2018 Categories & Criteria

Best Campaign

Introduction

The category is open to all businesses or agencies that can present the full body of their advertising marketing campaign (traditional, digital, advertising and marketing) and relate the digital executions to an overarching creative and business strategy.

Technology

Entrants should demonstrate:
- Application of Technology across digital channels to support the achievement of objectives.
- How the best consumer-facing web technologies are matched with the best advertising strategies and product and services offering.
- The collaboration of technology and design in communicating message to users
- Technological advancement and/or use of available platforms i.e. mobile, desktop and interactive services.

Design

Design should be clear and easy to navigate
- Design should be reflective of the market it is targeting
- Attention should be paid to accessibility and to best-practice interactive design in the delivery of simple administrative processes.

Strategy

Entrants should demonstrate:
- Campaign objectives and execution, background to the campaign, description of the objectives and definition of success expectation
- Clear communication of goals and actions to users of their site
- Performance improvement initiatives implemented to improve results.

Measurable Results

Entrants should demonstrate:
- Performance results against objectives and strategy
- Performance targets and KPI's to support the campaign
- A clear outline of the results achieved to demonstrate the success of the campaign
- A return on investment
- Evidence of value added services to your customers as a result of the campaign

Feedback

Entrants should demonstrate:
- Process for gathering and analysing customer and staff feedback – How did they use feedback as a measure of success?
- The learning that occurred during the sales campaign.

Best Start-up

Introduction
The Best Start-Up award will look for new businesses that have successfully brought to the online market an innovative new product, utility, service or store.

Business criteria
- The business should have started trading no longer than 2 years ago, and its products or services should have been readily available to Irish consumers or businesses since January 1st 2017 latest.
- The product or services will either have been created, developed or produced in Ireland, or have been created, developed or produced specifically for the Irish market. This category will not consider recently re-branded online services, or brick-&-mortar to online business conversions.

Strategy
- What vehicles you have used to scale and how have you staged this growth
- How you are establishing a market leadership position
- How you have structured your sales for exceptional growth

Business results
- Sustained financial performance over last 3 years and a finance strategy
- How you have structured your sales for exceptional growth? Leading competitive advantage
- The judges will be looking for that one compelling component that make the business competitive and a potential leader in years to come.

Please Note – The panel will not be looking for start-ups to be breaking even yet, however they will be looking for evidence that the start-ups have tapped into a new market, or have significantly disrupted an existing one.

Best in AI, Machine Learning & Blockchain – (Frontiers in Innovation)

Introduction

This new Spiders category seeks to highlight the work on behind-the-scenes systems and programmes that is driving fundamental change in how business and services operate and their use of data. This award will focus on real strategic value activities that have leveraged technical advances in Blockchain, AR/VR or AI/Machine Learning (including Bots of any type). It is open to any public or private sector entity based in Ireland.

Technology

Entrants should demonstrate a meaningful use of AR/VR or AI/ML or Blockchain in their technical solution. The technical solutions can leverage available services in the relevant technology from other providers but should demonstrate meaningful content or operational configuration/development.

Entrants should provide overall solution overviews and rational for the technology choices made. Where relevant, elaborate on development and training/implementation of the solution.

The judges will consider how the solution improves outcomes such as processing times, security, accuracy, reliability. Entrants should highlight their primary and secondary areas of value.

NOTE: The solution should be at least at prototype phase having been used for some actual activity and/or transactions.

Business Criteria

Entrants should demonstrate:

- The organisational/operational needs being addressed by the solution.
- Issues with existing approaches and value in new adoption of technical innovation
- Long term potential or vision for further use here or abroad.
- Awareness of any operational and social implications of the technology over time.

Outcomes and Results

Entrants should demonstrate:

- Details on the strategic objective being realised by adoption of this technology
- Metrics to demonstrate successful activity
- Advantages enabled through the technology adopted.

Best in Business to Business (B2B)

Introduction

This Spider award will celebrate the best in B2B Company that provides prospective and current customers with truly impressive levels of service, customer support, and best-in-class communications. The entries should highlight how the company has developed or transformed their B2B offering online to gain market share and competitive edge.

Business criteria
- The awards will honour business-facing digital platforms, projects, and marketing campaigns.
- The entrants should be providing products or services to other businesses.

Technology
- The judges will consider how the best consumer-facing web technologies are matched with the best back-office systems and product and services offering.
- The judges will consider websites, communication platforms and service applications that have been developed and integrated to further their business needs.

Design
- The judges will consider the methodology, output and impact of the projects, design strategy.
- They will look for how the business developed both user-centred and revenue-focused methodologies in their design process.

Integration
- The judges will consider how the project, platform or campaign contributed to increased efficiencies, revenue, market share, loyalty, brand awareness and brand consideration.

