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## IMPORTANT DATES

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Early Bird Submission

21 December 2018, before 3pm

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Extended Submission

11 January 2019, before 3pm

All submissions are made online while payment must be made at the MDA Secretariat.  
Extended submission till 3.00 pm on 11 January 2019 is allowed. However, a late fee will be imposed.

### For submission by 3.00pm, 21 December 2018

1. MDA Members – RM250 per entry
2. Non Members – RM350 per entry

### For late submission by 3.00pm, 11 January 2019

1. MDA Members – RM400 per entry
2. Non Members – RM500 per entry

**For Digital Person of The Year, no fees imposed.**

## About MDA d Awards

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### **About the awards.**

The d Awards is organized by the Malaysian Digital Association to recognize and honor the talents and brands that embrace and use digital technologies. MDA is looking for innovation and media in designing building, managing, marketing or promoting digital campaign that leads to a difference in the way the consumers perceive and consume brands.

Entry categories allow for all forms of technical and creative digital work from any communication discipline to be entered. Moreover, given the nature of digital, results and impact play an important role in the success of the entry and naturally solidify the validity of digital as a worthy marketing channel.

Participation is open to all digital natives from clients, agencies and producers. Any entity based in Malaysia with valid digital work that aligns with the entry categories is encouraged to participate and let their work be honored.

## How to enter d Awards?

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Go to [www.d-awards.com.my](http://www.d-awards.com.my) and complete the steps below.

### STEP 1

#### ENTRANT REGISTRATION

- Entrant companies are requested to create a user name and password. This will give the entrant company an online account. A confirmation email will be sent to the primary contact email provided.

- Fill in the below required fields and submit your registration:

##### Entrant details

- Agency Name
- Agency Network
- Type of company
- Display agency name as
- MDA Member (Yes or No)

You will receive a confirmation email upon successful registration.

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### STEP 2

#### LOGIN & DOWNLOAD

##### • Entry Kit

Login to your account and download the 2019 d Awards Entry Kit. Read the information thoroughly. Works that do not adhere to the award rules & requirements for entry submission will be disqualified and fees **WILL NOT** be refunded.

##### • Entry Permission Form

Entrant Company is required to upload one signed copy of the Entry Permission form with each entry. If the entrant company is an Agency then consent from both Agency and Client representatives is required. If the entrant company is a Client, then only the client consent is required. The template is available for download on submission site.

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### STEP 3

#### ENTRY SUBMISSION

##### **ROUND 1: ONLINE SUBMISSION GUIDELINES**

- Each entrant is to use their online account to submit all their entries. More than one person may use the login details at the same time to streamline multiply entry submissions.

##### **I. Complete the online entry form. Submission fields are as follows:**

##### Entry details

- Category
- Entry title
- Client
- Brand
- Date range of activity (Start date MM/YYYY to End Date MM/YYYY)
- Creative Agency
- Digital Agency
- Media Agency
- Strategy\*
- Creative and Innovation\*
- Execution\*
- Results\*
- Channels / Platforms used

**All entrants must complete the mandatory entry write-up online.  
Your write-up should not exceed 500 words across all 4 sections\***

#### **Strategy**

The entry is being evaluated on how succinct and insightful the approach is to the overall issues and target audience with proven evidence.

#### **Creativity and Innovation**

The entry is evaluated based on the originality of the idea, creativity of execution as well as on innovation in measurement of results.

#### **Execution**

The entry will be evaluated on how convincing the argument made establishing a cause and effect between the objectives, strategy and results of the campaign. This entails that the entry should show the effective use of resources, technical excellence in implementing the campaign.

#### **Results**

The entry will be evaluated on how well the chosen strategies and communications methods met the set objectives. Entries must provide quantification/proof of results from a credible source (and seek third party verification of awards winners). Judges will also looking for clearly defined strategic objectives with a link to business performance

#### **II. Upload screenshots (maximum 5)**

Visual references to support the entry which includes screenshots of websites, Facebook pages, Microsites, Landing Page, Facebook App, Mobile App, Banners, UI/UX features, etc. These visuals are to support the entry.

#### **III. Upload supporting URL (Max 5)**

References to any support material online such as social URLs / Microsites / Landing Page, Facebook App, Mobile App, Banners, etc to show that the campaign was successfully executed

#### **IV. Client details**

- Client contact name
- Client job title
- Client email

For **Digital Person of the Year**, the submission fields are as follows:

#### **Nomination details**

- Full Name
- Designation
- Company Name
- I/C Number
- Contact Number
- Email address

**To complete the mandatory entry write-up online.  
Your write-up should not exceed 500 words across below 3 sections\***

- Why is this person being nominated?
- Key Contribution
- Endorsement by management/clients

**I. Upload screenshots (maximum 5)**

Visual references of any work executed by the nominee which includes screenshots of websites, Facebook pages, Microsites, Landing Page, Facebook App, Mobile App, Banners, UI/UX features, etc. These visuals are to support the nomination.

