

MDA d Awards 2022 Entry Kit



AWARDS 22
LEVEL UP

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About MDA d Awards

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

Entry categories allow for all forms of technical and creative digital works 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, digital creative agencies, media agencies, technology companies, publishers, media owners and any company that is part of the digital marketing ecosystem.

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.

What's New

d Awards is now recognized by RECMA

d Awards has been listed in the Malaysia report. d Awards won will contribute towards an agency's ranking by RECMA from 2020.

Online Submission Procedure

We have changed the online submission entry form upload format. Please see Page 5-10.

Rules and Eligibility updated

We have updated the eligibility and rules. Please see Page 11-13.

Reasons for Disqualification

We have added this page to highlight common mistakes during submission that lead to disqualification. Please refer to Page 14 for more details.

Entry Deadlines and Fees

We have introduced the new entry deadline and fees. Please see Page 15 for more details.

Judging Process updated

We have updated the judging process. Please see Page 16-17 for more details.

NEW Category

How Businesses Beat Covid

Please refer to Page 21 for the detailed category definitions.

How to enter d Awards?

Go to www.d-awards.com.my and complete the steps below.

STEP 1: ENTRANT REGISTRATION

- Entrant companies are requested to create a username 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

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

You will receive a confirmation email upon successful registration.

STEP 2: LOGIN & DOWNLOAD

- **Entry Kit**
Login to your account and download the 2022 d Awards Entry Kit. Read the information thoroughly. Works that do not adhere to the award rules and requirements for entry submission will be disqualified and fees WILL NOT be refunded.
- **Entry Verification Form**
Entrant company is required to upload one signed copy of the Entry Verification form with each entry. If the entrant company is an Agency then consent from both Agency and Client representatives are required. If the entrant company is a Client/Publisher/Digital Service Provider, then only the client's/publisher's/digital service provider's consent is required. The template is available for download on the 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 multiple entry submissions.

Completed 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)

ENTRY INFORMATION

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

Strategy (Suggested word count – 150 words)

- Describe the campaign/product/service 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.

Creativity and Innovation

(Suggested word count – 100 words)

- 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/product/service deliverables. (Provide country names)

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Execution (Suggested word count – 150 words)

- Describe how the campaign/work 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/touchpoints 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.

Results (Suggested word count – 100 words)

- Articulate the results of the campaign/work 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/work.

ENTRY CHANNELS & MEDIA

Channels/Platform e.g. Facebook, Mobile, Web

Upload supporting URL (maximum 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.

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.

AGENCY INFORMATION

- Creative Agency
- Digital Agency
- Media Agency
- Others
- Credits

CLIENT INFORMATION

- Client contact person
- Client contact person title
- Client contact person email

ENTRY VERIFICATION FORM

Upload Entry Verification Form

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

Entry details

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

ENTRY INFORMATION

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

- **Strategy**
- **Idea**
- **Execution**
- **Results**

SUPPORTING DETAILS

Upload supporting URL (maximum 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.

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.

Upload endorsement (maximum 5)

Letter of endorsement by management/clients.

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

Entry details

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

PERSON INFORMATION

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/creative

SUPPORTING DETAILS

Upload supporting URL (maximum 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.

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.

Upload endorsement (maximum 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 **28th February 2022**.
- A working team of a maximum of 3 persons per shortlisted entry will be invited to deliver a 15 minutes presentation inclusive Q&A to a group of minimum 7-8 judges.
- No Client representation is allowed, unless they submitted the entries.
- 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**. More details will be shared in the email notification.
- 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 the MDA secretariat office by **7th March 2022 before 3.00pm**.
- Failure to submit the presentation deck will result in the on-line submission being projected for judges' reference.
- No physical presentation materials are allowed. Attire worn (including accessories) cannot carry any related branding, references to the advertiser &/or the agency.

STEP 4: PAYMENT SUBMISSION (ONLINE)

- All payment slips must be enclosed together with the Entry Master list and email to the Secretariat.
- Please ensure the amount of the payment tallies with the total amount of entries stated in the Entry Master list.

