WELCOME TO
SLIM
DIGIS
2.3
The only national awards program
dedicated to recognizing digital marketing
excellence in Sri Lanka

WELCOME TO SLIM DIGIS 2.3

SLIM DIGIS, organized by Sri Lanka Institute of Marketing, intends to celebrate Sri Lanka's best digital marketing endeavors, innovation and talent, and recognize the region's growing influence on the global digital industry. The Sri Lankan digital industry continues to add value to many brands. This awards competition is judged under international standards by the industry's most respected business, marketing and digital marketing professionals. It aims to celebrate outstanding work and talent within the digital sphere.

Categories have been selected to reflect the development and growth of digital marketing in Sri Lanka. An independent jury panel, comprised of leading business leaders, marketers, digital practitioners, agency strategists, and other experts in the field of digital marketing, will judge entries. The awards program encourages work, which is innovative, contemporary and in line with global standards which will inspire our digital marketing industry and the next generation of practitioners.

WHAT'S NEW?

New Special Awards:

New inclusions

Creator / Influencer Digital Marketing

Improved definition

Best use of Technology

Entry Format:

A standardized framework has been introduced to better enable case articulation in relation to scoring criteria. This entry form will complement the existing requirement for video submission.

AWARD CATEGORIES

Main Awards

Best Digital Marketing Campaign

This category recognizes the best holistic campaigns that demonstrate at least two Digital Platforms/Digital Channels working together to achieve results. The strongest entries are those that showcase seamless synergy of the campaign elements on strategy, innovation/creativity, execution and results.

Please note that the following industries are separate categories and a business, Brand or an enterprise can only apply for one of the following categories.

1. Banking & Finance
2. Insurance
3. Telecommunication / IT/ Internet
4. Leisure, Hospitality, Travel & Tourism
5. Education / Training Services / Healthcare Services / Hospitals / Construction & Real Estate / CSR (Corporate Social Responsibility)
6. NGO and Government
7. International*
8. Retail (Fashion / Consumer Electronics) - online & offline
9. Food / Beverage
10. Beauty / Personal Care / OTC
11. Home Care
12. Automotive / Industrial Manufacturing
13. Other

*Eligibility: Campaigns that ran solely in overseas markets, created by an entity based in Sri Lanka, for overseas or Sri Lankan clients.

SPECIAL AWARDS

If applicants wish to apply for special awards, they need to apply separately and they can participate in multiple special awards categories.

Note: All special awards entry should be focused to suit each category description.

1. **Best Digital Marketing Innovation**

Use of existing or newly created digital platforms/mechanisms in fresh and innovative ways to explore new channels of communication to achieve marketing success. The entry should demonstrate the level of innovation and its relevance.

2. **Best use of Branded Content**

Creative, innovative and effective use of branded content that has provided a real return on investment for the client/brand. This category recognizes the best content newly created for the brand. The content should fit with the brand values, strategy and clearly address the marketing challenges. Judges will evaluate content creation and creative execution, with additional credit given to storytelling across media channels.

3. **Creator / Influencer Digital Marketing (New)**

Use of content created by consumers (users) or influencers and shared through social media to increase brand engagement, sales, create buzz about a product or service, or boost website conversions. Content could be images, videos, text, audio, etc. Entries must demonstrate how levels of engagement, social reach and the creative use of creator or influencer content led to campaign performance/success.

4. **Best SEO/SEM Campaign**

Search focused work that encompasses elements such as SEO and SEM (video and display are not included). Entries should be able to justify why they used search marketing, the particular elements employed and should demonstrate the effectiveness of their campaign in accessing target audiences and generating business. Entries must solely include the search marketing elements of their campaign, as other marketing strategies will not be considered in this category.

5. **Best Use of Technology in Marketing**

New technology or innovative use of existing technology, incorporated to enhance digital campaigns through a relevant UI/UX. Eg: Use of apps, web sites, AI, AR, VR, etc. in campaign, to meet strategic delivery. The central role of technology in campaign architecture, along with the ingenuity and functionality of that role needs to be demonstrated. It should be noted that the technology itself will not be judged but rather how effectively the technology is used in campaign, and its contribution to enhance campaign performance/success.

