



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 closing date for entries is **14 August 2026**.

How to enter

Step 1: Send your entry form to info@directcommerce.biz

Step 2: You will receive an invoice (payable by return), reference number + details on how to submit your entry. Unpaid entries will not be sent to judges.

Judging Criteria

Categories 1 – 11: 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 12 – 17: 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 18 – 21 Best Implementation of AI/Exploitation of Technology B2B or B2C

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 22 – 27 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 28 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

Category 29 Workplace Culture B2B or B2C

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

Company initiatives, Values, Inclusion, Employee Recognition and impact of Culture on overall business performance in 2025.

Category 30 Best Overall Business of Brand B2B or B2C

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

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

info@directcommerce.biz | 0208 092 5227

Positioning, Proposition, USP (Unique Selling Proposition) and exceptional Achievements in 2025.

Preparing an entry

Digital Entry Checklist:

1. **Focus** on all the great things your business achieved in 2025 – all information submitted, and turnover should relate to the period 1 January 2025 – 31 December 2025. Also, ensure your entry relates to the judging criteria shared above.
2. **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.
3. **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.
4. **Entries should be submitted 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:

1. **Focus** on all the great things your business achieved in 2025 – all information submitted, and turnover should relate to the period 1 January 2025 – 31 December 2025. Also, ensure your entry relates to the judging criteria shared above.
2. **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.
3. **Main body of your entry** should comprise of up to 2400 words (please include the total word count on the final page).
4. **Each entry for each category needs to be accompanied** by 4 copies of every supporting element: catalogues, insert, flier, customer magazine, advertisements
5. **Digital collateral and documents** may be saved to 4 clearly labelled USB sticks
6. **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 us](#)