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THE MARKETING SCIENCE PEOPLE



DIRECT
COMMERCE
AWARDS 2022

CALL FOR YOUR ENTRY

We are now prepared to accept entries into these revered awards which are based upon results and breakthroughs achieved in 2021

- the deadline for receipt of digital entries + posted supported materials is strictly 4pm 16th May 2022.
- 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 on 6th June 2022.
- The Awards will be presented on the evening of **23rd June 2022** at Millennium Hotel, Gloucester Rd, London SW5.
- All shortlisted entrants will receive 1 complimentary ticket. Further tickets may be booked through us.

Open for entries from
4th January 2022

Closing date:
4pm 16th May 2022

Shortlist Released on
6th June 2022

homeofdirectcommerce.com

DEDICATED TO THE CELEBRATION OF EXCELLENCE FOR 24 YEARS

As we all get back to 'business as usual' from the swings, roundabouts and rollercoaster rides of the pandemic, it is time for us to come together to celebrate. Time to focus on the positives and draw attention to the tremendous effort, the sheer brilliance, and the staggering staying power that has enabled sector businesses like yours to succeed in spite of everything that has been thrown at you.

We have been constantly amazed and humbled by the tremendous efforts made by your teams not least your adaptability, resilience, grit and determination to keep striving. Indeed, as we've said before, as you prepare your entry you and your team will be reminded just how much you have all achieved across the past 12 months in what have continued to be immensely challenging times.

We're talking about the way you've placed the needs of your customers at the heart of every decision, with every department pulling together and working to deliver their best in the face of truly trying circumstances. It has been a gargantuan effort and now, as life becomes a tad less fraught, we can all reconnect and take what we've learned into our onward planning. Many of our sector businesses are exceeding both revenue and EBITDA forecasts, with others steadily rebuilding, a significant number entering new niches, exploring new channels, and making acquisitions for the future. Wherever your business sits, these unique awards are tailored for the celebration of your victories.

The 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 our past winners roll call containing some of the very best B2B and B2C direct and multichannel retail names, reaching the shortlist is a worthy achievement in itself, topped only by emerging victorious to receive a category winning trophy. Of course, to coin that much over-worked 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 in which your team's performance will eclipse all others. Choose your category (ies) and prepare to enter, you can even opt to call on the support of one of your supplier partners and have them work with you on your entry. All the guidelines for this year's contest can be found at homeofdirectcommerce.com along with our archive of [past winners](#).

There is literally nothing to lose. All shortlisted entrants will receive 1 complimentary place at the Awards presentation dinner on 23rd June 2022 at the Millennium Hotel, Gloucester Rd, South Kensington, London SW5. Winners receive a trophy to display and commemorative photographs of the presentation and go on to enjoy great publicity via the Direct Commerce Award Winners Publication which includes selected comments from the Judges. This is shared digitally throughout the sector, in the UK and around the world.

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 a significant period of time, have developed outstanding businesses, created jobs, opportunities for partnerships, 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**



CATEGORIES

CHOOSE THE CATEGORY(IES) THAT BEST FIT YOUR BUSINESS AND YOUR NICHE

BEST BUSINESS TO CONSUMER PERFORMANCE

1. Baby, Children & Family
2. Active Lifestyle & Sports
3. Fashion & Accessories
4. Luxury & Prestige
5. Mature Market
6. Home & Interiors
7. Hobbies, Pastimes & In-home entertainment
8. Beauty, Health & Personal care
9. Food & Drink
10. Gifts
11. Gardening & Outdoor Leisure
12. Pet & Livestock
13. Charity

BEST BUSINESS TO BUSINESS PERFORMANCE

14. Office & General Business Supplies
15. Industrial, Technology & Warehouse Supplies
16. Facilities, Janitorial, Hygiene Services & Supplies
17. Education & Training Products
18. Professional & Scientific Supplies

CAMPAIGN, PARTNERSHIP & CHANNEL MASTERY

19. Catalogue Creative & Production
20. CRM, Attribution, Targeting & Personalisation
21. Door Drop, Direct Mail & Inserts
22. Digital, Performance & Social
23. TV & Video
24. Subscriptions & Continuity
25. Marketplace Trading
26. Fulfilment, Delivery & Logistics

DIGITAL
& POSTAL
ENTRIES
ACCEPTED



OUTSTANDING EVOLUTION

27. Customer Experience
28. Business Transformation
29. Sustainability

ENTRY PRICES:

- DCA Members: £95 for any 2 categories then £45 per additional category
- Non Members: £95 per category then £75 per additional category

All rates quoted are subject to VAT at the prevailing rate.

Payment is required in advance of your entry and a receipted invoice will be provided.

Suppliers and their clients may collaborate to create entries for any categories.

Entries are judged on performance from the period commencing 1st January 2021 – 31st December 2021. All material, campaigns and developments used to create each entry must have been originated and deployed during this period.

Entries can be submitted digitally or via post, within the deadline stated.



OFFICIAL ENTRY FORM

to be completed by all entering

Direct Commerce Awards • 32 Enterprise Avenue • Tiverton • Devon • EX16 4FP
T: 0208 092 5227 • email: info@directcommerce.biz • homeofdirectcommerce.com

CATEGORY ENTERED (PLEASE TICK)

BEST BUSINESS TO CONSUMER PERFORMANCE	
1	Baby, Children & Family
2	Active Lifestyle & Sports
3	Fashion & Accessories
4	Luxury & Prestige
5	Mature Market
6	Home & Interiors
7	Hobbies, Pastimes & In-home entertainment
8	Beauty, Health & Personal care
9	Food & Drink
10	Gifts
11	Gardening & Outdoor Leisure
12	Pet & Livestock
13	Charity
BEST BUSINESS TO BUSINESS PERFORMANCE	
14	Office & General Business Supplies
15	Industrial, Technology & Warehouse Supplies
16	Facilities, Janitorial, Hygiene Services & Supplies
17	Education & Training Products
18	Professional & Scientific Supplies

CAMPAIGN, PARTNERSHIP & CHANNEL MASTERY	
19	Catalogue Creative & Production
20	CRM, Attribution, Targeting & Personalisation
21	Door Drop, Direct Mail & Inserts
22	Digital, Performance & Social
23	TV & Video
24	Subscriptions & Continuity
25	Marketplace Trading
26	Fulfilment, Delivery & Logistics
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Entering Company:

Entering Brand(s) if different:

My Name: Position:

Company: Web:

Address:

.....

..... Postcode:

Email address:

Landline: Mobile:

PO Number (if applicable):

Date: Signature:



How would you like to submit your entry?

By Post

Digital

Please await instructions before submitting your entry