

**SLIM
DIGIS
2.6** 

ENTRY KIT



**THE MISSION TO
EXTRAORDINARY**
SLIM DIGIS 2.6

Introduction

SLIM DIGIS 2.6

SLIM DIGIS is Sri Lanka's premier digital marketing awards programme, dedicated to recognizing and celebrating excellence in digital marketing, technology, innovation, creativity, and performance. Organized by the Sri Lanka Institute of Marketing (SLIM), DIGIS honours individuals, brands, agencies, organizations, and digital practitioners who continue to elevate the standards of digital marketing in Sri Lanka and contribute meaningfully to the growth and evolution of the industry.

Since its inception, DIGIS has served as a distinguished platform for showcasing exemplary digital work that delivers measurable business impact while demonstrating strategic thinking, innovation, and creative excellence. As digital technologies continue to transform the manner in which brands engage with consumers, DIGIS recognizes campaigns and initiatives that effectively leverage digital platforms, emerging technologies, data, content, and customer experiences to achieve meaningful business outcomes.

The awards programme is adjudicated by an independent panel comprising esteemed business leaders, marketing professionals, digital practitioners, agency strategists, technology experts, academics, and other industry professionals. Entries are evaluated against stringent judging criteria and internationally recognized best practices to ensure fairness, transparency, and credibility throughout the assessment process.

The categories have been carefully curated to reflect the continuously evolving digital landscape and emerging industry trends, providing recognition across a diverse range of disciplines, platforms, technologies, and industry sectors.

This Entry Kit has been prepared to provide comprehensive guidance for the preparation and submission of entries. It outlines eligibility requirements, award categories, entry guidelines, judging criteria, submission requirements, supporting materials, payment procedures, important deadlines, and frequently asked questions.

To support entrants throughout the submission process, SLIM may conduct information sessions, workshops, and briefing sessions to provide guidance on the development of effective award entries and to clarify judging expectations.

Should you require any clarification or assistance at any stage of the process, the SLIM Events Team will be pleased to provide support.

We extend our best wishes for your participation in SLIM DIGIS 2026 and look forward to celebrating the outstanding digital work that continues to shape the future of Sri Lanka's marketing industry.

Eligibility

- All digital marketing campaigns that ran in Sri Lanka at any point between **1 January 2025 and 31 December 2025** are eligible to enter.
- All submissions, except those entered under the **International Business / Export Brands category**, must use campaign data, results, and creative work relating to campaigns executed in Sri Lanka. Entries under the **International Business / Export Brands category** may include relevant international market results and performance data.
- All information, data, and results submitted must relate to activities that took place during the qualifying period (**1 January 2025 – 31 December 2025**).
- SLIM reserves the right to **re-categorize entries**, or **refuse** entry at any time

Campaign Eligibility for Ongoing Campaigns

Campaigns that started in 2025 and continued into 2026 may still be entered, provided that the majority of the campaign activity was executed between **1 January 2025 and 31 December 2025**.

To be eligible, the campaign's main strategy, key executions, and primary results must fall within the 2025 eligibility period. Any activity carried out in 2026 should be limited to minor or supplementary executions.

If your campaign continued into 2026, you must clearly separate and report:

1. **Results achieved during the 2025 eligibility period (1 January – 31 December 2025)** – these results will form the primary basis for judging.
2. **Results achieved from any 2026 rollover activity** – these should be presented separately and clearly labelled as post-eligibility-period results.

Failure to clearly distinguish between 2025 and 2026 results may affect the judging process and could result in requests for clarification.

Categories

CATEGORY LIMIT

- **Each campaign may be entered into a maximum of one (1) Industry Category. However, the same campaign may be submitted under multiple Specialty Categories, where applicable.**
- Each entry should be customized to address the specific requirements of each category entered. Judges may find it difficult to evaluate entries that are not tailored to the specific category requirements, which may result in lower scores.

