

Best in Public Services

This category is open to all charitable and non-profit organisations/foundations and governmental body or institution that utilise digital media channels. Entrants should demonstrate the success of a campaign in achieving a positive social impact or advocating for a particular social cause. Entrants can also demonstrate how their submission helped to improve the ability of a third sector project or organisation to achieve its objectives. The content of the submission should be detailed and of a high standard, as should the usability and design of the submission.

Who should enter?

Entries are welcomed from all charitable/non-profit organisations, governmental bodies or institution or social entrepreneurs which utilises digital media channels.

What types of projects should be submitted?

Entrants should demonstrate the success of a campaign in achieving a positive social impact or advocating for a particular social cause. Entrants can also demonstrate how their submission helped to improve the ability of a third sector project or organisation to achieve its objectives. The content of the submission should be detailed and of a high standard, as should the usability and design of the submission.

Criteria:

- Strategy (objectives, planning, execution) 30%
- Design (concept, rationale, consumer satisfaction, user experience) 25%
- Integration with other channels (creative, integration) 15%
- Results (visitors, engagement) 30%