is to stay in the frontline of digital innovation, driven by creativity. Based on the current pandemic situation the Digital Industry has been booming with new ideas and new perception towards the idea generated. As so, the pandemic has set huge challenges for businesses but digital has become a forefront warrior in sustaining and developing new businesses and putting up challenges in creating a new scenario for the industry.

To attract, engage, & delight customers online, brands all over the world are coming up with new strategies & campaigns every moment. To thrive forward, Bangladesh has also taken its steps towards digital marketing.

Bangladesh Brand Forum (BBF) initiated Digital Marketing Summit in 2014 which has been revamped with the name 'Digital Summit' and has been held each year ever since. BBF also believes that recognition of hard work can instigate more brilliant works. Therefore, in 2017, the first ever Digital Marketing Award was initiated by BBF to inspire and honor the digital marketing practices.

This year, on 11th & 12th of December the 4th Digital Marketing Award will be held, along with the 7th Digital Summit. BBF hopes, these endeavors will honor the best digital works in designing, building, managing, marketing or promoting campaigns – and empower those who are making the digital space more engaging and vibrant every day.

Digital Marketing Award 2020 is coming with the following categories:

Best App Marketing
Best digital activation campaign that drove maximum targeted audience engagement and yielded conversion (App download).

Best Content Marketing
A campaign that has grabbed customer attention, and generated positive customer action by distributing valuable, relevant, and consistent content of the brand(s) in different digital media.

Best E-Commerce Platform
This award will be given to the best e-commerce platform that have used creative strategies to convert their traffic into consumers and ultimately achieved results in terms of their organizational goal.

Best Integrated Digital Campaign
A campaign integrating three or more digital platforms, demonstrating innovation, excellence in promoting, advertising, communicating or marketing a brand, product or service – becomes eligible for entry in this category. The integrated campaign's effectiveness must be demonstrated in meeting the campaign's KPI as well. Entered campaigns must include 3 or more digital platforms including (but not limited to) Facebook, Instagram, YouTube, Display, Website or Apps.

Best Social Campaign
A campaign that has gained success through generating social awareness, promoting sustainability through digital engagement. The campaign's effectiveness must be demonstrated in meeting the campaigns KPI.

Best UGC
Best campaign that connected with the target audience to the core and drove authentic, impactful and most user generated content.

Best Use of Data & Analytics
The best use of data and analytics proving to enhance performance and meeting goals of an established set of KPIs will be acknowledged in this category. The judges will be looking for individuals or teams who use data and analytics to achieve their organizational or project goal.

Best Use of Display
Best campaign that utilized cross platform opportunity to maximize audience engagement in terms of reach and retargeting.

Best Use of Facebook
This award will be given to a campaign mainly generated in Facebook to attain the brand objectives by engaging the TG.

Best Use of Instagram
The deserving campaign must be executed using Instagram as the core platform. The campaign will mainly be evaluated based on how effectively Instagram was used.

Best Use of Mobile
This award tributes individuals/ companies demonstrating excellent performance in the mobile internet space. Entries in this category should project their effective and innovating strategies implemented in mobile content, services or utilities.

Best Use of PR in Digital Platform
This category will recognize the merit of a campaign which has generated a viral response to any content in digital media. The campaign should mainly focus on driving PR for the brand in digital platform.

Best Use of Search
Best campaign that, crafted and utilized online search engagement to maximize audience reach.

Best Use of Under 10 Seconds Video
Best branded content video which is under 10 second and designed with the purpose of promotion, to build a brand's image and/or establish a connection between a product or service and consumers in digital platform.

Best Use of YouTube
The award is for commercial campaigns which showcase apt use of YouTube as the vital support to the core campaign. The engagement of YouTube should back up the main campaign to attain the campaign objectives.

Best Video
A video content (more than 10 seconds length) that has generated a viral response in digital media and has added value in the campaign KPI success over time is eligible in this category.

Timeline

Call for Entry	October 13, 2020
Nomination Deadline	November 10, 2020
Nomination Shortlisting	November 13 & 14, 2020
Jury Session	November 20 & 21, 2020
Digital Summit & Digital Marketing Award 2020	December 11 & 12, 2020 (Friday & Saturday)

Nomination Rules & Submission Guidelines

1. Each participating agency / organization can nominate as many entries in as many categories as they prefer.
2. Each entry/campaign can be nominated in more than one category; in which case the same campaign in an additional category will be treated as an additional entry and charged accordingly.
3. All entries for Digital Marketing Award 2020 must be submitted through the Online Platform. Organizations will have to fill all the necessary fields in the mentioned form with adequate information. Please attach all the necessary content materials in a google drive and share the link in the online form. The google drive link must include the following:
   a. A Power Point Presentation based on a given template.
   b. Supporting Images of the campaign (Maximum 5 High Resolution Images).
   c. Case AV of the Specific Campaign (based on the context of submission).
   d. Campaign AV (Brand/product/service-based Audio Visuals).
   e. No Objection Certificate (NOC) (Must be signed/sealed by the owner of the campaign/ project).
   f. The results mentioned in the nomination form should have definite proof (Analytics screenshots: paid and organic reach, impressions, clicks etc.).
4. Each entry must be submitted in the following manner (as applicable):
   - ☐ No need to share any hard-copy of document unless required or asked for.
   - ☐ Campaign story using the nomination form.
   - ☐ Supporting image in .png, or .jpeg format with a maximum size of 15 MB.
   - ☐ High resolution audio-visual and digital content in .avi, .wmv, .mp4.
   - ☐ Please share the original campaign links. For instance, if the entry is a website, the site address must be shared in the presentation.
   - ☐ Each entry may be accompanied by a brief power-point presentation of the campaign. Word limits will be strictly followed.
   - ☐ An audio-visual (Not more than 3 minutes) on the campaign should be shared along with the required materials. A case AV helps the jury understand and evaluate the campaign better.'
   - ☐ Screenshots of specific results should also be submitted for the better understanding of the success of the campaign.
5. ONLY the campaigns launched and run during the period from July 01, 2019 to September 30, 2020 are applicable for Digital Marketing Award 2020.
6. Agencies must confirm "no objection" from the concerned client for respective campaign before submitting.
7. All results of submitted campaigns must be verified through an NOC from the client end; other supporting reports & documents of the campaign result must be submitted along with the campaign.
8. Clients and agencies cannot nominate the same campaign in the same category. But may nominate the same campaign in different categories.
9. Once submitted, an entry cannot be withdrawn.
10. Any incomplete nomination form will be disqualified.
11. Please submit your entries by no later than November 10, 2020 (Tuesday).
12. Submission Fees of BDT 7,800 + 15% VAT (for each entry) shall be paid along with each entry with an A/C payee cheque in favor of "Brandzeal" at Bangladesh Brand Forum office/ if the organization wishes to make the payments online, necessary system is already developed and incorporate in our online platform.
13. In case of any confusion regarding any category/details of the Digital Marketing Award, please contact the organizer.
14. An entry may be disqualified by the Digital Marketing Award authority if any of the above guidelines are not followed.
15. Each entry will be evaluated by the judges on the following criteria: Strategy, Creativity & Results.
16.. Decisions taken by the Jury Panels in the evaluation process will be regarded as final.

For any further query and submission details please feel free to contact:

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