

Best Integrated Digital Campaign

The best integrated digital campaign created by an agency, business, or organisation will be recognised in this award. Enter if you have created a campaign that integrates four or more different digital channels and demonstrates best practice, innovation and excellence in promoting, advertising, communicating or marketing a brand, product or service. Entries should be able to demonstrate the effectiveness of their campaign in delivering against the campaign KPI's. Campaigns must include four or more digital channels including (but not limited to) display, social, website, or apps.

Who should enter?

This category is open for anyone to enter; including agencies, businesses, and organisations, so long as a campaign has been created that integrates different digital techniques.

What types of projects should be submitted?

Enter if you have created a campaign that integrates different digital techniques and demonstrates best practice, innovation and excellence in promoting, advertising, communicating or marketing a brand, product or service. Entries should be able to demonstrate the effectiveness of their campaign in generating business. Campaigns must include four or more digital techniques including (but not limited to) display, social, website, or apps.

Criteria:

- Strategy (objectives, planning, execution, budget) 20%
- Design (concept, rationale, client acquisition, engagement) 20%
- Innovation (creative, integration, benefits) 20%
- Results (visitors, repeat visitors, leads, ROI) 40%