Leading competitive advantage

- The judges will consider how the entries developed a clear competitive edge, through innovation, focus and investment in digital technologies and design.

Tech for Good (Free to Enter)

Introduction
The Tech for Good award will honour the best charitable and not-for-profit website, platform, project or service. The category is open to local and national government, emergency services and not-for-profit bodies from across Ireland.

Innovation and Strategy
Entrants should demonstrate:
- Unique, outside-the-box activities that stray from traditional actions
- Campaign objectives and execution, background to the campaign, description of the objectives and definition of success expectation
- Clear communication of goals and actions to users of their site

User Experience and Design
Entrants should demonstrate:
- How does your design improve your communication? Design should be easy navigate and reflective of the market it is targeting
- Attention should be paid to **accessibility** and to best-practice interactive design in the delivery of simple administrative processes.

Adaptation

Entrants should demonstrate:
- How the site has adapted to changes in digital, as well as changes in user behaviour
- How the site has updated site with relevant information i.e. fundraising initiatives, developments in the cause.

Societal Impact
Entrants should demonstrate:
- Clear commitment to growth, innovation and creating a positive impact on society
- Positive feedback on site and any external platforms where applicable

Technology

Entrants should demonstrate:
- How the best consumer-facing web technologies are matched with the best advertising strategies and product and services offering.
- The collaboration of technology and design in communicating message to users
- Technological advancement and/or use of available platforms i.e. mobile, desktop and interactive services.

Budget/Funding
- Outline the allocation of funds/budget used to create the website/project.

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).

Best in Education & eLearning

Introduction

This category is open to entries from educational bodies or any organisation that wishes to educate users/audiences online. This award is given to a website, platform or project which, through innovative ways, uses existing or new information technologies to enhance online learning, further an education mission online, communicate the need of education or provide informational material to current/prospective students. The website/project/platform must combine innovation, pedagogy and technology as key factors for creating more effective and engaging learning and/or content.

Motivation & Goals of Project

Entrants will show clear evidence that the initiative followed a robust methodology supported by research and best practices.
The entry should describe:

- The context for and motivation behind the education & eLearning initiative
- The organisational aims and planned outcomes for the initiative
- The project objectives and link them to targets

Design

Entrants will show clear evidence that the project followed in a planned approach using best practices.

- The judges will consider the methodology, output and impact of the project's design strategy.
- They will pay particular attention to how the organisations developed both user-centred and content-focused methodologies in their design process.
- The judges will consider both the content and the delivery; the outputs of the project should demonstrate best practices in UX, pedagogy or instructional to meet the needs of its audience/market.
- The design and implementation of the website/platform/project should be innovative and different from other e-learning implementations.
- Should demonstrate pedagogical best practice if applicable to you.

Engagement & Results

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

- The entry should demonstrate how pedagogical or instructional design best practices are used to engage and inspire students to achieve stated goals.
- The judges will consider how the project, initiative or offered service contributed to increased learning.

Leading Competitive Advantage

- The judges will consider how the entries developed a clear competitive edge, through innovation, focus and investment in digital technologies and design.

NOTE: The revenue created from the creation and distribution of this website/platform/project is not something that will be judged. The judges will only focus on the quality of the project in how it can best educate the audience.

Best in Publishing & Media

Introduction

If you have an innovative publishing and/or media website or mobile app developed for the distribution of up-to-date news, features, entertainment and opinion about any subject, then this is the category for you. The category is not open to web services that predominantly list existing aggregated content on third-party websites. The content created must be directed to a targeted audience.

Technology criteria

- How the best interactive publication technologies are matched with the best editorial and outreach strategies.
- The judges will consider websites, communication platforms and service applications that have been developed and integrated to further the business and customer's needs.
- Functionality & user experience: How successfully does the publication engage its intended audience
- Content must be targeted to a specific audience.

Design criteria

- The judges will consider the methodology, output and impact of the projects design strategy. They will pay particular attention to how the business developed both user-centred and content-focused methodologies in their design process.
- The judges will consider both the content and the delivery.
- The overall quality of the content and design elements;
- Innovation and creativity in the development, deployment and/or design of the content and elements

Business results

- The judges will consider how the project, platform or services contributed to increased readership, frequency and depth of visits and subscription and advertising revenues.
- How successfully does the publication deliver on its editorial mandate and maximize the possibilities of publishing?

Best in Travel, Tourism & Sport

Introduction

This category is for consumer-facing projects offering information, products and services in the travel, tourism and sport sectors, as well as marketing and advertising campaigns to promote products and services in these sectors.

