



BIMA Awards 2025

Celebrating the

**BEST OF BRITISH —
INGENUITY
THEN. NOW. NEXT.**

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About the BIMA Awards

BIMA Awards 2025 – 40 years of BIMA

The BIMA Awards are the UK's longest standing and most prestigious digital and tech awards. Established in **1985**, they've set the gold standard in digital excellence **for 40 years**, recognising the work in British digital that pushes boundaries and creates real **impact across business, culture, and society**.

What's new?

The BIMA Awards celebrate impact when the best of British creativity meets technology and innovation. We believe that all our BIMA members are part of this category of ingenious creators and innovators – that's why our annual Awards is now positioned as having a unique focus. Our awards categories will now be separated into three areas of British Ingenuity. We need to celebrate them all to succeed on a world stage.

Back by popular demand, this year will see winning projects awarded bronze, silver, or gold across categories that reflect the most up to date ins-and-outs of the digital and tech industries, so there will be a place for every project to be recognised.

How are the BIMA Awards judged?

The judging process will take place in September 2025, and will focus on recognising the **innovation, craft, impact** and **sustainability** of your work.

- **Innovation**
The application of a new creative idea, which may involve pioneering concepts, techniques or approaches that advance the current 'state of the art'.
- **Craft**
Brilliant execution and attention to detail, with a laser focus on target audience and the overall project's ambitions.
- **Impact**
The effect and influence of the project on the intended audience, demonstrated through measurable business outcomes.
- **Planet**
Show evidence of being aware of the climate crisis and the positive steps to reduce or mitigate the impact of the entry.

The first round of judging will be held online. Here, judges will be asked to assess all submissions for eligibility and against the three criteria above using a point scoring system. The highest scoring entries in each category will progress to round 2.



The second round of judging will be held in person, and judges will discuss the remaining entries, pick a shortlist in each category, and privately submit scores that will decide who will win bronze, silver, or gold; all to be revealed at the ceremony in November.

Categories

What are the categories?

There are 28 categories across three different areas of industry: Campaign, Product, Sectors and Special Categories all at the intersection of where creativity and technology meets.

The three areas of British Ingenuity:

Campaign:

Creativity, emotional, results-oriented. Categories will feature our campaign-first members from performance marketing to social.

Product:

This is for the technological, precise, systematic thinkers. Categories will be curated to favour our developer-first members with categories focussing on transformation and build.

Sectors and Special Categories:

This is for the categories that have a home in both camps. For sector based and broad categories such as social good and Agency of the year.

Campaign	Product	Sectors and Special Categories
Brand Experience*	Digital Product Development	Business (B2B)
Generative AI*	Digital Product Build	Consumer
Immersive Experience (AR, VR, XR)	Transformation Project	Services and Utilities
Innovative Use of Digital Media	Trailblazers	Transport and Leisure
Innovative Use of Social*	Digital Design / UI	Health and Wellness
Innovative Use of Content*	User Experience	Charity and Social Enterprise
Innovative Use of Performance Media*		Education
		Innovative Use of AI
		Use of Data



		Inclusive Design
		Social Good
		Agency of the Year
		Campaign of the Year*
		Technology of the Year*

*New for 2025!

The Creative Award

When entering, you can also opt in to have your submission put forward for the Creative Award. Launch last year, this award will be judged by BIMA's Creative Council. They will be looking for the most creative pieces entered into the BIMA Awards 2025. There is no criteria; no need for strategic brilliance, stand-out performance, best use of budget, or long-term effectiveness (although that might also be true). They want to find and hero the work that makes them go "WOW! That's really creative".

You do not have to pay to have your submission considered for these recognition. Just ensure you check a box for "Creative Award" on the awards platform to be considered.

Category information

CAMPAIGN

Brand Experience

The Brand Experience category recognises campaigns that create seamless, engaging, and immersive digital experiences for brands. Entries can include websites, apps, social media, experiential or omnichannel campaigns.

