



direct  
**commerce**  
awards

**2021**

# Call for your entry

**We are now prepared to accept entries into these revered awards which are based upon results and breakthroughs achieved in the extraordinarily challenging 2020.**

- the deadline for receipt of digital entries + posted supported materials is strictly 23 April 2021
- entries are judged by members of an independent panel of sector experts – our Judging Panel
- from the combined scores of our Judging Panel, a shortlist of the companies with the top scoring entries will be issued
- the final decisions will be revealed in an all-new virtual awards presentation event which is scheduled for June 17th, 2021
- all entrants will be invited to register for the virtual presentation event

**CLOSING DATE  
FOR ENTRIES IS  
23<sup>RD</sup> APRIL 2021**

**[homeofdirectcommerce.com](http://homeofdirectcommerce.com)**

## Consistently dedicated to the celebration of excellence for 22 years

In these most turbulent of times we have been constantly amazed and humbled by the tremendous efforts of teams in this remarkable sector. We believe that this means that there is even more reason to celebrate your team's achievements. Indeed as you prepare your entry you and your team will be reminded of how much you have all achieved in what can only be described as truly extraordinary circumstances.

We have seen incredible agility, stunning philanthropy, amazing resilience all shining through these times of lockdowns, delayed arrival of stock, adapting roles to enable working from home. The introduction of safe working practices in operations environments to manage demand whilst protecting staff members. The installation of sanitisation points, screens and issue of PPE for staff whose work brings them into direct customer contact. The lengths to which many have gone to make their stores safe, to retain jobs, and even to expand their workforces.

Covid-19 has affected the everyday lives of our entire nation, of the world population. Business ground to a virtual halt in some quarters, with on-off lockdowns, heightening restrictions and the explosion of infections. Yet, despite all of this, there are many of our sector businesses exceeding both revenue and EBITDA forecasts as well as those who have by necessity 'cut their coats according to the cloth available' and are now returning to more ebullient times.

This year's very special Direct Commerce Awards process offers an excellent opportunity for businesses of all sizes and in all niches to compete against their peers and win the hearts of our panel of expert Judges. With a past winners roll call containing some of the very best B2B and B2C direct and multichannel retailers, reaching the shortlist is a worthy achievement in itself, topped only by emerging victorious to receive a category winning trophy. Of course, to coin a phrase, you do need to be 'in it to win it' and with a range of carefully curated categories to choose from, there is bound to be at least one where your team's performance will eclipse all others.

Do take a look at this year's categories. There are some completely new ones included as well as many popular favourites. You can opt to enter with the support of one of your suppliers/agencies, or they can enter on your behalf. All the guidelines for this year's contest can be found at [homeofdirectcommerce.com](http://homeofdirectcommerce.com) along with details of past winners.

There is literally nothing to lose. All shortlisted entrants get to take part in the virtual awards ceremony. Winners will each receive a VIP celebration package, timed to arrive after the ceremony, for distribution and sharing with their team members. Winning businesses will also receive great publicity via the Direct Commerce Award Winners Publication which includes selected comments from the Judges.

## Lifetime Achievement Award

The Lifetime Achievement Award is presented following consultation with an informal group of respected sector leaders. Those nominated have made a significant contribution to the sector over time, developed outstanding businesses, and set new standards which others aspire to.

By honouring these truly impressive individuals we seek to express the gratitude of the sector as a whole for their role in developing new markets, pursuing excellent standards, and sharing their knowledge and expertise with others.



Nigel Swabey, DCA President Emeritus presents the 2019 Lifetime Achievement Award to Stuart Paver.

**download full entry details from:  
[homeofdirectcommerce.com](http://homeofdirectcommerce.com)**

# Categories

Choose the category(ies) that best fit your business and your niche

## Best Direct/Multi-Channel Business or Brand by Turnover Band\*

1. Annual sales of up to £5M  
a) B2B      b) B2C
2. Annual sales of £5M - £15M  
a) B2B      b) B2C
3. Annual sales of £15M - £30M  
a) B2B      b) B2C
4. Annual sales of £30M - £50M  
a) B2B      b) B2C
5. Annual sales of £50M-£100M  
a) B2B      b) B2C
6. Annual sales of £100M+  
a) B2B      b) B2C

Open to any business or brand utilising 2 or more channels to sell products direct to businesses or consumers. Channels may include: print catalogue, transactional website, off the page advertising, reader offers, in-home agent based sales, email/digital communications, mobile, online shopping malls, social media/commerce, TV shopping, affiliate programmes, wholesale distribution, retail and/or trade counter sales.

