

Best Technology Innovation

This category will award an agency or business who has specifically implemented or developed ground-breaking technology. Judges will be looking for creative and innovative elements of the project which makes it unique.

Who should enter?

This category is open to any company, agency, organisation or business which has created new innovative technology or developed existing technology.

What types of projects should be submitted?

Judges will be looking for projects which have improved technology or developed new or innovative technology resulting in improved user experience which has uniquely creative and innovative elements.

Criteria:

- Strategy (objectives, planning, execution, budget) 20%
- Design (concept, rationale, client acquisition, engagement) 20%
- Innovation (creative, integration, benefits) 30%
- Results (users, repeat visitors, leads, ROI) 30%