



## Judging criteria & Entry Requirements

These Awards are open to entries from retailers. Agencies and Suppliers are also welcome to enter in partnership with, or on behalf of their clients. The entry closing date is **29 June 2024**.

### How to enter

**Step 1:** Send your entry form to [events@directcommerce.biz](mailto:events@directcommerce.biz)

**Step 2:** You will receive an invoice, reference number + details on how to submit your entry

**Step 3:** Please ensure you have paid the entry invoice BEFORE submitting your entry

### Judging Criteria

#### Categories 1 – 10: Best brand by product category

**Judges will be asked to score entrants based on the following criteria:**

Branding, Positioning, Proposition, USP (Unique Selling Proposition), Customer Guarantee, CRM Overall Achievements, Potential

#### Categories 11 – 15: Best Business or brand by turnover B2B or B2C

**Judges will be asked to score entrants based on the following criteria:**

Branding, Positioning, Proposition, USP (Unique Selling Proposition), Customer Guarantee, CRM Overall Achievements, Potential

#### Categories 16 – 17 Best Exploitation of Technology B2B or B2C

Examples – AI, Data Capture/Profiling/Analytics, Customer Service, Payments, Delivery, Returns etc

**Judges will be asked to score entrants based on the following criteria:**

Reason for adoption/migration, Goals prior to Implementation, Achievements post implementation, ROI, Overall impact, Potential

#### Categories 18 – 23 Campaign, Partnership & Channel Mastery

**Judges will be asked to score entrants based on the following criteria:**

Branding, Positioning, Proposition, USP, CRM, ROI, Overall Achievements, Potential

#### Category 24 Outstanding Customer Service B2B or B2C

**Judges will be asked to score entrants based on the following criteria:**

Customer Service Promise, Customer Access Channels, Speed of Response, Customer Feedback Scores, Improvements Achieved, Service Developments

#### Category 25 Sustainability B2B or B2C

**Judges will be asked to score entrants based on the following criteria:**

Proposition, Approach Taken, USP (Unique Selling Proposition), Improvements Achieved, Overall Impact, Potential

Direct Commerce Awards, 32 Enterprise Avenue, Tiverton, Devon EX16 4FP

[info@directcommerce.biz](mailto:info@directcommerce.biz) | 0208 092 5227



## Preparing an entry

### Digital Entry Checklist:

1. **Focus** on all the great things your business achieved in 2023 – all information submitted, and turnover should relate to the period 1 January 2023 – 31 December 2023. Also, ensure your entry relates to the judging criteria shared above.
1. **Executive summary of max 300 words** - This overview document should summarise the year's highlights, milestones, achievements, and other pertinent facts that will support your entry.
2. **Main body of your entry** should comprise of up to 2400 words (please include the total word count on the final page) and any screen grabs/supporting documents.
3. **Entries should be sent as 1 PDF file** and be a max 1.5GB in size – the PDF should include any supporting images/screen grabs etc. You will need to submit a separate digital file for each category entered, even if the content is the same.

**You are welcome to enter (for example) 1 category by post and another digitally, please let us know via the entry form how you are submitting each entry.**

### Postal Entry Checklist:

2. **Focus** on all the great things your business achieved in 2023 – all information submitted, and turnover should relate to the period 1 January 2023 – 31 December 2023. Also, ensure your entry relates to the judging criteria shared above.
1. **Executive summary of max 300 words** - This overview document should summarise the year's highlights, milestones, achievements, and other pertinent facts that will support your entry.
2. **Main body of your entry** should comprise of up to 2400 words (please include the total word count on the final page).
3. **Each entry for each category needs to be accompanied by 4 copies of every supporting element:** catalogues, insert, flier, customer magazine, advertisements
4. **Digital collateral and documents** may be saved to 4 clearly labelled USB sticks
5. **Please do not send product samples**, sweets, premiums, or incentives with your entry as these cannot be forwarded to our Judges

If you have any questions or require support, please call 0208 092 5227 or email [events@directcommerce.biz](mailto:events@directcommerce.biz)