



IDN AWARDS

Barcelona, October 27, 2018

COMPLETE GUIDE FOR WINNING THE IDN AWARDS

– IN SHORT –

The IDN Awards will award in various categories the best entries created by IDN members the latest year.

The Categories are:

1. Customer strategy
2. Online strategy
3. Loyalty
4. CX/Service design
1. Multichannel campaigns (more than one channel e.g. e-mail, social, mobile, video, traditional mail, print, events etc.)
5. Best use of content
6. Innovations (e.g. best use of immersive technology (vr/ar)
7. Best use of data

Due to the number of entries in IDN Awards, we do not divide entries by industry categories. However, "Sector/industry" is still the sorting criteria for all entries in Pandora, and must be added in the entry form.

To enter a case:

Fill in a copy of the attached Word document Category Entry Form complete for each entry and return it to us. The Secretariat will then fix the upload to Pandora.

OR, even better: Of course, you may do this yourself, directly in [Pandora](#):

- Describe the brief from the client and the goals set for the activity. (100 words maximum)
- Describe your solution to the brief; i.e. strategy, creative idea, basic idea. (200 words maximum)
- Describe the results in as much detail as possible - ideally response rates and return on investment but at least some client appreciation of the outcome. (100 words maximum)
- Provide translations to English of headlines/copy you feel should be translated for the jury to understand the creative solution.
- Add (links to) max. 5 pdf's of photos of the case. Do not e-mail these, as they are normally quite heavy files.
- Sum up all your entries in the "Member page"

IDN Award Prizes 2018

- Category prizes: In all above-mentioned categories gold, silver and bronze will be distributed depending on the level and number of entries

Special prizes:

- The Best Strategy Award (all entries will participate)
- The Best Creative Award (all entries with creative work will participate)
- Agency of the year The Agency of the Year Grand Prix Award will be given to the IDN

Member agency that is perceived to be the best agency in IDN the past year; the highest bench-mark and inspiration to other member agencies, measured by the agency's strategic and creative work (i.e. category prizes), its contribution to the IDN

Network and its over-all standing.

- The IDN 30 Years Special Prize for the most creative and outstanding entry.

By entering your cases in the Category awards, you will automatically qualify for the Special prizes.

Frequently asked questions

What are the entry fees for IDN Awards?

No fees. The only requirement is that your IDN annual fee is paid for by the time you send in your cases.

What is the 2018 deadline for entry?

September 7th, 2018

Which agencies and which cases can participate?

1. *IDN AWARDS is open to all members of Inter Direct Network.*
2. *All cases entered in Pandora after October 1st, 2017 and before September 7th, 2018 will be eligible.*
3. *All entries must have been published for the first time before September 7th, 2018.*
4. *Entries may not have been entered in the IDN Awards in previous years, except for those in Category 3. Loyalty.*
5. *Entries in Category 3. Loyalty - have no eligibility date restriction, except that they cannot be entered in the IDN Awards in 2 consecutive years and must have run for all or part of the preceding year.*
6. *All entries must have been created within the context of a normal paying contract with a client.*
7. *The IDN Board may refuse entries that offend national or religious sentiments, laws, code of practice or public taste.*

We send out a call for entries by e-mail only, which refers you to our simple and timesaving online entry system in Pandora.

How do I enter Pandora?

First, be certain you have your agency user name and password to enter. You get that from your IDN rep, or from the IDN secretariat.

Then, you go to the IDN website, log-in and find the Pandora on the top right. Then choose "Pandora Case Upload" in the menu to the right.

What do I do if I want to cancel an entry?

If you withdraw an entry before the deadline for entries, you can simply delete the entry by re-entering the Pandora Library and cancel your entry. In case of trouble: please contact the IDN Central Coordination Centre

When will I know if I have won?

All the judging takes place in the weeks before the IDN Forum and Award Ceremony. The finalists and winners are announced at the IDN Forum and hence published on our website and Facebook page. Gold Prize and Grand Prix winners will be contacted from the IDN Secretariat by e-mail so that they can attend the awards ceremony.

