



direct  
**commerce**  
awards

**2020**

**Call for your entry**

We and our sponsors look forward to seeing you and your team centre stage, under the spotlight on **11th June 2020** at **Twickenham Rugby Stadium.**

**CLOSING DATE**  
**7<sup>TH</sup> MAY 2020**

[www.directcommercemagazine.com/awards](http://www.directcommercemagazine.com/awards)



## Dedicated to the celebration of excellence

In these turbulent times there is even more reason to celebrate your team's achievements. Whilst growth may have slowed in some quarters, there are still many sector businesses outperforming their competitors, innovating, and generating excellent results.

The **Direct Commerce Awards** offer an excellent opportunity for businesses of all sizes and in all niches to compete against their peers and win the hearts of our panel of expert Judges. With a past winners roll call containing some of the very best B2B and B2C direct and multichannel retailers, reaching the shortlist is a worthy achievement in itself, topped only by emerging victorious to receive a category winning trophy on stage in front of

hundreds of your peers. Of course, to coin a phrase, you do need to be 'in it to win it' and with a range of carefully curated categories to choose from, there is bound to be at least one where your team's performance will eclipse all others.

Do take a look at this year's categories. There are some completely new ones included as well as many popular favourites. You can opt to enter with the support of one of your suppliers/agencies, or they can enter on your behalf.

All the guidelines for this year's contest can be found at **[www.directcommercemagazine.com/awards](http://www.directcommercemagazine.com/awards)** along with details of past winners.

There is literally nothing to lose. All shortlisted entrants receive a VIP guest seat for the awards evening dinner and presentations which takes place on the evening of **11th June at Twickenham Stadium.**

## Lifetime Achievement Award

The Lifetime Achievement Award is presented following consultation with an informal group of respected sector leaders. Those nominated have made a significant contribution to the sector over time, developed outstanding businesses, and set new standards which others aspire to.

By honouring these truly impressive individuals we seek to express the gratitude of the sector as a whole for their role in developing new markets, pursuing excellent standards, and sharing their knowledge and expertise with others.



Nigel Swabey, DCA President Emeritus presents the 2019 Lifetime Achievement Award to Stuart Paver.

**download full entry details from:  
[www.directcommercemagazine.com/awards](http://www.directcommercemagazine.com/awards)**