Rules & Eligibility of Entry

- 1** The MDA d Awards are open to clients, digital creative agencies, media agencies, technology companies, publishers, media owners and any company that is part of the digital marketing ecosystem based in Malaysia.
- 2** All entries must abide by the various advertising regulations, restrictions and guidelines that are issued by the relevant authorities including but not limited to The Malaysian Code of Advertising Practice (Advertising Standards Malaysia), The Content Code (Communications and Multimedia Content Forum Malaysia) and Government Ministries.
- 3** Speculative and conceptual advertising is not eligible for entry.
- 4** 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 organization, the client must have approved all of the media/production/implementation.
- 5** All projects/campaigns submitted must have been implemented and executed between **1st July 2020 and 31st December 2021** 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.
- 6** People nominated must be a full-time employee of the company or agency/network within (or part of) the period of **1st July 2020 and 31st December 2021**.
- 7** 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.
- 8** A project/campaign can be entered into a maximum of three categories, 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.
- 9** Only one party may submit an entry and this is to be agreed in advance between the parties concerned i.e. either the digital company or the advertising company or the media company 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.

- 10** Entrants must obtain permission to enter their work from the commissioning client/brand-owning company before entering the awards. Each entry must be accompanied by an Entry Verification Form.
- 11** All Entries must be written in English and must be submitted exactly as published, aired or implemented and must not be modified for the entry of the award.
- 12** All entry questions must be answered. Please take note of any word count limits.
- 13** All entries must be completed online at 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.
- 14** The Awards Committee reserves the right to re-categorize entries if they think another category would be more suitable. However, they cannot be expected to routinely re-categorize incorrectly entered projects.
- 15** As for the credits, please ensure all information is correct. If you are a winner, information that you submitted can be amended with an admin fee of RM100.00 at the discretion of the Organizing Committee. This includes if the company and/or client experience a name change after the entry deadline.
- 16** Incorrect or incomplete entries risk disqualification
- 17** Any disqualified entries will not be refunded. This includes duplicate entries and entries that do not follow the specified rules.
- 18** 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.
- 19** No Refunds and No Fee Transfers 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.

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- 20** The entrant grants the MDA permission to show the entries at such times as deemed appropriate.
- 21** By submitting an entry, entrants confirm that they have read and agree with the above 'Rules of Entry' and MDA accepts no responsibility for any incorrectly submitted information.
- 22** Entrants are responsible for ensuring that they have the rights to use any of the materials (e.g. images, music, etc). These could include use in, but is not restricted to delegate screenings, post-event promotions, festival websites, partner company websites, official DVD, and any other public domains.

Reasons for Disqualification

The following will result in disqualification and entry fees will be forfeited.

- 1** Campaign execution must be done in Malaysia only – for multi-country campaigns including Malaysia as a market; please focus on the Malaysian execution details.
- 2** All campaign implementation must have been executed for the first time 1st July 2020 and 31st December 2021. It should not be a repeat campaign. If an entry is an updated version from the previous year campaign – the entrant must explain the updated execution details.
- 3** **DO NOT** show your Company logo, branding or refer to your Company or anyone who has contributed to the entry in your written submission as it will result in disqualification. (Except for Best Tech Developer and Best Digital Publisher of the Year and People Categories i.e., Influencer of The Year, Digital Person of the Year and Rising Star)
- 4** Each completed individual entry form must be acknowledged and approved by the client with a sign off on the entry verification form.

Entry Deadline & Fee

	Deadlines	MDA member	NON member
EARLY BIRD	9th December 2021	RM300.00	RM400.00
FINAL	13th January 2022	RM350.00	RM450.00
EXTENDED	20th January 2022	RM500.00	RM600.00

*Cut-off time for all deadlines is MALAYSIAN Time 3:00pm

NOTE:

Any requests for changes after the entry has been made will be administered by the Organizer at their sole discretion, and an admin fee of RM100.00 applies. Changes may not be made to entries once judging has commenced.

Payment Methods

- Cheque - Cheques should be made payable to "Malaysian Digital Association".
- Online transfer

For online transfer, the bank details are as follows;

Beneficiary Name : MALAYSIAN DIGITAL ASSOCIATION
Bank Name : HSBC BANK MALAYSIA BERHAD
Account Number : 359-373875-101
Swift Code : HBMBMYKL

- Proof of remittance must be emailed to the Secretariat together with the entry master list.
- A tax invoice will be issued after entry fees are paid.