IDN AWARDS – COMPLETE ENTRY RULES

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A. The Purpose of the IDN AWARDS

The IDN AWARDS offers members of Inter Direct Network the opportunity to submit their best efforts as benchmarking and inspiring cases to the better for all other members. The aims of the IDN AWARDS are

- to inspire members and their employees,
- to show, see, learn from and enjoy each other's good strategic and creative work
- to present and honor outstanding efforts within IDN, being leading stars to perfected targeted communication, customer and online strategy and using and analyzing data

B. Dates and location

The 12th IDN AWARDS ceremony will take place on Saturday, October 27th, 2018, during the Interdirect Strategic & Creative Forum to be held in Barcelona, Spain. Deadline for entering the competition is Friday September 7th, 2018.

C. Awards, Categories and criteria

The awards and the criteria for winning are as follows:

1. Category prizes:

In each category, the Jury will award Gold, Silver and Bronze prizes to entries judged to deserve this honor. The prize will be given to the entrant company. If participation is too low, the Jury can decide to award only a Gold prize or one Gold and one Silver prize.

For any year of IDN Awards, the IDN Board and the Jury also has the liberty to assess the total number of entries and the possibility of judging all entries together regardless of category in order to find the over-all best-of-the-best Entries by IDN Members this year, or of judging two or more categories together to reduce the number of prizes to fit an acceptable percentage of the total number of entries.

The Categories are as follows:

1. Customer strategy
2. Online strategy
3. Loyalty
4. CX/Service design
5. Multichannel campaigns (more than one channel e.g. e-mail, social, mobile, video, traditional mail, print, events etc.)
6. Best use of content
7. Innovations (e.g. best use of immersive technology (vr/ar)
8. Best use of data

An entry can only be submitted in up to two categories.

Judging criteria for the Category Awards:

Relevance is the key to all judging, taking into account both targeting, use and analyzing of data, product offer relevance, media chosen, timing and message/communication relevance. Furthermore, stimulation of interaction with/response from the target audience is a "first" in all targeted communication and thus also for the IDN Awards judging.

The jury's voting will be given on 3 elements: Strategy, Creativity (creativity seen large: it can be use of data, analyzing data, traditional creative work, idea etc.) and Results. Each entry will receive 3 marks which will make up the total vote and these marks will be weighted as follows:

- Results 60%
- Creativity 20%
- Strategy 20%

2. The IDN Agency of the Year Grand Prix Award:

The Agency of the Year Grand Prix Award will be given to the IDN Member agency that is perceived to be the best agency in IDN the past year; the highest bench-mark and inspiration to other member agencies, measured by the agency's creative work (i.e. category prizes), its contribution to the IDN Network and its over-all standing.

In detail, the award is given to the one agency that obtains the highest total score from these criteria:

- a. **for entries in the Category section**, the calculation will be based on all of the awards won by an agency. The scores are calculated as follows:
 - Gold Prize: 8 Points
 - Silver Prize: 5 Points
 - Bronze Prize: 3 points
 - Finalist Position: 1 Point

If the same entry is entered in more than one category and is short-listed and/or wins more than one award, only the points for the highest award will be counted. This applies to both single and campaign entries. For instance, if a multichannel campaign wins a Gold Prize and one part of that campaign also wins an award, only the highest award will count.

However, in the event of a tie, the Agency of the Year Grand Prix Award ranking will take into account the importance of prizes awarded.

- b. **for other achievements.**

In addition to the category judging, every agency entering the competition will also be judged on the following criteria:

Participation and contribution in IDN activities: IDN event attendance; initiatives and contribution in IDN affairs; use of Pandora; contribution to the IDN newsletter; exchange of ideas and insights to other members; involving partners and employees in the IDN sphere; introducing international clients to other IDN members.

Status/position in national and international DM community: National and international awards won; participation in national/international DMA and community; making speeches ad/or arranging conferences; "guru" status for owners/ employees; client testimonials.

Growth and economic results: Growth percentage of total turnover for agency last full year compared to the year before; Overall profitability measured by the result before taxes in percentage of net turnover; Growth of employees; and/or Net growth of clients.

3. Special prizes

In any given year, the jury and/or the Board can initiate special prizes if such are found relevant.