Strategy

Entrants should demonstrate:
- Strength and viability of the business and strategy
- How the execution of the site/campaign has supported business aims
- Research, information, analysis and effectiveness of execution
- Commitment to growth and sustainability of the product/experience

Design
- Design should be clear and easy to navigate
- Design should be reflective of the market it is targeting

User Experience

Entrants should demonstrate:
- Commitment to visitor/participant satisfaction
- Attraction of new visitors as a result of the initiative
- Consumer feedback on site and any external platforms where applicable

Leading Competitive Advantage

Entrants should demonstrate:
- Promotion and advancement of site
- Simulative economic impact - How the project, platform or service contributed to increased awareness, visits, transactions, users, revenue, market share, loyalty, and brand consideration.

Technology criteria

Entrants should demonstrate:
- How the best consumer-facing web technologies are matched with the best advertising strategies and product and services offering.
- The collaboration of technology and design in communicating message to users
- Technological advancement and/or use of available platforms i.e. mobile, desktop and interactive services.

Best in User Experience Design

Introduction

This award is given to a website, platform or project, which demonstrates exemplary user experience design. Entrants must outline a design led methodology in every aspect of the project.

Strategy

Entrants should demonstrate:
- A design thinking (or similar) methodology in defining the project specification.
- Knowledge and understanding of intended user base. Explain processed used to gather, analyse and test user feedback.
- Consideration given to appropriate copywriting and tone of voice.

UI Design

Entrants should demonstrate:
- Evidence of testing/prototyping and an iterative design process.
- Exemplary use of photography/video/iconography/illustration, typography and colour.
- Design that is easy to navigate and consistent with the defined project objectives.
- Consideration given to specific user needs across different viewing devices.
- Attention should be paid to best-practice in accessibility and user focused design.

Technology

Entrants should demonstrate:
- The use and application of the latest UI design and prototyping tools.
- Exceptional frontend development – appropriate use of modern programing languages, frameworks and libraries to achieve the defined project objectives.
- Seamless integration of third party CRM, commerce and/or analytics technologies.
- Consideration given to content management and backend management systems, tailored to the client/users needs.

Performance

Entrants should demonstrate:
- Measurable speed and performance achieved by the project.
- Valid, error free code, tested using modern validation tools.
- Use of modern cloud based hosting and content delivery technologies to achieve rapid response times.
- Demonstrable improvement in users session time and user journeys based on analytics based decision making.

Results

Entrants should demonstrate:
- Measurements of success – performance measures against targets set out in the defined project objectives.
- Where applicable measurements of success against the competition or other comparable services.
- The positive impact the project has had on the service/business/client overall.

Best in Mobile Commerce & Transactions

Introduction
The entry is open to companies or agencies that can demonstrate a successful campaign strategy and results for an improved, secure, transparent and convenience commerce and transactions on a mobile platform.

Innovation
Entrants should demonstrate:
- What is innovative about the use of the mobile transactions and how easily was the technology implemented?
- How the consumer experience and sense of trust augmented by the use of the technology?

Strategy
Entrants should demonstrate:
- Campaign objectives and execution, background to the campaign, description of the objectives and definition of success expectation
- Clear communication of goals and actions to users of their site
- Performance improvement initiatives implemented to improve results.

Technology
Entrants should demonstrate:
- What platforms their site/application is optimised on (i.e. iOS, Android, Windows, Tablet, Mobile device)
- How their mobile activities create a secure, transparent, integrated, coherent and compelling experience under their brand.
- How the technology investment has increased transaction speed, efficiency and convenience for the consumer and positively impacted company profitability if applicable.

Design
Entrants should demonstrate:
- The application is secure, transparent and robust.
- Attention should be paid to accessibility and to best-practice interactive design in the delivery of simple administrative processes.
- Mobile Design should communicate the company's message in a clear way and be reflective of the target markets needs and expectations.
- Interoperability and integration of third party applications to future proof the application design.

Feedback & Measurable Results
Entrants should demonstrate:
- How feedback was/is used to enhance the technology and user experience
- How they measured customer satisfaction
- How they measured a return on investment

Large Agency of the Year – More than 10 people

Introduction

The Agency of the Year award will be awarded to a large agency with more than 10 employees that offer either specific or a range of digital services to clients. Agencies will be judged on creative work that they have completed over the past 12 months. The judges are looking for innovative use of the online environment to execute their website and will be basing their criteria on creativity, development, delivery to brief and overall client experience.

Agency background

- Agency headquarters
- Year the company was established
- Number of employees, a list of clients
- What's unique about your agency and how do you keep your employees happy?

Thought Leadership

Please describe the ways in which your agency has helped to improve its business or serve as an example for the agency business.

- Examples might include innovative compensation agreements, creative or technological innovation, the development of new revenue streams, or new and effective approaches to managing or acquiring talent.