**II. Upload supporting URL (Max 5)**

References of any work executed by the nominee such as social URLs / Microsites / Landing Page, Facebook App, Mobile App, Banners, etc. These online materials are to support the nomination.

**III. Upload endorsement (Max 5)**

Letter of endorsement by management/clients

**ROUND 2: FINALIST SUBMISSION GUIDELINES**  
**(only applicable to shortlisted entries)**

- Email notification will be sent to entrants of all shortlisted entries by **15th February 2019**.
- A working team of a maximum of 3 persons per shortlisted entry will be invited to deliver a 20 minutes presentation inclusive Q&A to a group of minimum 7-8 judges.
- Each presentation must be made using a presentation deck which is limited to a **maximum of 4 slides**. The presentation must be a summary of your Entry text. Keep it **concise, specific and relevant**. Separate your text into clear sections, such as:
  - Strategy
  - Creative and Innovation
  - Execution
  - Results
- Limit the use of technical jargon and statistics is advised.
- Use bold, clear images – a few larger images are more effective than too many small images.
- All presentation decks must reach MDA secretariat office by **4th March 2019**.
- Failure to submit the presentation deck will result in the on-line submission being projected for judges' reference.

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**STEP 4****PHYSICAL  
SUBMISSION**

- All payments must be enclosed together with the Entry Master list.
  - Please ensure the amount of the payment cheque tallies with the total amount of entries stated in the Entry Master list.
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## Rules & Eligibility of Entry

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- The MDA d Awards are open to clients, digital creative agencies, media agencies, technology companies, publishers, media owners based in Malaysia.
- The work has been created within the context of a normal paying contract with a client OR if it's a case of self-promotion or a non-profit organisation, the client must have approved all of the media/production/implementation.
- All projects/campaigns submitted must have been implemented and executed between **1st January and 31st December 2018** in Malaysia and shown substantial measurable progress during the entry eligibility period. When entering a campaign that may exceed this period, a minimum of two thirds must fall within this window.
- Any project/campaign done before or after these dates is not eligible for evaluation but can be used as context if it is part of the same work/campaign being entered. Entries with main campaign duration outside the set dates will be disqualified.
- Speculative and conceptual advertising is not eligible for entry.
- A project/campaign can be entered into a maximum of three categories that includes Best Integrated Digital Campaign. However, in this case, you must provide a separate entry form and set of materials for each entry. If a single entry is entered more than once it is highly recommended that the presentation of each is tailored/adapted to highlight the elements most relevant to the chosen categories.
- Only one party may submit an entry and this is to be agreed in advance between the parties concerned i.e. either the digital agency or the advertising agency or the media agency etc. may enter a piece that both parties have worked on, but not both. If the same entry is submitted by two different entrant companies, only the first entry will be accepted.
- Entrants must obtain permission to enter their work from the commissioning client/brand-owing company before entering the awards. Each entry must be accompanied by an Entry Permission Form. Any entries submitted without the Entry Permission Form will be disqualified.
- All Entries must be written in English and must be submitted exactly as published, aired or implemented and must not be modified for the awards entry.
- All entry questions must be answered. Please take note of any word count limits.
- All entries must be completed online at [www.d-awards.com.my](http://www.d-awards.com.my). Please note that entries submitted online will not be considered complete until fees have been received at the MDA secretariat office.
- The Awards Committee reserve the right to re-categorise entries if they think another category would be more suitable. However, they cannot be expected to routinely re-categorise incorrectly entered projects.
- As for the credits, please ensure all information is correct. Information that you submit will be taken as final and cannot be amended for any given reason if your entry is a winner. This include if the agency and/or client experience a name change after the entry deadline.
- Incorrect or incomplete entries risk disqualification.
- **DO NOT** show your Agency logo, branding or refer to your Agency or anyone who has contributed to the entry in your written submission as it will result in disqualification.