6. **Best Performance Marketing Campaign**

Effective performance marketing or direct response. Entry should describe achieved targets through numbers in relation to objectives, in addition to the overall approach taken. It is advisable to share Analytics data. The jury will primarily evaluate ROI.

7. **Best Use of Experiential Digital Marketing**

Touching consumers through an experience allowing them to become active participants through sampling, hands-on product demos, immersive events, tours or online & offline activities. Entries need to demonstrate how customers interacted with the product or service via a sensory experience that made a lasting impression.

8. **Best Use of Data**

Work that was primarily driven by the meaningful use of data to craft creative, marketing mix integrations such as dynamic pricing and distribution, targeting methods or techniques, creation of applications, agile marketing activities, or any other campaign that can be related to the creative use of data. Eg: Data enhanced creativity, creative use of data in targeting, best use of data in agile marketing including communications, pricing & distribution, use of real-time data-driven application/platform/tech integrations, or any campaign idea that has a strong connection to the creative use of data.

9. **Digital Brand Bravery Award**

Bravery is defined as taking risks through digital media to achieve goals, with the courage to put aside doubts and fears and continuing campaigns to successful completion. Entries should demonstrate how the brand took a risky leap and how it paid off or significant learning from failure, which enabled a subsequent success. The entries will be judged on the level of risk and courage demonstrated in insight, execution, and results.

10. Cross Media Integration

Single multimedia campaign with digital as core strategy, that demonstrates integrated use of multiple media touchpoints including at least one or more non-digital media, such as TV, print, radio, outdoor, PR, direct marketing, OOH, Cinema, etc., That is integral to campaign execution and performance. Entries must highlight the rationale behind the media choices and how they came together to deliver outstanding results.

11. Cross Digital Platform Integration

Single, cross platform campaign, integrating two or more digital applications, media or device platforms, showcasing integrated use to develop and amplify meaningful consumer engagement and/or business impact. Entries must highlight significant platform roles and how they came together to deliver
outstanding results.

12. E commerce

Campaign showcasing innovative buying experience and sales techniques to achieve marketing purposes and transactional business results. Strategy and creative must demonstrate how the campaign successfully attracted customers, amplified brand experience/purpose, drove platform traffic, encouraged transactions, supported by quantifiable results in business impact and ROI.

13. Gaming, Gamification & use of E-sports

Digital marketing initiative where gamification, esports or gaming communities and/or platforms have been utilized to add value to a campaign. This includes marketing that uses gamification, marketing to gaming communities or partnerships with esports or gaming platforms at any level, from amateur to professional, to successfully increase campaign engagement and results.

14. Small Budget Impact

Single campaign demonstrating best use of digital media on an overall spend not exceeding LKR 1.5 million. Entries need to highlight significant consumer engagement or business impact through the creative and optimal use of the limited investment.

ENTRY SUBMISSION PROCESS:

ELIGIBILITY
Campaigns that have run in the year **2022 from 1st January to 31st December only.**

ENTRY REQUIREMENTS

A. VIDEO
The video should help judges understand the creativity, innovation and execution of the entry in relation to the category requirements. Length of video should be no more than 3 minutes, so use the time limit wisely to augment your written entry and not duplicate. Videos should be in mp4 format only.

B. WRITTEN ENTRY
The written entry will help judges understand the compelling aspects of your entry in relation to the specific category, and the scoring criteria. Write your entry specific to the category, limit industry jargon and define uncommon terms, be precise and to the point, do not exceed the specified word count.

We encourage you to include relevant and verified data throughout the form and make it as easy to comprehend as possible. This will help validate your case. Where data and facts are presented, clearly mention sources of information at the bottom of each section. List of sources is not included in word count. Do not include more than 3 charts per section.