Generative AI

This category celebrates innovative and impactful applications of generative artificial intelligence in digital experiences. This award champions the creators, and brands that leverage AI-driven tools to enhance creativity, personalisation and automation.



Immersive Experience (AR, VR, XR)

Going further than events for this year, we want to celebrate experiences powered by data, emerging technology, and creativity. Projects that utilise immersive tech for AR, VR, XR, gaming platforms or think about how to create an experience within in-person gatherings. Judges want to be blown away.

This category will be judged 30% Innovation, 40% Craft, 20% Impact and 10% Planet.

Innovative Use of Digital Media

Highlighting innovative use of digital media strategy, whether it's out of home, search or streaming or mobile. How are you and your clients using new and traditional forms of media in an unusual way for awareness or response? Judges want to read about a thorough strategy behind the media choices and demonstration that it hit its objectives.

This category will be judged 30% Innovation, 20% Craft, 40% Impact and 10% Planet.

Innovative Use of Social

In this category judges will be looking for innovative examples how the power of social platforms can engage audiences, drive conversations, build communities and brands. It's important to separate your entry from the rest with a clear demonstration on how innovation has taken a social strategy to the next level.

This category will be judged 30% Innovation, 20% Craft, 40% Impact and 10% Planet.

Innovative Use of Content

Incorporating last year's Audio and Video Content category. Innovative use of content will be celebrating content in all its forms, from video to podcasts and blogs to white papers, as a standalone initiative or within a campaign — content is everywhere. Judges will be looking for something different, something innovative and something brave.

This category will be judged 30% Innovation, 20% Craft, 40% Impact and 10% Planet.

Innovative Use of Performance Media (AI search, SEO, performance metrics)

The Innovative use performance media category is for the digital advertising campaigns that maximize efficiency and impact, such as search, programmatic advertising, social media ads. While performance means results judges also need to see how your work has been innovative and different.

This category will be judged 30% Innovation, 20% Craft, 40% Impact and 10% Planet.

PRODUCT

Digital Product Development

We are looking to champion the design and build of any digital product from websites to apps. Tell a complete story from inception to impact.

This category will be judged 30% Innovation, 40% Craft, 20% Impact and 10% Planet.



Digital Product Build

This is one for the developers in the community. Now's your time to shine as you impress our judges with your technical prowess and problem-solving skills. How have your team adapted or augmented current platforms, embraced new languages and generally kicked ass(ets).

This category will be judged 30% Innovation, 40% Craft, 20% Impact and 10% Planet.

Transformation Project

Judges want to understand how you've gone beyond comms campaigns here and see how strategic thinking can holistically transform a business for the digital age. How have you solved problems with platform integration, e-commerce evolution, and delivered impact for your client's organisation? How have you created impacted internally e.g. employees; and/or externally e.g. customers, communities, society at large?

This category will be judged 40% Innovation, 30% Craft, 20% Impact and 10% Planet.

Trailblazers (Future impact / R&D)

While most of the other categories are judged across criteria, this award is for the disruptors... so far ahead of their time that the full impact of the work might be years away. This is where future impact and R&D work sits. So don't get hung up on results, the judges are looking for totally fresh ideas and those with bravery and determination to launch something different in the market. Are you pushing how data is used? Or challenging the status quo in privacy? Maybe on-chain loyalty is consuming your team in 2025. Inspire us! This category will be judged on Innovation only.

Digital design / UI

Think Art Direction for digital experiences. Judges are looking for brave, bold and beautiful designs on any screen. This is the category for Digital Art Directors and Designers to have their moment of fame. Any entry focussing on UX Design should be placed in the User Experience category.

This category will be judged across 30% Innovation, 40% Craft, 20% Impact and 10% Planet.

User Experience

Judges are looking for exemplary UX submissions, so be sure to include all the research and strategic thinking behind the work. Let's see some of that famed British design thinking brought to the fore.