Best Use of Digital in a Marketing Campaign Award Selection

This category recognizes outstanding digital marketing campaigns that have effectively utilized at least two digital platforms or channels to achieve defined marketing objectives and deliver measurable business results.

Entries should demonstrate a strategic and integrated approach to digital marketing, showcasing how multiple digital touchpoints were leveraged to create a cohesive and impactful campaign experience.

Campaigns will be evaluated based on the following criteria:

- **Strategy** - A clear understanding of the business challenge, target audience, and campaign objectives. Entries should demonstrate how audience insights, market understanding, and strategic planning informed the overall campaign approach.
- **Innovation & Creativity** - The effectiveness and originality of the campaign idea, including the innovative use of digital platforms, technologies, content formats, or engagement techniques to address marketing objectives and enhance audience engagement.
- **Execution** - The quality and effectiveness of campaign implementation across selected digital platforms. Entries should demonstrate how various digital channels worked together to deliver a consistent, seamless, and engaging consumer experience.
- **Results** - Evidence of campaign effectiveness through measurable outcomes and key performance indicators (KPIs). Entries should clearly demonstrate how the campaign achieved or exceeded its stated objectives and delivered meaningful impact for the brand or organization.

INDUSTRY CATEGORIES

There are over 18 Industry Categories (Main Awards) to choose from. **Each campaign may be submitted under only one Industry Category.**

1. Banking, Finance & Insurance Brands
2. Telecommunication Brands
3. Leisure, Hospitality, Travel & Tourism Brands
4. Education Brands
5. Healthcare and Wellness Brands
6. Real Estate/ Building Material/ Hardware Brands
7. FMCG - Food & Beverage Brands
8. FMCG - Personal Care Brands
9. Household and Other Brands
10. Retail (Grocery, Clothing, Consumer Durables) Brands
11. Automotive/ Spare Parts/ Lubricants Brands
12. Not for Profit Brands
13. E-Commerce /Online Based Businesses Brands
14. Other Industries Brands
15. International Business/ Exports Brands
16. Entertainment & Media Brands
17. Energy & Utilities Brands
18. OTC Pharmaceuticals/ OTC Nutraceuticals/ OTC Ayurveda Products Brands

SPECIALTY CATEGORIES

The Specialty Categories are designed to recognize campaigns that address specific business objectives, challenges, or achievements. There are over 18 Specialty Categories available for entry. **A campaign may be submitted under multiple Specialty Categories, where applicable.** Entries for Specialty Categories must be submitted separately, and a separate entry fee will apply for each category entered.

NOTE: ALL SPECIAL AWARD ENTRIES SHOULD BE TAILORED TO SUIT EACH CATEGORY DESCRIPTION

01. Best Use of AI Technologies

Exceptional campaigns that leverage artificial intelligence, including generative content creation, dynamic personalization, automation, and AI-driven techniques to drive innovation and create meaningful marketing, business, or customer outcomes

02. Best Use of Ad Tech

Advanced utilization of advertising technologies and platform capabilities. From programmatic buying to real-time bidding, to elevate targeting accuracy, ad relevance, audience engagement, and campaign effectiveness beyond traditional reach tactics.

03. Best Use of Creative Content (Brand-Created) ***Updated**

Digital content that engages audiences through inventive and creative use of format, storytelling, and platform-specific strengths, while creating a strong and authentic connection with the brand. The category recognizes excellence in original content creation that is strategically aligned with brand objectives and delivers measurable impact.

04. Best Use of Creators / Influencers ***Updated**

Campaigns that leveraged creators and influencers through content, co-creation, community building, ambassador programs, or other creative and brand relevant partnerships to drive conversations, advocacy, engagement, or conversions. The category recognizes work that demonstrated creative, innovative and effective use of influencers as a core strategic component of the campaign

05. Best SEO / SEM Campaign

Performance-driven SEO/SEM campaigns that delivered measurable impact through intelligent keyword strategy, content architecture, or search ad optimization. Video/display elements excluded; pure search focus only.

