



Best Brand

This category is open to any company or brand based in Ireland that is embracing and integrating digital across the company/brand. This award recognises any company/brand which has shown innovation in their implementation of their digital strategies.

Who should enter?

This category is open to any company based in Ireland that is embracing digital. This category also welcomes those businesses or organisations that have begun to move into and utilise the digital sector in the past year.

Criteria:

- Strategy (objectives, planning, execution, budget) 30%
- Design (rationale, concept, user experience) 20%
- Integration with other channels (creative, integration) 20%
- Results (visitors/repeat visitors, evidence in leads, ROI) 30%

To enter: please visit www.digitalmedia.ie

#DMA2018