

## Best Use of Mobile

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This award recognises individuals and companies who are exhibiting excellence and innovation within the mobile internet space. Entries should demonstrate how they used this platform most effectively, through offering innovative, useful or engaging mobile content, services, applications or utilities.

### Who should enter?

This category is open to any agency or business that is developing mobile internet content, services, applications or utilities.

### What types of projects should be submitted?

Judges will be looking for specific websites applicable to mobile devices. Enter a submission into this category if you have completed a project that contains innovative, useful, or engaging mobile content, services, applications or utilities.

### Criteria:

- Strategy (objectives, planning, execution, budget) 20%
- Design (rationale, concept, user experience, engagement) 20%
- Innovation (content, creativity, benefits) 30%
- Results (visitors, repeat visitors, leads, ROI) 30%

To enter, please visit [www.digitalmedia.ie](http://www.digitalmedia.ie)  
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