06. Best Performance Marketing Campaign

Campaigns that combine data, creativity, and precision to drive conversions, highlighting key performance metrics such as CPA and ROAS and demonstrating clear, quantifiable results across paid digital channels.

07. Cross Media Integration

A single multimedia campaign with digital as its core strategy, integrating at least one non-digital medium (TV, print, radio, OOH, Cinema, etc.) demonstrating the rationale behind media mix choices and a cohesive narrative across touchpoints.

08. Best Use of Experiential & On-Ground Digital Amplification **Updated**

Campaigns that brought brands to life through exceptional immersive experiences, whether via experiential technologies such as AR/VR, or impactful on-ground activations amplified to wider audiences through digital channels; or an integrated combination of both. The category recognizes work that engaged audiences in interactive, participatory, and memorable ways, creating deeper emotional connections, extending reach beyond the live experience, and delivering measurable business or brand results

09. Gaming, Gamification & E-Sports

Campaigns that leveraged gaming, gamification, esports, or gaming communities to unlock new levels of interaction through playful, competitive, or immersive brand experiences.

10. Best Use of a Limited Budget **Updated**

Campaigns executed on a total spend below LKR 1 million that delivered exceptional impact through creativity, innovation, and smart use of resources. Open only to brands with an annual total marketing budget (including ATL, BTL, Digital etc.) of less than LKR 30 million. This category celebrates brands for whom budget limitations are a genuine business reality, rewarding resourcefulness, creativity, and effectiveness in the face of constrained marketing resources.

11. CSR / Purpose-Driven Digital Marketing

Campaigns integrating brand purpose, community empowerment, or sustainability goals through digital strategies — highlighting both brand equity uplift and tangible social or environmental outcomes.

12. Best Use of Agile / Moment Marketing

Campaigns that reacted to real-time events, cultural trends, or spontaneous moments with creativity and speed to drive impactful and brand-relevant outcomes. Note: This category is for reactive, unplanned moments. Planned seasonal campaigns belong in Seasonal Campaigns.

13. Seasonal Campaigns ***New**

Campaigns built around planned seasonal, cultural, sporting, or calendar-based occasions — such as **Avurudu, Ramadan/Eid, Christmas, Valentine's Day, back-to-school periods, major sporting events like the Cricket World Cup or Olympic Games, and similar moments** — that demonstrated exceptional strategy, creativity, and results within a defined and predictable occasion window.

14. Best Use of Data & Predictive Intelligence

Campaigns that used real-time analytics, AI-driven insights, or predictive modelling to anticipate user behaviour, personalise messaging, and optimise strategy — transforming data into foresight and then into results.

15. Best Use of Digital in a B2B Campaign

B2B campaigns that used digital mastery to influence decision-makers, build partnerships, generate demand and drive business outcomes through digital strategies.

16. Best Use of Digital in Corporate Branding

Campaigns that elevated corporate image and reputation using digital platforms to build trust, strengthen values, and craft compelling brand narratives.

17. Best Use of Digital in a Brand Launch/Relaunch * New

Campaigns that leveraged digital channels, platforms, technologies, and experiences to successfully launch a new brand, product, service, or business, or to relaunch and reposition an existing one. The category recognizes work that built awareness, generated engagement, accelerated adoption, and showcased the strategic use of digital throughout the launch or relaunch journey.

18. Digital Bravery

Campaigns built on brave and bold ideas where digital was the core medium of implementation, defying the norm and challenging industry standards. Whether a high-risk creative leap, an unexpected platform strategy, or a radical rethinking of engagement, this category rewards courage, originality, and effectiveness in equal measure.

ENTERING IN MULTIPLE CATEGORIES

- You may enter a campaign into any number of Specialty Categories, but only one Industry Category. You will need to submit a separate entry and pay separate entry fees for each category submission.
- Each entry should be customized to speak to the specifics of each entered category. Judges are evaluating your work against the category definition.