### Judging Criteria

An evaluation of entrants' overall performance taking in the following key areas: Positioning and proposition; brand ethos; range; targeting; offers; creative execution; campaigns by channel; CRM; acquisition; new developments, launches and adaptations during 2020\* and how specific 2020\* challenges were met.

**\*All information submitted, and turnover should relate to calendar year 2020.**

## Best Exploitation of Technology – ideal for supplier/client collaborative entry

7. Best Exploitation of Technology - annual sales up to £25M  
a) B2B      b) B2C
8. Best Exploitation of Technology - annual sales over £25M  
a) B2B      b) B2C  
Was 2020 the year that saw your business transform its performance via adoption of new technology? Examples: re-platforming website, implementation of a new multi-channel or e-procurement solution, adoption of new web tools, etc. Our Judges want the objectives and the business case, along with the results being achieved.

## Best Business to Consumer Brand – by merchandise category

9. Children's/Family
10. Active Lifestyle/Young
11. Mature Market
12. Home & Interiors
13. Luxury/Prestige
14. Fashion/Accessories
15. Gardening & Outdoor Leisure
16. Gifts, Hobbies & In-home
17. Charity Trading

## Best Business to Business Brand – by merchandise category

18. Office & General Business Supplies
19. Industrial, Technology & Warehouse Supplies
20. Facilities Management, Janitorial Equipment & Hygiene Supplies
21. Education, Teaching & Training Equipment & Supplies
22. Health, Medical, Scientific Supplies & Equipment

## Best Overall Niche Brand

23. a) B2B      b) B2C

## Campaigns & Partnerships – ideal for supplier/client collaboration

24. Best Catalogue Creative & Print Production Campaign  
a) B2B      b) B2C
25. Best Mail Campaign
26. Best Door Drop Campaign
27. Best TV Advertising Campaign
28. Best Social Campaign  
a) B2B      b) B2C
29. Best Technology Partnership  
a) B2B      b) B2C
30. Best New Media Development
31. Outstanding Philanthropy
32. Outstanding Customer Experience
33. Outstanding Agility in response to Covid-19 challenges



**DIGITAL  
& POSTAL  
ENTRIES  
ACCEPTED**



# Official entry form to be completed by all entering



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## Category entered (please tick)

1	Annual sales of up to £5M	B2B	B2C
2	Annual sales of £5M - £15M	B2B	B2C
3	Annual sales of £15M - £30M	B2B	B2C
4	Annual sales of £30M - £50M	B2B	B2C
5	Annual sales of £50M-£100M	B2B	B2C
6	Annual sales of £100M+	B2B	B2C
7	Best Exploitation of Technology - annual sales up to £25M	B2B	B2C
8	Best Exploitation of Technology - annual sales over £25M	B2B	B2C

BEST BUSINESS TO CONSUMER BRAND			
9	Children's/Family		
10	Active Lifestyle/Young		
11	Mature Market		
12	Home & Interiors		
13	Luxury/Prestige		
14	Fashion/Accessories		
15	Gardening & Outdoor Leisure		
16	Gifts, Hobbies & In-home		
17	Charity Trading		

BEST BUSINESS TO BUSINESS BRAND			
18	Office & General Business Supplies		
19	Industrial, Technology & Warehouse Supplies		
20	Facilities Management, Janitorial Equipment & Hygiene Supplies		
21	Education, Teaching & Training Equipment & Supplies		
22	Health, Medical, Scientific Supplies & Equipment		

23	Best Overall Niche Brand	B2B	B2C
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CAMPAIGN/PARTNERSHIP			
24	Best Catalogue Creative & Print Production Campaign	B2B	B2C
25	Best Mail Campaign		
26	Best Door Drop Campaign		
27	Best TV Advertising Campaign		
28	Best Social Campaign	B2B	B2C
29	Best Technology Partnership	B2B	B2C
30	Best New Media Development		

31	Outstanding Philanthropy		
32	Outstanding Customer Experience		
33	Outstanding Agility in response to Covid-19		

Enter any two categories of your choice for **£95 (+VAT)**. Each additional category entered is **£40 (+VAT)**.

All entries will be confirmed via a VAT invoice (issued on net terms). Full instructions on how to submit your entry will be emailed after your form has been processed. **All processed entry forms are considered final.**

Entering Company: .....

Entering Brand(s) if different: .....

My Name: ..... Position: .....

Company: ..... Web: .....

Address: .....

.....

..... Postcode: .....

Email address: .....

Landline:..... Mobile:.....

PO Number (if applicable): .....

Date: ..... Signature: .....



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How would you like to submit your entry?

By Post

Digital

Please await instructions before submitting your entry