This category will be judged 30% Innovation, 40% Craft, 20% Impact and 10% Planet.



SECTORS

Business

This category is for any B2B campaign or B2B project. It doesn't matter if you are providing tech stack solutions or building immersive experiences at a trade fair, it's all about making B2B brands shine with brave use of tech and digital.

This category will be judged 30% Innovation, 30% Craft, 30% Impact and 10% Planet.

Consumer

Digital transformations have altered how consumers interact with brands, forever. Loyalty, CRM, DTC — innovation in the use of emerging channels, new data sets, or an understanding of new consumer behaviour are all stories our judges are ready to review. While this category is open to any consumer work, please review all sector categories for the best match.

This category will be judged 30% Innovation, 30% Craft, 30% Impact and 10% Planet.

Services and Utilities

From DeFi to clean energy, streaming platforms to home security ... be it acquisition to retention ... customer experiences have been transformed with innovative use of data and technology. Any financial services campaign or project sits within this category, as does SAAS or any innovation approach to making lives easier.

This category will be judged 30% Innovation, 30% Craft, 30% Impact and 10% Planet.

Transport and Leisure

This category brings together any form of transportation for any use. From airlines to automotive, public transport to private residencies. Judges are looking for the next iteration of data and tech-driven change in the sector. How have you helped adaption of customer behaviour change? Tell us your stories.

This category will be judged 30% Innovation, 30% Craft, 30% Impact and 10% Planet.

Health and Wellness

This category is for any work from the health and wellness space, even from brands whose initiatives focus on wellbeing... from pharma and fitness to products and apps. Judges are looking for campaigns and/or projects that have made real advances in the healthcare space either physically, mentally or by increasing awareness of specific health issues. Work that promotes wellness from a brand in another sector could also go in the relevant sector category (for example a zero-alcohol version of a famous drinks brand could go in Consumer).

This category will be judged 30% Innovation, 30% Craft, 30% Impact and 10% Planet.



Charity and Social Enterprise

Judges are looking for the best demonstration of how you helped your clients to build awareness, improve fundraising, encourage behaviour change or promote the purpose of any organisation in this sector.

This category will be judged 30% Innovation, 30% Craft, 30% Impact and 10% Planet.

Education

In any form and for any audience group, if your project or campaign was built to promote Education sector clients or education-led initiatives then please enter here. Perhaps it's a purposeful approach to improving education attainment in underserved communities, or an ambitious digital-first approach that's emerged post-pandemic... we're excited to see how you've enabled the work and the results achieved.

This category will be judged 30% Innovation, 30% Craft, 30% Impact and 10% Planet.

SPECIAL

Innovative Use of AI

As the world continues to use more and more artificial intelligence, how are you using AI or machine learning in your creative process, customer interactions, builds or analytics? This category is judged by our AI Council who want to see projects that have understood and exceeded in providing an experience that implements AI in a responsible and innovative way.

This category will be judged 40% Innovation, 20% Craft, 30% Impact and 10% Planet.

Use of Data

"Data is a precious thing and will last longer than the systems themselves." We suspect Sir Tim knows a thing or two about the subject, so let's embrace his POV and celebrate the real rock stars — the data scientists, strategists, and analytics teams who create impact with data in all its forms ... creativity to effectiveness. Impress us with your best data-driven approaches and experiences.

This category will be judged 40% Innovation, 20% Craft, 30% Impact and 10% Planet.

Inclusive Design

The Best Inclusive Design category is for digital experiences that prioritise accessibility, diversity, and usability for all individuals, regardless of ability or background.

Social Good

BIMA believes that together we can make a large, positive difference through our tech and innovation. Here's our chance to be the proof point that digital practitioners can drive measurable change to how we live our lives, our wellbeing, our self-determination.

This category will be judged 30% Innovation, 30% Craft, 30% Impact and 10% Planet.