(Continued Over)

- Any disqualified entries will not be refunded. This includes duplicate entries and entries that do not follow the specified rules.
- The Awards Committee reserves the right to request further proof or other evidence that the entry is legitimate. When a piece of work comes into question, we will request clarification or further information according to the complaint raised. If it is not forthcoming or not adequate, any award won will be withdrawn and disqualified. The Awards Committee and MDA President's decision is final.
- No Refunds on Entries: Under no circumstances will refunds of any fees or costs relating to Entries or entry into the Awards be issued to Entrants. The fees paid for Entries are intended to cover the costs of administration, processing and judging the Entries and Awards.
- The entrant grants the MDA permission to show the entries at such times as deemed appropriate.
- By submitting an entry, the entrants confirm that they have read and agree with above 'Rules of Entry' and MDA accepts no responsibility for any incorrect submitted information.

## Entry Deadline & Fee

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### Early bird submission

21 December 2018, before 3pm

### Extended submission

11 January 2019, before 3pm

All submissions are made online while payment must be made at the MDA Secretariat. Extended submission till 3.00 pm on 11 January 2019 is allowed. However, a late fee will be imposed.

For submission by **3.00pm, 21 December 2018**

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2. **Non Members** – **RM350** per entry

For late submission by **3.00pm, 11 January 2019**

1. **MDA Members** – **RM400** per entry
2. **Non Members** – **RM500** per entry

For **Digital Person of The Year**, there will be no fees imposed.

### Cheques should be made payable to “Malaysian Digital Association”.

All cheques must be crossed “account payee only”.

Please ensure that the amount written on the cheque covers all entries submitted. The entrant company's name, address and telephone number should be clearly stated on the outside of the envelope. The total amount on the masterlist must tally with the cheque amount.

### Checklist:

- Cheque
- Submission Masterlist

Please Deliver To:

**MDA Secretariat,  
Unit 706, Block B,  
Pusat Dagangan Phileo Damansara 1,  
9 Jalan 16/11, Off Jalan Damansara,  
46350 Petaling Jaya.**

Attention your payment to:

**Amy Tan  
+603 7660 8535**



## Judging Criteria & Process

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Entries will be judged by a jury consisting of well-known and credible digital practitioners, marketers, strategists and other experts. Each judge will individually access the entry and evaluate it based on the “judging criteria” described below:

- **Strategy** : **20%**
- **Creative and Innovation** : **25%**
- **Execution** : **25%**
- **Results** : **30%**

For **Digital Person of the Year**, the nomination(s) will be assessed and evaluated based on the “judging criteria” described below:

- Rate the overall impact on an organisation and or overall digital eco system? **(30%)**
- Rate the overall quality of thought leadership and business impact (internally and/or externally) demonstrated by the individual? **(20%)**
- Rate the innovation and/or creativity demonstrated by the individual? **(20%)**
- Rate how effectively an individual utilized internal/external resources? **(15%)**
- Rate the degree of technical difficulty or expertise demonstrated **(15%)**

### Preliminary Round: Determining Shortlists

Judges will evaluate and shortlist their best 6 entries per category for all categories. A computerized voting system selects the highest votes given in each category. At all voting stages, a judge’s vote will not be counted for any entry submitted by his or her own company(ies). There will be a pre-qualification for Digital Person of the Year.

### Final Round: Determining the Winners

Shortlisted entries will be invited back to a location to perform a 20-minute presentation, Questions and Answer session on the salient points of their entered campaign. It will be attended and judged in the second round by a minimum of 7-8 judges.

Judges will evaluate and score each entry individually from across categories. The scoring will be based on the specific judging criteria listed above with varying % accorded to the specific fields that adds up to 100%. Jury decision is final.

For **Digital Person of the Year**, the finalists will be given **5 (FIVE)** questions during finalist notification. Finalists will need to be prepared for all questions provided. During the Elevator Pitch Presentation, the judges will select one of the questions and finalists are required to present their ideas within the stipulated time.

## Awards & Categories

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### Category Winner

A trophy and certificate will be awarded to the Gold award winners of each category including Digital Person of the Year, Best Publisher of the Year and Best Tech Developer of the Year. Only certificates will be awarded for Silver and Bronze awards to the runner-up and third place of each category. Finalist certificates will be awarded to all entries making into the Jury shortlist.

The awards are as follows:

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### GRAND PRIX

One Grand Prix is granted at the D Awards and it goes to the highest scoring gold winning entry regardless of category.  
**(Not inclusive of Digital Person of the Year)**

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### DIGITAL IMPACT OF THE YEAR

The trophy will be awarded to the agency/advertiser/publisher with the highest accumulated points scored from all categories.

The points awarded are:

Gold 20 points

Silver 10 points

Bronze 5 point

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### BEST USE OF VIDEO

This category recognizes the innovative use of video (such as pre-rolls, mobile video, social 'snackable videos', co-creation etc.) as standalone or part of a bigger campaign. The strongest entries should demonstrate how their use of video has effectively contributed to an overall media campaign success.

