

Best Creative

This award recognises the importance of design and art direction in achieving business/organisational objectives, including creating visuals which are successful, have high impact and engaging design in the digital space. Design that works well across multiple digital platforms, or is especially effective in one particular media channel will be rewarded. Entries should demonstrate how creativity has enhanced the appeal, effectiveness or usability of a product, project or service in any digital medium, and can be from any digital source - website, display advertising, social media, or apps.

Who should enter?

Any company, agency, organisation, or business can enter this category if you have developed a visually creative and innovative digital design.

What types of projects should be submitted?

Enter this category if you have created visuals which are successful, have high impact and engaging design in the digital space. Judges will be looking for digital design that works well across multiple digital platforms, or is especially effective at just one particular media. Entries that can demonstrate how visual creativity has enhanced the appeal, effectiveness or usability of their product, project or service in any digital medium (website, campaign, app, etc.) will be rewarded.

Criteria:

- Strategy (objectives, planning, execution, budget) 30%
- Design (concept, rationale, client satisfaction, user experience) 50%
- Innovation (creative, integration, benefits) 20%