Judging Criteria & Process

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

- **Strategy** : 20%
- **Idea** : 20%
- **Execution** : 30%
- **Results** : 30%

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

- **Leadership: 20%**
Rate the leadership quality (internally and/or externally) demonstrated by the individual?
- **Creativity/ Innovation: 20%**
Rate the creativity and/or innovation demonstrated by the individual?
- **Collaborative: 15%**
Rate how effectively an individual utilized internal/external resources?
- **Technical Expertise: 15%**
Rate the degree of technical difficulty or expertise demonstrated
- **Results Oriented: 30%**
Rate the overall impact on an organization and or overall digital ecosystem?

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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).

For Influencer of the Year, Digital Person of the Year and Rising Star, top 6 voted via d Awards public voting will proceed to the final round.

Final Round: Determining the Winners

Shortlisted entries will be invited to perform a 15-minute presentation including Q&A 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 and Rising Star**, the finalists will be given ONE (1) question during finalist notification. Finalists will need to be prepared for all the 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.

For the people categories, 20% judging weightage will be from the d Awards public voting.

Awards & Categories

The awards are as follows:

Category Winner:

A trophy and certificate will be awarded to the Gold award winners of each category including Digital Person of the Year, Rising Star, 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.

GRAND PRIX

One Grand Prix is granted at the d Awards and it goes to the highest scoring gold winning entry from the campaign categories.

DIGITAL IMPACT OF THE YEAR

The trophy will be awarded to the agency/advertiser/publisher/digital service provider with the highest accumulated points scored from campaign categories.

The points awarded are:

- Gold - 20 points
- Silver - 10 points
- Bronze - 5 points

The award categories are as follows;

CAMPAIGN CATEGORIES

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.

BEST IN E-COMMERCE MARKETING CAMPAIGN

This category recognizes brands in the industries who have established the best online storefront. Awards in this category will go to those who successfully expanded their business by establishing an eCommerce platform and / or maximized their presence on third party eCommerce platforms. Entrants should demonstrate a seamless customer experience and user journey from pre to post-sale, as well as successful campaigns and innovations designed to improve retention and increase audience acquisition.

BEST INFLUENCER MARKETING CAMPAIGN

This category recognizes the best use of influencers in a marketing campaign. Entrants should demonstrate how the campaign captured consumer attention, engaged target audience(s) and encouraged consumption of the platform.

Entrants must present quantifiable results demonstrating how the influencers used in the campaign successfully drove traffic, ultimately leading to higher brand awareness and resulting in business growth.

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.

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.

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.

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 predefined success metrics to create a highly profitable search marketing campaign.

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.

BEST USE OF DATA

This category awards the optimized use of data 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 a positive impact on the campaign and brand.

BEST USE OF DIGITAL INNOVATION

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

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 a significant impact on brand/product/services. Entry will be evaluated with emphasis on new frontier innovation, creativity, execution & result for a non-profit organization or association and communications for a public service/greater good nature by non-profit or government organization. Entry must show a measurable impact on the problem/issue.

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.

BEST USE OF VIDEO

This category recognizes the innovative use of video (such as pre-rolls[5], mobile video, social 'snackable videos', co-creation, etc.) as a 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.

HOW BUSINESSES BEAT COVID

This category will recognize and reward creative and innovative thinking/swift action, where a business can demonstrate a change in model/product to enhance experiences or in response to Covid 19 - open to brands/agencies/ publishers who have pivoted their business.

PEOPLE CATEGORIES

INFLUENCER OF THE YEAR

Entries will need to demonstrate how levels of engagement, social reach and the creative use of social networks & platforms, brand ambassadors and influencers led to translating business goals (briefs) to commercial success

RISING STAR

an individual under the age of 30 (born on or after Jan 1, 1991)

DIGITAL PERSON OF THE YEAR

an individual above the age of 30 (born before Jan 1, 1991)

These two categories will recognize an individual who demonstrates exceptional measurable results in Digital advertising and media. 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 building digital product/service, or executing a campaign/idea/concept, that was successful, popular or profitable through digital media and 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 to the execution of meaningful best practices in the digital media and advertising industry.

Why is this person being nominated?

- Submissions must clearly define the nominee's role in digital media or 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 July 2020 and 31st December 2021.
- 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.

Entry Verification Form

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/Publisher/Digital Service Provider, then only the client's/publisher's/digital service provider's 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.

Company or Agency Representative

Name:

Title:

Email:

Mobile:

Signature:

Client Representative (Marketing Director)

Name:

Title:

Email:

Mobile:

Signature:

Company Stamp: