

Best in Retail & Consumer Goods

This category recognises campaigns in the retail & FMCG industries that have created interactive media and digital content demonstrating best practice, innovation and excellence in promoting, advertising, communicating or marketing their product. Campaigns can use a range of platforms and formats (including but not limited to online advertising, search marketing, viral marketing, email marketing, text messaging campaigns, social media marketing and other media). Entries should be able to demonstrate the effectiveness of their campaign in generating business.

Who should enter?

This category is open to any company, agency, organisation or business so long as the submission is any type of retail campaign using any type of digital media.

What types of projects should be submitted?

An entry in this category can be any digital project with a direct commercial objective, for example a retail website, product, or a mobile content business. A submission that can demonstrate the tangible business benefits of a campaign, demonstrate how they developed a new technology, or use an existing technology in a new or innovative way will be rewarded in this category.

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%