1. **Summary**: Demonstrate the strength of your entry by providing a summary for the following parameters.
    a. Context or Challenge
    b. Audience insight
    c. Creative idea:
    d. Execution of the idea:
    e. Results:
    Once sentence - maximum 20 words for each of the sections above.

    f. Why is this entry digital-marketing award worthy in this category?
    Maximum 100 words.

2. **What was the context and level of complexity** – Describe the campaign background in relation to the brand, competition, consumer, market conditions and outline the challenges.
   Maximum 175 words.
3. **What was the task** – Describe the Business and Marketing objectives and Key Performance Indicators (KPI's) against those objectives.
   Maximum 175 words.

4. (a) **What was the target audience and insight** - Describe the target audience and compelling consumer insight/s in relation to the challenge to be overcome by the brand. Include digital insights relevant to the category.
   Maximum 250 words.

   (b) **What was the campaign strategy in relation to this insight** – Describe the strategy in relation to the insight, including digital channel strategy.
   Maximum 250 words.

5. **What was the idea** – Describe the idea at the heart of your campaign in one sentence and its distinctiveness in relation to digital deployment.
   Maximum 50 words.

6. **How was the idea executed** – Describe execution including rollout, scope, period, touch points and channels. Indicate the total investment including creative and media budget split.
   Maximum 250 words.

7. **What was the impact** – Establish clear results of performance in relation to the challenge, task (objectives), KPI's and the direct correlation of results to the digital campaign. There should be clarity of the return on investment (ROI) with proof of results from credible sources - Objective data within the eligibility period is mandatory in this section (qualitative and quantitative). *Maximum 300 words.*

EVALUATION PROCESS:

Preliminary Round
Judges will evaluate your entries individually and comment on them before deciding whether to send them to the second round. In the preliminary rounds they will try to verify that the data submitted is accurate and if the entry covers all the points required to be in the entry and if such points are not covered it will be informed to the personnel in charge from SUM and SUM will ask the entrants to resubmit the entry during a strict resubmission time period of 7 days. If an applicant fails to follow the requested procedures after submission or fails to resubmit the entry within 7 days, SLIM has the authority to disqualify the entry after consulting from the Project Chairman and the Head of the Jury.

Second Round
Judges will review the qualified entries from the preliminary round and marks will be given along with the comments. Judges have the opportunity to discuss within the panel before giving the relevant scores.

Note. Judges with areas of conflict will not be allowed to evaluate your entry.

Selection criteria for Awards
1. Gold: 80 & above
2. Silver: 70 - 80
3. Bronze: 60 - 70
4. Grand Prix: will be awarded to the entries which achieves the highest score in both the main awards category and the special awards category.

Note. Clients as well as (mentioned) agencies will be awarded.

DATES
AND PAYMENTS

Award Categories		
Deadline	**Dates**	**Payment**
Main Awards (First Deadline)	15th September 2023	LKR 15,000.00 + Tax
Main Awards (Extended Deadline)	25th September 2023	LKR 17,500.00 + Tax
Special Awards (First Deadline)	15th September 2023	LKR 20,000.00 + Tax
Special Awards (Extended Deadline)	25th September 2023	LKR 22,500.00 + Tax

*Payment can be made online or paid at the SLIM premises
*Cheques should be drawn in favor of "Sri Lanka Institute of Marketing"
*Cash or Credit Card payments will be accepted

Participant Instructions:

1. Ensure submission of the entry form and video before the **final deadline of September 25th, 2023.**
2. Follow the specified format for answering questions in the entry form and strictly adhere to the allocated space (within word limits).
3. Use a font size above 10 for all entries.
4. Attach visuals and supporting documents separately.
5. Include internal company information for highlighting achievements. Verify research data with auditors and research agencies. Add verification seals to documents containing data.
6. Limit the complete application to 4 pages (excluding attachments).
7. Present data for a single period: **Calendar year (Jan to Dec 2022). Shorter periods won't be accepted.**

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