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### BEST USE OF MOBILE

This category recognized the most successful use of mobile devices (such as media, content, and engagement tactics on this platform) as a means to achieve campaign objectives. The strongest entries highlight innovation, creativity and engagement in campaign execution with tangible results.

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### BEST USE OF SOCIAL MEDIA

This category recognizes all social media efforts in standalone or part of a campaign that were utilized to build successful brands. The strongest entries demonstrate well thought out channel and content strategies that work in synergy to achieve campaign objectives.

Entries should demonstrate an original offering, measurably grow user engagement, make best use of the relevant social media platform, and actively reflect the voice and tone of the news brand.

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**BEST USE  
OF DATA**

This category awards the optimized use of data analytics to solve business problems and provide new business opportunities across the marketing/communication spectrum. The strongest entries feature a clear approach to insight mining from the set data and how these insights contributed to positive impact on the campaign and brand.

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**BEST SEARCH  
MARKETING  
CAMPAIGN**

This category awards the best campaigns in driving more and better qualified internet traffic to brands' online presence through natural search engine result page listings, paid advertising placement, and/or mobile. The strongest entries feature a clear, innovative 'search' strategy that connects more consumers to the brand based on a pre-defined success metrics to create a highly profitable search marketing campaign.

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**BEST  
PERFORMANCE  
CAMPAIGN**

This category awards successful campaigns that demonstrate a sound lead generation strategy with proven results to deliver on pre-set objectives. The strongest entries feature a clear approach and execution with tangible results of digital media strategies across platforms.

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**BEST PLATFORM  
DEVELOPMENT**

This category recognizes outstanding digital platforms (such as Websites, Microsites, Web Apps and Mobile Apps, etc) provided for a brand/product/services or being part of a campaign. Here we will look at the build quality of the website, UX approach, technology selected, degree of customization, multi-platform adaptation, utility etc.

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**BEST INTEGRATED  
DIGITAL  
CAMPAIGN**

This category recognizes best holistic digital campaigns that demonstrate how at least two digital platforms or channels work together to achieve results. Enter if you have created a campaign that integrates two or more different digital channels and demonstrates best practice, innovation and excellence in promoting, advertising, communicating or marketing a brand, product or service.

The strongest entries are those that showcase seamless synergy of the campaign elements on strategy, innovation/creativity, execution, and results.

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**BEST INTEGRATED  
MEDIA CAMPAIGN**

This category recognizes the best holistic integrated media campaign encompassing both online and traditional media. The strongest entries are those that showcase seamless synergy of the campaign elements on strategy, innovation/creativity, execution, and results.

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**BEST USE  
OF DIGITAL  
INNOVATION**

This category recognizes the innovative or ancillary usage of available digital technology to deliver significant impact to brand/product/services. Nominees will be evaluated with emphasis on new frontier innovation, creativity, execution & result.

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**BEST USE  
OF DIGITAL  
INNOVATION  
– NON-PROFIT  
/ PRO-BONO  
CAMPAIGNS**

In support of pro-bono campaigns, this category recognizes the innovative or ancillary usage of available digital technology to deliver significant impact to brand/product/services. Entry will be evaluated with emphasis on new frontier innovation, creativity, execution & result for a non-profit organisation or association and communications for a public service/greater good nature by non-profit or government organisation. Entry must show measureable impact on the problem/issue.

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**BEST DIGITAL  
PUBLISHER OF  
THE YEAR**

This category awards a “game-changing” publisher for its stand-out execution of strategy (based on a clear understanding of audience, platform, content, and business goals) to impact growth not only for its own business but also clients, partners and the Malaysia digital industry as a whole.

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**BEST TECH  
DEVELOPER**

This category awards the best and most innovative in the development landscape, the “unsung heroes” behind any successful digital brand/product/services. This entry is for companies who have delivered impactful results using new creative solutions, utilizing hardware, software, cloud platform, development tools, databases and apps for mobile devices.

## Individual Award & Category

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### **DIGITAL PERSON OF THE YEAR**

The award will recognize an individual who demonstrates exceptional measurable results in Digital advertising. Business owners, executives, and managers are encouraged to submit nominations for their key team members and/or account leaders who have been the major force in executing a campaign, ideas, concepts that were successful, popular or profitable through digital marketing. Pro-bono works are not applicable for this category.

Individuals are encouraged to self-nominate.

The winner will have demonstrated results and/or made significant contributions towards the execution of meaningful best practices in the digital advertising industry.

#### **Why is this person being nominated?**

- Submission must clearly define nominee's role in digital marketing. Are they an account manager/director, team/project leader or executive management?
- To what extent did they collaborate with others internally/externally?
- Did the nominee present an innovative approach or apply a creative solution?
- For example, was the nominee solely responsible for results?

#### **Key contribution**

- A must to include specific KPIs/business objectives achieved as a direct result of the nominee's contribution to client campaign initiatives executed between **1st January to 31st December 2018**.
- Summary of demonstrated thought leadership and shared knowledge through research/testing, authoritative articles/blog postings, public speaking, corporate training, teaching engagements or similar industry contributions in the area of digital marketing

#### **Endorsement**

- Endorsement by management/clients.
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## Entry Form

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The entry form is designed to mirror the judging criteria explained in the Judging Process section of the entry kit. The Entrant Company is responsible to guarantee the accuracy and authenticity of all the details entered and that the work entered is original and authorized by both "Agency" and "Client".

The actual form will be filled directly online.  
This is a reference document for your preparation of the case entry.

- ENTRY DETAILS**
- Category
  - Entry title
  - Client
  - Brand
  - Date range of activity (Start date MM/YYYY to End Date MM/YYYY)
  - Creative Agency
  - Digital Agency
  - Media Agency
  - Strategy\*
  - Creative and Innovation\*
  - Execution\*
  - Results\*
  - Channels / Platforms used
  
  - Supporting Materials:
    - Screenshots (max 5)
    - URL (max 5)

- 
- CLIENT DETAILS**
- Client Contact Name
  - Client Job Title
  - Client Email
  
  - Upload Entry Permission Form
-

All entrants must complete the mandatory entry write-up online.  
Your write-up should not exceed 500 words across all 4 sections\*

## 01 STRATEGY

Suggested word  
count – 150 words

Your response for Strategy should tackle all guidelines listed below:

- Describe the campaign background: state of the category and the situation of the brand/product within it.
- Describe the marketing/communication challenge.
- Describe the target audience with specific emphasis on digital insights relevant to the category you are entering.
- Describe the objectives and metrics of the campaign.
- Describe your campaign/communication strategy that answers the challenge and appeals to your target audience.

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## 02 CREATIVITY AND INNOVATION

Suggested word  
count – 100 words

Your response to Creativity and Innovation should tackle all guidelines listed below:

- Describe your big idea and tactics and how they were “creative and innovative” vis-a-vis your category and brand. Even in the technical/operational details, describe any innovations or improvements that contributed to the success of the entry.
- List the campaign deliverables. (Provide country names)

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## 03 EXECUTION

Suggested word  
count – 150 words

Your response to Execution should tackle all guidelines listed below:

- Describe how the campaign was executed.
- Identify the regional scope of the campaign/work. List all markets.
- Identify the Campaign Date(s). In the case that the campaign includes several bursts list all phases.
- List all channels/touch points used with an emphasis on digital and social elements with a brief rationale to support your channel choice.
- Indicate the total media investment on the campaign.

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## 04 RESULTS

Suggested word  
count – 100 words

Your response to Results should tackle all the guidelines listed below:

- Articulate the results of the campaign and describe how they answered the marketing/communication challenge and met the metrics.
  - Where applicable, explain how the consumer behavior was influenced and if any new insights were learned from the campaign.
-

## Entry Form for Digital Person of the Year

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The actual form will be filled directly online.  
This is a reference document for your preparation of the nomination.

### **NOMINATION DETAILS**

- Full Name
- Designation
- Company Name
- I/C Number
- Contact Number
- Email address

**To complete the mandatory entry write-up online.  
Your write-up should not exceed 500 words across below 3 sections\***

- Why is this person being nominated?
- Key Contribution
- Endorsement by internal/external parties

### **Supporting Materials**

- Screenshots (max 5)
  - URL (max 5)
  - Endorsement (max 5)
-



# Entry Permission Form

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Entrant Company is required to upload one signed copy of this form with each entry. If the entrant company is an Agency then consent from both Agency and Client representatives is required. If the entrant company is a Client, then only the client consent is required.

## ENTRY DETAILS

Brand:

.....

Client:

.....

Entry Title:

.....

Entry Category:

.....

Entrant Company (as per entry submission):

.....

**We ..... (Entrant Company) on behalf of ..... (Client Name/Brand Name) certify that all the written and visual information submitted for the above referenced case, as well people credited for creating the work is accurate, factual, and in accordance with all the rules set out by the MDA d Awards.**

### Agency Representative (Marketing Director)

### Client Representative (Marketing Director)

Name:

Name:

Title:

Title:

Email:

Email:

Mobile:

Mobile:

Signature:

Signature:

Co Stamp: