



# DIRECT COMMERCE AWARDS

## REWARDING SUCCESS

## CALL FOR YOUR ENTRY

We are now prepared to accept entries into these revered awards which are based upon results and breakthroughs achieved in 2023 only.

- The deadline for receipt of digital entries + posted supported materials is strictly **4pm 28 June 2024**.
- 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 **9 September 2024**.
- The Awards presentation will take place in **October 2024** and all shortlisted entrants will receive 1 complimentary ticket to attend.

Closing date:  
**28 June 2024**

Shortlist announced  
**9 September 2024**

Awards Presentation  
**October 2024**

SPONSOR:  NeuralEdge

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

## YOUR CHANCE TO SHINE

Each year throws up a series of curve balls – some new, some intensifying, some that leave us aghast. There's no doubt, 2023 had more than its fair share of challenges, that you and your team pulled out all the stops to overcome.

Whilst we have closed the door on 2023 and are looking ahead with hope for positive consumer sentiment to be reignited, it would be wrong not to celebrate all of the hard work, blood, sweat and tears, that were invested in countering 2023's unique series of challenges. Whether small niche online sellers, marketplace traders or larger multichannel retailers, the impacts were felt equally by all.

Adversity has made us all stronger and more resilient. Agility enabled us to flex and adapt to constantly changing conditions that were way beyond our control. The cost-of-living impact on customers caused many of them to radically cut back on buying all but the essentials. Yet again, near constant, negative national news reporting acted to depress us all.

Many retailers launched margin-wrecking sales in a desperate attempt to shift inventory. Even the brief return to 'normal' freight costs could offer

little respite because costs were rising in all other areas at very short notice.

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 harnessed and coming 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 most mindful of the depressed trading climate that has 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**



Entries are judged on performance from the period commencing 1 January 2023 – 31 December 2023. 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. Fashion & Accessories
3. Luxury & Prestige
4. Home & Interiors
5. Hobbies, Pastimes & In-home Entertainment
6. Beauty, Health & Personal Care
7. Mature Market
8. Gardening & Outdoor Leisure
9. Pet & Livestock
10. Good Cause/ Circular Economy Trading

**DIGITAL & POSTAL ENTRIES ACCEPTED**



**DIRECT COMMERCE AWARDS**  
REWARDING SUCCESS

### BEST MULTI-CHANNEL BUSINESS OR BRAND BY TURNOVER BAND

11. Annual sales up to £5M a) B2B b) B2C
12. Annual sales of £5M-£15M a) B2B b) B2C
13. Annual sales of £15M-30M a) B2B b) B2C
14. Annual sales of £30M-£50M a) B2B b) B2C
15. Annual sales over £50M a) B2B b) B2C
16. Best Exploitation of Technology annual sales up to £25M a) B2B b) B2C
17. Best Exploitation of Technology annual sales over £25M a) B2B b) B2C

### CAMPAIGN, PARTNERSHIP & CHANNEL MASTERY

18. Catalogue Creative & Production
19. Direct Marketing
20. Digital Marketing & Social
21. TV & Video
22. Marketplace Trading
23. eCommerce
24. Fulfilment, Delivery & Logistics

### OUTSTANDING EVOLUTION

25. Customer Experience a) B2B b) B2C
26. Sustainability a) B2B b) B2C

**CATEGORY SPONSOR:**





# 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

## CATEGORIES CHOOSE THE CATEGORY(IES) THAT BEST FIT YOUR BUSINESS AND YOUR NICHE BY TICKING THE RELEVANT BOXES

BEST BUSINESS TO CONSUMER PERFORMANCE				
1	Baby, Children & Family			
2	Fashion & Accessories			
3	Luxury & Prestige			
4	Home & Interiors			
5	Hobbies, Pastimes & In-home Entertainment			
6	Beauty, Health & Personal Care			
7	Mature Market			
8	Gardening & Outdoor Leisure			
9	Pet & Livestock			
10	Good Cause/ Circular Economy Trading			
BEST MULTI-CHANNEL BUSINESS OR BRAND BY TURNOVER BAND				
11	Annual sales up to £5M	B2B		B2C
12	Annual sales of £5M-£15M	B2B		B2C
13	Annual sales of £15M-30M	B2B		B2C
14	Annual sales of £30M-£50M	B2B		B2C
15	Annual sales over £50M	B2B		B2C
16	Best Exploitation of Technology annual sales up to £25M	B2B		B2C
17	Best Exploitation of Technology annual sales over £25M	B2B		B2C

CAMPAIGN, PARTNERSHIP & CHANNEL MASTERY				
18	Catalogue Creative & Production			
19	Direct Marketing			
20	Digital Marketing & Social			
21	TV & Video			
22	Marketplace Trading			
23	eCommerce			
24	Fulfilment, Delivery & Logistics			
OUTSTANDING EVOLUTION				
25	Customer Experience	B2B		B2C
26	Sustainability	B2B		B2C

## ENTRY FEES

£95 per category then £75 per additional category  
 DCA Members £95 for any 2 categories then £45 per additional category.

All rates quoted are subject to VAT at the prevailing rate. Payment is required in advance of your entry.

### Entering Company and/or brand(s) if different:

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Your full name: .....

Job title: .....

Full Address to be used on invoice:  
 .....

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

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

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

**CALL FOR ENTRIES**  
**CLOSING DATE**  
**28 June 2024**

Is your entry:

**Digital**

**Postal**

Please await instructions before submitting your entry