Agency of the Year

As a community driven by purpose, this category celebrates our member organisations who typify our mission to drive innovation through knowledge sharing, showcasing best practice and developing talent. They will have been judged to best represent our three focus pillars of Skills Gap, Culture, and Growth. We want to hear about great teams, with a great culture, doing great work! Judges won't just be motivated by billings and wins. They're interested in the positive impact leadership is creating for people and clients alike. So, tell us about your teams – use those storytelling talents for a little self-promotion.

This category will be judged 30% Innovation, 30% Craft, 30% Impact and 10% Planet.

Campaign of the Year

The Best Campaign of the Year category celebrates the most outstanding digital campaign that set new standards for innovation. Entries must be campaign based and have a clear strategy to achieve a specific goal through digital marketing, advertising, or communication activities.

This category will be judged 30% Innovation, 30% Craft, 30% Impact and 10% Planet.

Technology of the Year

This category we celebrate the tools and platforms being designed and built to drive innovation. This is a wide ranging and can include development tools right through to immersive experiences.

This category will be judged 30% Innovation, 30% Craft, 30% Impact and 10% Planet.



How to enter the BIMA Awards

Entry requirements

- Must be DIGITAL and/or TECH (or have a significant digital and/or tech component).
- Submissions must be the work of a British agency and/or be for the British market.
- To keep BIMA Award winning work current, your project must have been launched, completed, re-developed, or shown substantial measurable progress since 1 January 2024.
- Projects in beta are considered eligible.
- Your work must have in some way moved the game on and demonstrated how the organisation, product, service, or idea is at the vanguard of digital.

Entry process

- All BIMA Awards entries must be submitted online via the awards platform at bima.awardsplatform.com
- You can enter projects into multiple categories. Please note you will be charged per entry per category for your submissions.
- Entries consist of a 200-word overview of your work, followed by a 1000-word more in-depth explanation of how your project meets the category criteria. More information on the category criteria can be found on the awards platform.
- In addition, you can provide images, audio or video links and any other information that will help the judges to experience your work.
- You can enter your submission into multiple categories by selecting 'Copy' from the 'My entries' tab on the platform.
- Entries created during the 'early bird entry' time can be edited right up until the entry deadline, so make use of the cheaper price!

Entry support

If you have any questions about entering the BIMA Awards, please contact the team at awards@bima.co.uk.

BIMA Awards: How to Submit Your Best Entry – 01 July 2025

Join this interactive workshop – AMA (Ask me anything) with BIMA's MD, Matt Sullivan, for a quick overview of the entry process and participate in a workshop with Claire Hutchings, Founder of Chime Agency to find out how to submit your best entry this year. Claire will focus on how to hone your skills to create compelling award entries that resonate with judges and increase your chances of winning.

What we will cover:

- Identify a winning campaign
- Awards top tips
- Understanding the judges
- Writing with clarity and impact
- Crafting a story

Please come to this session with a working example you're hoping to submit. **REGISTER HERE**



FAQs

Dates to note

Early bird entry deadline // Friday 13 June

Entry deadline // Friday 11 July

Late entry fee // Friday 18 July

Shortlist announced // Thursday 25 September

BIMA Awards 2025 Ceremony // Thursday 20 November (TBC)

Entry fees

	BIMA Member	Standard
Early bird entry fee Submit your entry before Friday 13 June to save £60+vat per entry.	£225+vat	£330+vat
General entry fee Submit your entry before Friday 11 July.	£285+vat	£390+vat
Late entry fee £50+vat will be charged as an extra admin fee for entries made after the entry deadline. No entries will be accepted after Friday 18 July.	£335+vat	£440+vat

BIMA Members can use their free entry until the General Entry deadline. After that, they will be charged £50+ VAT as an extra admin fee.

Confidentiality

All BIMA Awards judges sign an NDA prior to receiving entries to assess. On the entry form you will see a 'For Judge's Eye Only' section, where you can put include any confidential information to support your entry, in the full confidence that will not be used outside of the judging meeting(s).