

# Celebrating Digital Brilliance



## 2019 **ENTRY GUIDE**

### **KEY DATES**

**ENTRIES CLOSE** - 12 AUGUST

**FINALISTS ANNOUNCED** - 10 SEPTEMBER

**WINNERS ANNOUNCED** - 24 OCTOBER

## AWARDS INFORMATION

### **IMPORTANT DATES:**

- Entries open 17 June and close 12 August @ 5:00pm
- Finalists will be announced 10 September 2019
- Gala Dinner will be held 24 October at The Star, Sydney

### **ELIGIBILITY:**

- Entries are now open to Members and Non Members.
- Work must have originated, built and been executed in Australia and/or New Zealand between **1 January 2018 and 30 June 2019**
- The entry does not have to be live but it can't be in the testing phase.

### **COST:**

Member	A\$250.00+gst
Non-member	A\$300.00+gst
Student Member	FREE
Student Non-Member	A\$300.00+gst

- D+TC Corporate Members receive 2x free entries. Membership must be current (paid) when submitting the entry.
- D+TC Students member can enter for free (1 entry per student). Membership must be current (paid) when submitting the entry.
- ADMA members do not receive member discounts to AMY Awards. ADMA Premium member benefits are not transferable to the AMY Awards.
- If you are member and do not have your discount code please contact Helena Mikhailova on **02-92775419** or [helena.mikhailova@aadl.org.au](mailto:helena.mikhailova@aadl.org.au)
- Anyone wishing to sign up to become a member. Go to [www.dtcollective.org.au/join](http://www.dtcollective.org.au/join)

## HOW TO ENTER:

1. Visit <https://amy.awardsplatform.com/> Entry is submitted online only.
2. You can enter for as many categories as you see fit for your work.
3. Go to the 'Register' panel, to create a User ID.
4. Tell us about your entry.
  - ❖ Select the Category you would like to enter and specify the Entry Name to start your submission process
  - ❖ All questions across the tabs must be answered unless marked optional
  - ❖ Provide details such as actual results and data to support your entry – *NB for judges' eyes only*
5. Mandatory Items:
  - ❖ Client Logo
  - ❖ A **hero image/graphic** that captures the essence of the campaign
    - ✓ Ensure it's highly visual – not a grab from a case study
    - ✓ Must be landscape / 16:9 ratio
    - ✓ **NO** Agency or Client logos to be included in this image
    - ✓ Any agency or client logos will be asked to be removed which may delay your entry submission
6. Upload all supporting materials including case study materials, metrics etc that would support your entry and judging process.
7. PLEASE TRY TO KEEP FILES TO LESS THAN **500MB**.

VIDEO	LOGOS	STILS/IMAGES
<ul style="list-style-type: none"> <li>• Format: flv,mov,mp4, mpeg &amp; wmv</li> <li>• H.264 HD 1080p 16:9 ratio</li> <li>• Frame Size: 1920*1080</li> <li>• Frame Rate: 25 fps</li> <li>• Audio: 48kHz, Stereo, 16 bit</li> <li>• No agency branding</li> </ul>	<ul style="list-style-type: none"> <li>• Vector</li> <li>• AI or .EPS or .PNG files</li> <li>• CMYK</li> <li>• All text/fonts outlined</li> <li>• Versions: Inline, stacked, Mono</li> </ul>	<ul style="list-style-type: none"> <li>• JPG, TIFF or PDF</li> <li>• 300dpi</li> <li>• High Resolution</li> <li>• Ideally images should be larger than 2000 pixels (wide/high)</li> </ul>

### PAYMENT:

- Once you submit your entry, you will be taken to the payment gateway.
- Select your entry type – Member, Non Member or Student
- Enter **discount code** if any
- Enter your Billing information and proceed to payment.
- Once you enter your credit card details, make sure to '**Finalise Transaction**' as shows below only



then will your entry be submitted successfully.

## **ENTRY CRITERIA:**

There are 14 AMY Award categories. Nine categories are divided into two sub-categories - Product and Campaign. Another four categories are singularly focused (one winner in each) with an additional AMY Grand Prix as the ultimate AMY Award (and one you have to earn via excellence in the other categories).

There are 23 AMY Awards to be won in total.

For each Award there are five finalists and one winner (effectively 23 winners).

There is no highly commended.

For Nine Categories choose whether your entry should be in a **product** or **campaign** categories using these definitions for guidance:

**Campaign** is defined as a project with a start and an end date within the eligibility period. The project can include multiple touchpoints, single elements or an integrated campaign but must have digital at its heart.

**Product** is defined as a project with customer touchpoints, intended longevity, reinvigorating experience, enabling product. It must have significant re-tooling / restaging / evolution actioned within the eligibility period to be eligible to enter

## **JUDGING CRITERIA:**

- Strategy (20%)
- Creative (20%)
- Execution (20%)
- Delivery (20%)
- Results (20%)

## **ENQUIRES:**

Please contact the events team at [events@dtcollective.org.au](mailto:events@dtcollective.org.au) or call (02) 9277 5419.

## AMY AWARDS CATEGORY DESCRIPTION

Category	Description
<p><b>The AMY Award for Customer Acquisition</b></p> <p><b>Product Entry</b> <b>Campaign Entry</b></p>	<p>This award focuses on the product or campaign that demonstrates the best acquisition practice in online commerce. The winning entry will have helped the organisation to gain customers via excellence in original site design, usability, customer experience, service, fulfilment, conversion optimisation, shop-ability improvements or better paths to purchase.</p> <p>Open to any product or service from any online entity - including pureplay retail, e-payment systems and online advertising websites.</p>
<p><b>The AMY Award for Customer Engagement</b></p> <p><b>Product Entry</b> <b>Campaign Entry</b></p>	<p>This award focuses on excellence in a product or campaign incorporating innovative and effective gamification to entertain and engage customers.</p> <p>Open to a website, app, campaign or other digital medium designed to boost brand or product engagement.</p> <p>Examples of past campaigns in the award are Mecca's Monopoly, FTV; Foxtel kids; Royal Easter show and triple M.</p>
<p><b>The AMY Award for Utility</b></p> <p><b>Product Entry</b> <b>Campaign Entry</b></p>	<p>This award focuses on the best in tools, apps, online services and other digital offerings devoted to simplifying, streamlining or just improving the daily life of customers.</p> <p>The entry could address everyday improvements in specific spheres of the customer's life – such as home, work, childcare, travel, food or entertaining.</p> <p>For example past entries could include utilities apps such as NRMA, government initiatives such as Citilink updates or apps that connect customers with quick on-hand services such as Glamazon and Airtasker.</p>
<p><b>The AMY Award for Education</b></p> <p><b>Product Entry</b> <b>Campaign Entry</b></p>	<p>Open to education, travel, recreational and other education providers, this award focuses on engagement and experiential excellence in products or campaigns that combine technology and digital touchpoints with traditional educational approaches.</p> <p>Entries can address specific stages in traditional educational offering or the overall offering experience - including strengthening cross-channel functionality.</p> <p>Entries might also be an offering that educates outside formal or traditional structures</p>
<p><b>The AMY Award for Efficiency</b></p> <p><b>Product Entry</b></p>	<p>The award focuses on the role of excellent business strategy and internal methodology in campaign rollouts or product launches.</p> <p>The winning entry will describe a sound, innovative and business</p>

<p><b>Campaign Entry</b></p>	<p>effective approach that will be used by the business going forward.</p>
<p><b>The AMY Award for Social Good</b></p> <p><b>Product Entry</b> <b>Campaign Entry</b></p>	<p>This award focuses on outstanding examples of social good businesses using digital technologies to aid the business and help deliver greater value to their audience. This award is a classic example of where product launch or campaign meets purpose.</p>
<p><b>The AMY Award for Customer Retention</b></p> <p><b>Product Entry</b> <b>Campaign Entry</b></p>	<p>This award focuses on innovation in loyalty via retention activities, CRM, DMB, personalisation, strategy or database.</p> <p>The winning entry will combine an imaginative initiative with innovation, technology and tangible, positive results.</p> <p>Either an original and practical product or an exciting campaign, the entry will be able to demonstrate excellence to retain existing customers.</p>
<p><b>The AMY Award for Healthy Living</b></p> <p><b>Product Entry</b> <b>Campaign Entry</b></p>	<p>This award focuses on the role of digital, technology and services to help customers follow a healthy living regime.</p> <p>The winner will focus product or campaigns on customers who want to live a healthy lifestyle including food and fitness.</p> <p>Be it a service available across devices and touchpoints, a single health living product such as a meal plan or an experience to further to goal toward healthy living, the winner will showcase the value delivered to the customer</p>
<p><b>The AMY Award for Trailblazing</b></p> <p><b>Product Entry</b> <b>Campaign Entry</b></p>	<p>Ingenuity in the field of emerging technology and digital is the focus of this award.</p> <p>This award focuses on work or product that ‘punched above its weight’ with a big, ground breaking idea that may have or have not excelled.</p>
<p><b>The AMY Award for Collaboration</b></p>	<p>This award is a unique and inspiring opportunity to honour the achievements and hard work of the people and teams behind the success stories.</p> <p>Nominating your client and agency team for this award, brings valuable exposure and credentials for your brand or company. But above all it inspires others in the industry to aspire to achieve the same success with their clients and agencies.</p> <p>The same judging criteria apply however your entry should focus on how collaboration within the client-agency team enabled the work to meet or exceed the each of the four criteria.</p>
<p><b>The AMY Award for Best Student Entry</b></p>	<p>This award focuses on the best student work of the year. It is open to any full-time student (or group of students) of any Australian school,</p>

	<p>University, TAFE or other tertiary educational institution.</p> <p>The same judging criteria apply to student submitted work and how the work might meet or exceed the each of the four criteria</p>
<p><b>The AMY Award for Best Digital Team</b></p>	<p>This award focuses on the best digital team of the year; the team that best displays overall excellence, original thinking, creativity and excellence in the work that they have achieved throughout the year. (This category is open to 'client-side' teams only.)</p> <p>The same judging criteria apply to the team's work and how the work might meet or exceed the each of the four criteria.</p>
<p><b>The AMY Award for Best Start-Up</b></p>	<p>This award focuses on the best digital-focused start-up of the year; the business that is leading the way with new, innovative, and scalable digital business concepts and was formed within the last 2 years.</p> <p>The same judging criteria apply to start-up submitted work and how the work might meet or exceed the each of the four criteria.</p>
<p><b>The AMY Grand Prix</b></p>	<p>The award focuses on the best entry submission across all categories and criteria.</p> <p>The winner of this category will be judged by the third round in-house judges.</p> <p><b>This category is not open for separate entry submissions.</b></p>