D. Eligibility

1. IDN AWARDS is open to all members of Inter Direct Network.
2. All cases entered in Pandora after October 1st, 2017 will be eligible.
3. Entries cannot be made without the prior permission of the advertiser/owner of the rights of the advertisement.
4. All entries must be designed for implementation and must have been published, screened, displayed or implemented for the first time before September 7th, 2018. However, entries in 3. Loyalty have no eligibility date restriction, except that they cannot be entered in the IDN Awards in 2 consecutive years and must have run for all or part of the preceding year.
5. Entries may not have been entered in the IDN Awards in previous years, except for those in Category 3. Loyalty.
6. All entries must have been created within the context of a normal paying contract with a client. That client must have paid for all, or the majority of, the media costs. The IDN Awards Jury reserves the right to request a full media schedule from each entrant company to verify the authenticity of the activity in the event that entry is short-listed or a winner.
7. The IDN Board may refuse entries that offend national or religious sentiments or public taste.
8. Entries that, up to and including the final day of judging, have infringed any of its country of origin's voluntary or regulatory codes of practice are not eligible. It is the responsibility of the entrant to withdraw such work should any infringement arise prior to the judging and Awards Ceremony.
9. Entries cannot be cancelled or removed from the competition in any way after the deadline date for entering is passed.

E. Juries

Jury for the Agency of the Year Grand Prix and for the Special Prizes consists of the Board members, the Secretariat members and the Jury Chairman. The Category awards jury may assist this jury also.

For the Category awards, an international jury of 5-8 representatives chosen from the IDN community top creators and consultants will select the award-winning entries. Appointing the jury will be initiated and verified by the Secretariat and shall secure a fair representation of both creative and consulting personnel.

F. Entry requirements

1. Only one party may submit an entry. In the event that 2 different entrants submit the same entry, only the first entry received will be accepted.
2. All entries must relate either to one campaign element or to one single marketing campaign. Entries relating to more than one campaign (even if promoting the same product), must be entered individually. This does not apply for category 3. Loyalty.
3. An entry may be submitted in a maximum of two categories. However, in this case, you must supply a separate entry form and set of material pictures for each entry.
4. The IDN Secretariat as IDN Awards Organizers will endeavor to move entries to more appropriate categories if necessary before the judging.

You must submit the following items for your entry:

- A Case Entry Form completed for each entry. Fill in the attached word document or write directly in Pandora Library. Please note that entry form will not be considered a complete entry until the corresponding material photos/files are entered into Pandora.

Please ensure that the Entry Form information is full and correct. Within the entry form, you will be required to answer the following questions:

1. Describe the brief from the client and the goals set for the activity. (100 words maximum)
2. Describe your solution to the brief; i.e. strategy, creative idea, basic idea. (200 words maximum)
3. Describe the results in as much detail as possible - ideally response rates and return on investment but at least some client appreciation of the outcome. (100 words maximum)
Please note, in the absence of any indication of results, the Jury cannot give a mark for this and the entry could suffer as a result.
4. Provide up to 5 pdfs of the campaign elements. See upload instructions in Pandora, or you can simply give us a link to your pdf's, and the Secretariat will handle the upload. But do NOT send us the pdf's/pictures/presentations by mail – they tend to be too heavy files.
5. Provide translations to English of headlines/copy you feel should be translated for the jury to understand the creative solution.

Please ensure that you adhere to the word limit specified for each question. Failure to do so may result in disqualification.

G. Fees

Entering the IDN Awards is free of charge, with the sole requirement that your IDN annual fee is paid for by the time you send in your cases.

H. Treatment and Publication of Entries

1. All entries submitted will displayed in the IDN Pandora Library for the benefit of other IDN members.
2. In order to promote the IDN Awards and/or the Pandora Library, each entrant authorizes the Organizers to screen or publish his entry without charge at private IDN-related presentations, wherever and as often as the Organizers think fit.
3. All entrants must accept that their entries may be used in the IDN Awards Archive.
4. Each entrant confirms to the Organizers that they have the legal right to enter the IDN Awards on the terms of these Entry Rules. Each entrant indemnifies the Organizers against all liability to any other person, firm or company and all loss arising from a breach by the entrant of any of these rules.