

## Best Native Content

This category will recognise the most creative, innovative and effective content that has provided a real return on investment for the client/brand. A campaign will be rewarded for being unique and native to the experience of the platform being used.

### Who should enter?

Any media company, digital publisher, brand, organisation, agency or studio that is involved in creating, producing or distributing any native advertising content.

### What types of projects should be submitted?

Innovative projects that have provided significant return on investment for the brand/client and allowed them to reach their intended audience. The content used should be particularly native to the feel and experience of the platform(s) used.

### Criteria:

- Strategy (objectives, planning, execution, budget) 20%
- Design (rationale, concept, client satisfaction, user experience) 30%
- Innovation (creativity, technologies deployed) 20%
- Results (visitors, repeat visitors, lead generation, return on investment) 30%