AWARD CATEGORY, DEADLINE DATES & PAYMENT

Entry fees are locked based on the date of submission

Deadline	Date	Main Awards	Special Awards
First Deadline	July 17 th 2026	LKR 23,000 + 2.5% SSCL + 18 % VAT	LKR 28,000 + 2.5% SSCL + 18 % VAT
Final Deadline	August 07 th 2026	LKR 30,000 + 2.5% SSCL + 18 % VAT	LKR 35,000 + 2.5% SSCL + 18 % VAT

HOW TO PAY

All entry fees must be paid on or before 7 August 2026.

Payments	
Payments can be made online or at the SLIM premises. Cash or Credit Card payments will be accepted at SLIM premises.	
Cheques	Cheques should be drawn in favor of "Sri Lanka Institute of Marketing"
Bank Transfer	Beneficiary Name : Sri Lanka Institute of Marketing Beneficiary Bank : Hatton National Bank Beneficiary Branch : Cinnamon Garden Beneficiary Account No : 0760 1014 0744 Bank Code : 7083 Branch Code : 076

How to submit your entry

- Entries are submitted online in the Entry Portal at <https://slim.lk/slim-digis/>
- Ensure that all Clients, Primary Agencies, and Contributing Agencies involved in the campaign are declared in the entry submission.
- Translation: Entrants submitting creative materials that are not in English are required to be translated. Translations should be done via subtitles on the 4-minute creative video.
- Entries will not be considered for judging if full payment has not been received or if the submission is incomplete in any way.

ENTRY REQUIREMENTS

A. VIDEO

The video should help judges understand the objectives, strategy, innovation, and execution of the entry in relation to the category requirements.

Video Guidelines

- Maximum Duration: 4 minutes
- Maximum File Size: 100 MB
- Format: MP4 only

B. PRESENTATION

Submit a 5-slide presentation (PDF) covering the following parameters to demonstrate the strength of your entry:

1. Context or Challenge:

Outline the context or challenge that the campaign aimed to address.

2. Targeting/Audience Insight (30% Score):

Provide insights into the target audience and their behaviour, needs, or preferences.

3. Creative/Innovation (20% Score):

Describe the creative idea or innovative approach behind the campaign, including any unique strategies used in setting up and executing the campaign.

4. Execution of the Idea (20% Score):

Detail how the campaign was executed, including the methodologies and tactics used.

5. Results (30% Score) :

Present the measurable outcomes and key performance indicators (KPIs) that demonstrate the campaign's success.

C.ADDITIONAL EVIDENCE

You may include additional campaign evidence as an appendix after the 5 slides. This can encompass further supporting materials, detailed analytics, campaign reports, or any other relevant documentation that strengthens your entry.

D. FONT SIZE

Please ensure that the font size in the PowerPoint presentation is no smaller than size 14 for readability

E. AUTHORISATION FORM AND PUBLISHING POLICY DOCUMENT

Please ensure that both the Client and Agency Authorization Form and the Publishing Policy Document are duly signed, scanned as original documents, and uploaded accordingly.

Here's a checklist of the entry requirements

REVIEWED BY JUDGES	OTHER REQUIREMENTS
Video	Agency & Client Authorization Form
Presentation	Publishing Policy Document
Additional Evidence	

Evaluation Process

Preliminary Round

During the Preliminary Round, judges will independently review each entry to verify that all required information has been submitted and that the supporting data is accurate and relevant. If any required information is missing or clarification is needed, SLIM will notify the entrant and provide a one-time resubmission opportunity within a strict period of seven (7) days.

Failure to provide the requested information or complete the resubmission within the specified timeframe may result in disqualification of the entry, subject to approval by 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 conflicts of interest 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: Awarded to the highest-scoring entry in the Industry Categories and the highest-scoring entry in the Specialty Categories..

Agency Recognition

For each winning campaign, awards will be presented to the Client, up to two (2) Primary Agencies, and up to four (4) Contributing Agencies, provided they have been declared in the original entry submission

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