Portfolio

Include examples of work from up to three distinct campaigns that ran at any point over the last 12 months. - Campaigns can be for the same client, but showing a range of work for varying clients improves your chances.

Business results

- Key market-leading campaigns
- New Business Wins
- Details of existing accounts and clients retained during the eligibility period
- Industry contribution and thought leadership.

Small Agency of the Year – Less than 10 people

Introduction

The Agency of the Year award will be awarded to a small agency with less than 10 employees that offer either specific or a range of digital services to clients. Agencies will be judged on creative work that they have completed over the past 12 months. The judges are looking for innovative use of the online environment to execute their website and will be basing their criteria on creativity, development, delivery to brief and overall client experience.

Agency background

- Agency headquarters
- Year the company was established
- Number of employees, a list of clients
- What's unique about your agency and how do you keep your employees happy?

Thought Leadership

Please describe the ways in which your agency has helped to improve its business or serve as an example for the agency business.

- Examples might include innovative compensation agreements, creative or technological innovation, the development of new revenue streams, or new and effective approaches to managing or acquiring talent.

Portfolio

Include examples of work from up to three distinct campaigns that ran at any point over the last 12 months. - Campaigns can be for the same client, but showing a range of work for varying clients improves your chances.

Business results

- Key market-leading campaigns
- New Business Wins
- Details of existing accounts and clients retained during the eligibility period
- Industry contribution and thought leadership.

The International Growth Award

Introduction

This is essentially our "Ones to Watch" category which is open to all businesses that have shown exceptional growth for up to four consecutive years prior to application. This is open to new businesses and also existing businesses who have transformed their business strategies and approaches to improve revenue growth.

Tell us your story

We are looking for a transformation story, something to WOW the judges on how you have transformed your business over recent years and how your business stands out from the crowd.

(500 words)

Growth and Market Share

Entrants should demonstrate:
- Growth over their period of operation and include details on growth in market share, turnover, employees, range of services provided, etc. Future projections with regard to these items should also be included if available.
- Evidence of financial reports and any supporting information which illustrates revenue growth over the operating period of the company.

Strategy

Entrants should demonstrate:
- Idea and Concept - Including details on concept development and how it places the applicant company as a unique competitor within their chosen market.
- Company Vision – Including a clear illustration of the company's core values and substantial development.
- Details on current and future strategies used to drive growth in turnover and operational capacities.

Innovation

Entrants should demonstrate:
- Implemented technology that has proved significant in innovation initiatives
- Evidence of innovation techniques have helped the firm to differentiate themselves in their field
- Details on how the business may have utilised innovation to drive growth. This may include details of patents or IP.

Scalability

Entrants should demonstrate:
- Details on the number of geographies it currently operates in in addition to any concrete plans for future scale internationally
- Examples of when the firm has made a significant impact either overseas or country-wide

Best App

This category is open to all app developers who can showcase their innovation for building first class mobile applications. There will be particular focus on user interface & interaction, usability, design & layout, functionality, audience size, and intuitiveness. All mobile platforms will be accepted and considered. Wearables and virtual reality apps are also encouraged to enter. *Apps must be publicly accessible on the App Store and must be able to run on Android and iOS*

App Description/Purpose

- Creativity - how creative is the initial concept for the app.
- Productivity - how well the app serves its purpose.
- Originality - how the app differs from other apps in the given field or industry.

User Experience & Design

- Functionality – How easy it is to use and navigate the app.
- Content – How content creative, functional & engaging the app content is.
- Interactive design - How creative and visually pleasing is the app.
- Design – How does the app communicate the company's message, brand and is it reflective of its target audience.

Strategy

- Outline the campaign objectives and execution.
- List the platform(s) the app is optimised on.
- Outline performance improvements, regular updates, speed and reliability.

Measurable Results

Entrants should demonstrate:

- Number of App Downloads
- Performance results against objectives and strategy
- A return on investment

Best CoWorking Space

This category is open to incubators and co-working facilities that recognise the economic challenges facing new companies. They will provide reasonable market rents, shared services and technical assistance to start-ups and early-stage companies. The winner of this award will highlight its supportive start-up ecosystem and a culture of community that accelerates growth and nurtures innovation.

Background

- Year established in Ireland.
- Number of members per space.
- Explain what is unique about your space compared to others.

Thought Leadership

- Please describe the ways in which your Co-Working space has helped Start-Ups and Early-stage companies advance and grow while using your facilities.
- Describe the services you offer your community members to help them develop their relationships with each other.
- Define how your culture and values attract new perspective members, and what you do to achieve long term business from these members.

Design

Describe the design of your Co-Working space and how this encourages discussion and collaboration among members. How has the design attracted new business and how does it create a sense of community.