**YOU'LL BE IN DISTINGUISHED COMPANY WHEN YOU ENTER**

★ Able2Wear ★ Arco ★ Argos ★ Armstrong Direct ★ Artigiano ★ ASPACE ★ Avon Cosmetics ★ Axminster Tool Centre ★ Bio-Gard/Muck Munchers ★ Black Box ★ Bloom ★ Boden ★ Bodie and Fou ★ Bonsoir by Post ★ BoPeeps ★ Boysstuff ★ BrightMinds ★ BT ★ Bureau Direct ★ Caballo Saddlery ★ Cancer Research UK ★ Cath Kidston ★ Charles Tyrwhitt ★ Childhood Interiors ★ CJ Wildbird Food ★ Coolmore Collection ★ Corporate Express ★ Cotton Traders ★ Craghoppers ★ Dabs.com ★ David Nieper ★ Diamond Manufacturers/Vashi ★ Direct365 ★ Direct Golf UK ★ Direct Wines/Laithwaites ★ Dolls House Emporium ★ Ellis Brigham ★ ERIKS UK ★ ESE Direct ★ Eurooffice ★ Europe By Net ★ Farnell ★ Fibrecrafts ★ Fife Country ★ Figeaves ★ Fire Label ★ Francis Frith Collection ★ Frugi ★ Fur Feather & Fin ★ Garden Trading ★ Graze ★ Great Little Trading Company ★ Gtech ★ Hingstons ★ Home Leisure Direct ★ Hope Education ★ Hotel Chocolat ★ Hotter ★ House of Bath ★ House of Fraser ★ International Dance Supplies ★ Ironmongery Direct ★ Isabella Oliver ★ John Lewis ★ JoJo Maman Bebe ★ Joules ★ Key Industrial ★ Kiddicare ★ Kingfield Heath ★ Lakeland Limited ★ Laura Ashley ★ Littlewoods ★ Liz Earle ★ Loake Shoemakers ★ Lycos Direct ★ Macmillan Cancer Support ★ Madeleine ★ MandM Direct ★ Mankind ★ Marshalls Garden Catalogues ★ Medical Supermarket ★ Misco ★ Mister Spex ★ Mobile Fun ★ Morleys Early Years ★ Muddy Puddles ★ Mummy Can I Have ★ Naked Wines ★ New Pig ★ Next Directory ★ Nicola Jane ★ Nisbets ★ notonthehighstreet.com ★ Office Power ★ OKA Direct ★ Oliver Sweeney ★ Original Gift Company ★ Oxfam ★ Personalised Presents Direct ★ Peter Christian ★ ProCook ★ Railbookers ★ Rapid Racking ★ Rowlands ★ Royal British Legion ★ RNLI Sales ★ RS Components ★ RUCraft ★ Russ Andrews ★ SafetyShop ★ Sarah Raven ★ Scent from the Islands ★ Science Museum ★ Scotts & Co ★ Screwfix Direct ★ Seasalt ★ Seton ★ Shop Direct ★ SightSavers ★ Simon Jersey ★ Slingsby ★ SpaceKraft ★ StockSigns ★ Sportpursuit ★ Tesco Direct ★ The Fold ★ This Works ★ Thompson & Morgan ★ TM Lewin ★ TTS Group ★ Urchin ★ Vernon Geranium Nursery ★ Victoria Plumb ★ Virgin Experience Days ★ Viva ★ Wall London ★ Watco ★ Wealth of Nations ★ Weird Fish ★ White Company ★ WigWam Kids ★ Williams Medical Supplies ★ Wolsley ★ Workplace Depot ★ UK Worldstores ★ WWF ★ Wyko Direct ★ YPO

## Categories Choose the category(ies) that best fit your business and your niche

### Best Multi-Channel Business or Brand by Turnover Band\*

1. Annual sales of up to £5M  
a) B2B      b) B2C
2. Annual sales of £5M - £15M  
a) B2B      b) B2C
3. Annual sales of £15M - £30M  
a) B2B      b) B2C
4. Annual sales of £30M - £50M  
a) B2B      b) B2C
5. Annual sales over £50M  
a) B2B      b) B2C

Open to any business or brand utilising 2 or more channels to sell products direct to businesses or consumers. Channels may include: print catalogue, transactional website, off the page advertising, reader offers, in-home agent based sales, email/digital communications, mobile, online shopping malls, social media, TV, affiliate programmes, wholesale distribution, retail and/or trade counter sales.

### Judging Criteria

An evaluation of entrants' overall performance taking in the following key areas: Positioning and proposition; brand ethos; range; targeting; offers; creative execution; campaigns by channel; customer retention and CRM; recruitment, execution and results; new developments and launches during 2019\* and how specific 2019\* challenges were met.

**\*All information submitted and turnover should relate to calendar year 2019.**

6. **Best Exploitation of Technology - annual sales up to £25M**  
a) B2B      b) B2C
7. **Best Exploitation of Technology - annual sales over £25M**  
a) B2B      b) B2C  
Was 2019 the year that saw your business transform its performance via adoption of new technology? Examples could be: The re-platforming of your website. Implementation of a new multi-channel or e-procurement solution. Adoption of new web tools – searchandising, virtual changing room, room set design etc.. Our Judges want the objectives and the business case, along with the results being achieved.

### Best Business to Consumer

8. **Children's/Family Brand**
9. **Active Lifestyle/Young Brand**
10. **Mature Market Brand**
11. **Home & Interiors Brand**
12. **Luxury/Prestigious Brand**
13. **Fashion/Accessories Brand**
14. **Gardening & Outdoor Leisure Brand**
15. **Gifts, Hobbies & In-home Brand**
16. **Charity Trading Brand**
17. **Best Overall Niche Brand**  
a) B2B      b) B2C
18. **Outstanding Customer Experience**  
a) B2B      b) B2C

### Best Business to Business

19. **Office & General Business Supplies Brand**
20. **Industrial, Technology & Warehouse Supplies Brand**
21. **Hotel, Catering, Facilities Management, Janitorial Equipment & Supplies Brand**
22. **Education, Teaching & Training Equipment & Supplies Brand**
23. **Health, Medical, Scientific Supplies & Equipment Brand**

### Campaign/Partnership

24. **Best Catalogue Creative & Print Production Campaign Partnership**  
a) B2B      b) B2C
25. **Best Door Drop Campaign Partnership**  
a) B2B      b) B2C
26. **Best TV Advertising Campaign Partnership**  
a) B2B      b) B2C
27. **Best International Performance Campaign Partnership**  
a) B2B      b) B2C
28. **Best Social/PR/ Communications Campaign Partnership**  
a) B2B      b) B2C
29. **Best Technology Partnership**  
a) B2B      b) B2C



*Please note, on receipt of the entry form, your awards entry is considered final. Your entry will be processed and an invoice will be raised for the category(ies) entered. In the event of entry withdrawal, the invoice remains payable in full.*

# Official entry form to be completed by all entering



Direct Commerce Awards • Claremont House • 70-72 Alma Road • Windsor • Berkshire • SL4 3EZ  
 T: 0208 092 5227 • email: awards@directcommerce.biz • directcommerce magazine.com

## Category entered (please tick)

1	Annual sales of up to £5M	B2B		B2C	
2	Annual sales of £5 - £15M	B2B		B2C	
3	Annual sales of £15 - £30M	B2B		B2C	
4	Annual sales of £30 - £50M	B2B		B2C	
5	Annual sales over £50M	B2B		B2C	
6	Best Exploitation of Technology - annual sales up to £25M	B2B		B2C	
7	Best Exploitation of Technology - annual sales over £25M	B2B		B2C	

BEST BUSINESS TO CONSUMER					
8	Children's/Family Brand				
9	Active Lifestyle/Young Brand				
10	Mature Market Brand				
11	Home & Interiors Brand				
12	Luxury/Prestigious Brand				
13	Fashion/Accessories Brand				
14	Gardening & Outdoor Leisure Brand				
15	Gifts, Hobbies & In-home Brand				
16	Charity Trading Brand				

Enter any two categories of your choice for **£95** (+VAT). Each additional category entered is **£40** (+VAT). Please return this form to [awards@directcommerce.biz](mailto:awards@directcommerce.biz) before sending/submitting your entry.

All entries will be confirmed via a VAT invoice (issued on net terms) and you will be sent a unique reference number + details of where to post or how to digitally submit your entry. **All completed entry forms received and processed are considered final.**

17	Best Overall Niche Brand	B2B		B2C	
18	Outstanding Customer Experience	B2B		B2C	
BUSINESS TO BUSINESS					
19	Office & General Business Supplies Brand				
20	Industrial, Technology & Warehouse Supplies Brand				
21	Hotel, Catering, Facilities Management, Janitorial Equipment & Supplies Brand				
22	Education, Teaching & Training Equipment & Supplies Brand				
23	Health, Medical, Scientific Supplies & Equipment Brand				

CAMPAIGN/PARTNERSHIP					
24	Best Catalogue Creative & Print Production Campaign Partnership	B2B		B2C	
25	Best Door Drop Campaign Partnership	B2B		B2C	
26	Best TV Advertising Campaign Partnership	B2B		B2C	
27	Best International Performance Campaign Partnership	B2B		B2C	
28	Best Social/PR/ Communications Campaign Partnership	B2B		B2C	
29	Best Technology Partnership	B2B		B2C	

Entering Company: .....

Entering Brand(s) if different: .....

My Name: ..... Position: .....

Company: ..... Web: .....

Address: .....

.....

..... Postcode: .....

Email address: .....

Landline:..... Mobile:.....

PO Number (if applicable): .....

Date: ..... Signature:.....

**CALL FOR ENTRIES**  
**CLOSING DATE**  
**7<sup>TH</sup> MAY 2020**

How would you like to submit your entry?

**By Post**

**Digital**

Do not ship your entry with this form – please await confirmation, invoice & instructions.