



[Preparing an entry & judging criteria](#)

Once we have processed your entry form and received full payment, you will receive details of where to ship or how to submit your entry digitally.

Please note, Digital entries should be sent as PDF's and be a max 1.5GB in size. You will need to submit a separate digital file for each category entered. Your entry should include:

1. **An 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. The 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.

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

If you are submitting your entry via post, each entry for each category needs to be accompanied by 8 copies of every supporting element – e.g. catalogues, prints of screen grabs, prints of email newsletters etc ...

Each category entry needs to include:

1. EIGHT (8) copies of the catalogue, insert, flier, customer magazine, advertisement, screen grab, document, etc. per category entered.
2. Digital collateral and documents may be saved to 8 USB sticks but all print collateral is required in its published form x 8 copies.
3. Please ensure that you clearly label USB sticks.
4. You should prepare an Executive Summary to accompany your entry – this should NOT exceed 350 words. This overview document should summarise the year's highlights, milestones, achievements, and other pertinent facts that will support your entry. Eight copies are required.
5. Your main entry should comprise of up to 2400 words printed single sided on A4 paper. The total word count should appear on the final page. 8 copies are required.
6. Please do not send product samples, sweets, premiums or incentives with your entry as these cannot be forwarded to our Judges. You are welcome to enter (for example) 1 category by post and the other digitally, but please let us know on the entry form.

Judging criteria

Annual Sales categories:

Catalogue specific: Front cover impact, front cover technique, back cover impact, merchandise selection, target market appeal, layout, eyeflow, pace, photography, copy language, copy style, calls to action, guarantee, brand communication, order form

Web specific: Landing page, navigation, home page design, merchandise selection, search, copy style and depth, editorial content, creative execution, visual impact, customer experience, stickiness, customer engagement, guarantee, brand communication, shopping cart

Customer recruitment and marketing: Online, affiliate/affinity marketing, reader offers, mobile marketing, online shopping malls, catalogue inserts, prospect mailings, off the page advertising, email marketing, trade shows, retail stores/concessions, wholesale, social media, brand communication.

Customer retention: Customer newsletters and offers

Past 12 months developments: Range development, channel deployment, partnerships, business growth, other aspects that have impressed you.

Best Exploitation of Technology:

Business Case for Investment - Migration – Adoption: Reasoning, goals, implementation, deployment, ROI criteria, ROI measurement, ongoing development, impact on the business, customer feedback, other benefits

Business Reasons for new technology investment for improvement: Data analytics, data profiling, order management, warehouse management, replatforming website, mobile/app, social commerce, results forecast, search and merchandising, product information management, eProcurement, personalisation

Business results achieved to date as direct result of investment: Improved CRM, increased response, better customer service, increased sales, reduced costs

Past 12 months developments: Achievements, overall improvement, business growth

Consumer categories:

Catalogue specific: Front cover impact, front cover technique, back cover, general layout, photography, product copy, order form, merchandise selection, relevance to target market

Web specific: Homepage layout, ease of navigation, quality of information, speed, ease of ordering

Customer service: Order process, guarantee, order form, live hours, ease of contact, delivery options, returns policy, refunds policy, quality of communications

Multichannel: Cross channel branding, integration of communications, customer recruitment methods, cross channel promotion

Annual progress: Achievements of past year, overall impressions

Business categories:

Catalogue specific: Front cover impact, Front Cover Technique, Back Cover, General Layout, Photography, Product Copy, Order Form, Merchandise Selection, Relevance to Target Market

Web specific: Homepage Layout, , Ease of Navigation, Quality of Information, Speed, Ease of ordering

Customer Service: Order process, , Guarantee, Order Form, Live Hours, Ease of contact, Delivery Options, Returns Policy, Refunds Policy, Quality of Communications

Multi-Channel: Cross Channel Branding, Integration of communications, Customer Recruitment Methods, Cross Channel Promotion

Annual Progress: Achievements of Past Year, Overall Impression

Campaign/Partnership categories:

Catalogue Creative & Production

Front cover impact, Front cover technique, Back cover impact, Merchandise selection, Target market appeal, Layout, Eyeflow, Pace, Photography, Copy – Language, Copy – Style, Calls to action, Guarantee, Brand communication, Order Form, Look and feel, Other mailing pack components.

Best Door Drop Campaign

Target market appeal, Layout, Eyeflow, Pace, Photography, Copy – Language, Copy – Style, Calls to action, Guarantee, Brand communication, Look and feel, impact on sales/orders

Best Digital Marketing/Social Campaign:

Website: Landing page, navigation, home page design, merchandise selection, search, copy style and depth, editorial content, creative execution, visual impact, customer experience, stickiness, customer engagement, guarantee, brand communication, shopping cart

Mobile site: Responsiveness, design, creative execution, navigation, speed, engagement, shopping cart, business achieved, customer feedback, integration with other channels

Mobile: What else is provided for the customer: Apps, personalisation, geo targeting & messaging, social commerce, in store beacons, tagging, results forecast, results achieved

Customer recruitment and marketing: SEO/SEM, affiliate marketing, mobile marketing, online shopping malls, email marketing, social media, social commerce, conversion achieved, outstanding new developments

Customer retention: Customer offers, personalised landing pages, customer e-newsletters, transactional emails, social media, customer feedback

Past 12 months developments: Achievements, overall improvement, business growth, increased take up on offers, increased sales or AOVs

Best TV Advertising campaign

Visual impact, creativity, merchandise selection, calls to action, impact on sales/orders

Best International Performance

Catalogue specific: Front cover impact, Front Cover Technique, Back Cover, General Layout, Photography, Product Copy, Order Form, Merchandise Selection, Relevance to Target Market

Web specific: Homepage Layout, , Ease of Navigation, Quality of Information, Speed, Ease of ordering

Customer Service: Order process, , Guarantee, Order Form, Live Hours, Ease of contact, Delivery Options, Returns Policy, Refunds Policy, Quality of Communications

Multi-Channel: Cross Channel Branding, Integration of communications, Customer Recruitment Methods, Cross Channel Promotion

Annual Progress: Achievements of Past Year, Overall Impression

Outstanding Customer Service:

Customer service strategy, Communication of customer service policy, Returns & refund policy, Speed of response to enquiries, Live service hours – Telephone, Live service hours – email, Delivery options offered, Despatch speed, Order tracking provision, Order related customer communication, Security of customer data, Customer feedback provision, Contingency planning in face of adverse conditions, Customer testimonials.