



# DIRECT COMMERCE AWARDS 2023

## CALL FOR YOUR ENTRY

We are now prepared to accept entries into these revered awards which are based upon results and breakthroughs achieved in 2022

- The deadline for receipt of digital entries + posted supported materials is strictly **4pm 14 July 2023**.
- 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 **7 September 2023**.
- The Awards will be presented on the evening of **17 October 2023** at Millennium Hotel, Gloucester Rd, London SW5.
- All shortlisted entrants will receive 1 complimentary ticket to the Awards presentation evening.

Closing date:  
**14 July 2023**

Shortlist Released on  
**7 September 2023**

[homeofdirectcommerce.com](https://homeofdirectcommerce.com)



## YOUR CHANCE TO SHINE

Without doubt, 2022 was the toughest and most challenging year many of us will ever experience.

But whilst closing the door on it and looking ahead to better times, it would be wrong not to celebrate all the hard work that went into facing up to 2022's unique series of challenges. Whether small niche online sellers, marketplace traders or larger multichannel retailers, the impacts were felt equally by all.

Adversity spurred us all on to overcome the obstacles put in our way. Agility ensured that many could flex. Adapting to changing conditions became key as unions called strike after strike, disrupting mail and delivery services, near wrecking the key peak season. Near constant, negative news reporting drove consumer sentiment down to an all-time low. Our customers struggled to cope with the rising cost of living, caused in the main by the ongoing impacts of Russia's invasion of Ukraine.

With many consumers halting all but essential spending, many retailers found that they had more inventory than they could hope to sell. Inventory that had cost them far more than expected due to swingeing freight costs.

Yet, despite all of this, there are myriad successes to celebrate. Resourcefulness, tenacity, ingenuity. The gargantuan efforts from our own teams and those of our partners. All came into play as our businesses navigated the raging economic headwinds to find workarounds and solutions.

In this year's **Direct Commerce Awards** our expert judges are mindful of the depressed trading climate that impacted all sector businesses. They will look for the gains and progress made in spite of economic and other impacts that were not able to be forecast or controlled. They'll look for the upside. The campaigns mounted, the new ranges launched, the breakthroughs achieved – all of the elements that combine to create stronger, sustainable businesses.

Give recognition where it is due to your team and partners by entering your business in the categories that resonate. Remember, these Awards are designed to be relevant for businesses at all stages of development and of all sizes – from established brands to niche start-ups, direct to consumer and B2B.

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



Entries are judged on performance from the period commencing 1 January 2022 – 31 December 2022. All material, campaigns and developments used to create each entry must have been originated and deployed during this period. You will be invoiced on receipt of a completed Entry Form.



## 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
  - a. Menswear
  - b. Womenswear
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

**CATEGORY SPONSORS:**





# OFFICIAL ENTRY FORM to be completed by all entering

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## CATEGORY ENTERED (PLEASE TICK)

BEST BUSINESS TO CONSUMER PERFORMANCE		
1	Baby, Children & Family	
2	Active Lifestyle & Sports	
3a	Fashion & Accessories: Menswear	
3b	Fashion & Accessories: Womenswear	
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	
OUTSTANDING EVOLUTION		
27	Customer Experience	
28	Business Transformation	
29	Sustainability	

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.

Entering Company: .....

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

First name: ..... Last name: .....

Job title: .....

Address: .....

.....

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

Email address: .....

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

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

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



**CALL FOR ENTRIES**  
CLOSING DATE  
4pm 14 July 2023

How would you like to submit your entry?

By Post

Digital

Please await instructions before submitting your entry