

Best in Content Creation for Digital Media (Blogging & Video)

Introduction

This category is open to business and agencies, it recognises best in class content created for digital media which may include (but not limited to) blogs and video. Entries are open to content that shows a clear benefit to the organisation and its audience, this may include content created for a marketing/commercial purpose or content created to provide unique value to the audience. A robust methodology and use of best practice will be sought.

Content Creation Strategy

Entrants will show clear evidence that the content creation followed a robust methodology supported by research and insights.

- A cohesive content creation strategy has been used that clearly identified and links the strategy, objectives, tactics and metrics.
- The audience is clearly defined and researched.
- Content is clearly linked to the strategy, tactics and metrics.
- Content pillars have been identified via appropriate research.
- Display evidence of how the content strategy has been shaped by research/data and insights.
- Content is unique, creative or imaginative AND valuable to the audience.

Tactics & Implementation

Entrants will show clear evidence that the content was created in a planned approach account using best practices.

- Content is appropriate for the audience, distribution channel.
- Content has been created using robust methodology (Conceptualisation, Research, Analysis, Development, Launch and Measurement).
- Content is consistent with organisation/brand identity and positioning.
- Content must provide value to audience and not appear commercially driven or salesy.
- Content has been mapped to various stages of the buyer's journey.
- Content format, style and information are appropriate and valuable to the audience.
- The content is well prepared to a high standard in line with industry best practices (appropriate tools used, well written/scripted, SEO, CRO, CTA included, hi res video, hi quality audio, UGC, HD /4k video, localization etc).
- Entrant has attempted to implement emerging practices (content for voice search, VR/AR, content personalization, gamification using content, drones, other emerging means of presenting information etc).
- Where appropriate, content repurposing is used well.
- Content is accessible to audiences.

Distribution

Entrants will show that appropriate content was created with respect to its distribution medium and audiences.

- Current best practice has been applied in the distribution of the content.
- Content is distributed on relevant channels for the audience.
- Content has been adapted for the channel.
- Audience has the opportunity to engage with and share the content.
- Content distribution is consistent in its frequency and style.
- Audience engagement is fostered.

Metrics

Entrants will show the outcomes derived from the content, metrics must link base to the strategy and objectives for the content.

- A set of appropriate metrics have been identified and used to measure content performance.
- Content has been used to effectively achieve the stated objectives.
- Appropriate tools/platforms have been used to track and derive insight from an appropriate set of metrics.
- Achievement to defined targets, such as:
 - Reach (Views, Impressions, Awareness, Recall etc).
 - Consumption (Traffic, Users PageViews, Dwell time, Likes, RTs etc).
 - Engagement (Average time on page, Pages/Session, New vs. Returning users, Referral traffic, Comments, Shares, CTR, UGC etc).
 - Action (Lead gen, Goal Conversion Rate, Inbound queries, Conversions, Follower growth etc).
 - Other results relevant to objectives (Search ranking, search results, Domain Authority, Sentiment change, Syndication etc).