



BIMA Awards 2022

# BIMA Awards 2022 Entry Pack

# BIMA Awards 2022

Content	2
About the BIMA Awards	3
How are the BIMA Awards judged?	3
Categories	4
• What are the categories?	
• The Inclusive Design Award	
• Category definitions	
How to enter	9
• Entry process	
• Entry requirements	
• Entry support	
FAQs	10
• Dates to note	
• Confidentiality	
• Entry fees	

## About the BIMA Awards

The BIMA Awards are back for 2022.

The BIMA Awards are the UK's longest standing and most prestigious digital and tech awards. Established in 1985, the BIMA Awards exist to set a gold standard in digital awarding, the work in the British digital sector that is truly pushing the limits of what is possible, and that's making a difference in business, culture and society.

### What's new?

A lot has changed in the past few years, and our industry is at the forefront of that change. We all have to keep up and the BIMA Awards are no different, so you'll notice something new this time around.

Back by popular demand, this year will see winning projects awarded bronze, silver, or gold across brand new **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 2022, and will focus on recognising the **innovation**, **craft** and **impact** 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.

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 20 categories across three main areas of industry: Sectors, Content & Craft and Strategy. There are also three special awards that seek to recognise the work that has gone above and beyond.

Best Use of Digital by Sector	Content & Craft	Strategy
Automotive & Transport	Best Digital Design	Best Digital Transformation
B2B	Best Immersive Experience	Best Digital Strategy
B2C	Best User Experience	Best Use of Digital Media
Professional Services & Utilities	Best Use of Content	Best Use of Technology
Not for Profit, Charity & Education	Best Use of Digital/Tech in Events	Best Use of Search
Healthcare & Wellness	Product Design and Build	
Consumer Goods	Most Effective Digital Campaign	
Travel, Entertainment & Leisure		
Gaming		
BIMA Special Awards		
Trailblazer Award	Best Use of Digital for Social Good	Environment Award

### The Inclusive Design Award

For the first time, you can now opt in to have your existing submission put forward for the Inclusive Design Award.

This award will be judged by BIMA's Inclusive Design Council and will acknowledge projects that have understood, implemented, and exceeded in providing a digital experience that is truly inclusive. They will be looking for the following points of difference against the criteria of innovation, craft and impact:

- **Innovation**  
The project demonstrates the use of innovation to create an inclusive society.
- **Craft**  
The project has acknowledged within a new (or existing) digital experience barriers to access, and in response developed and designed a more inclusive user experience.
- **Impact**  
The submission can demonstrate the impact of implementing a more inclusive strategy.

You do not have to pay to have your submission considered for this recognition.

## Category information

### Best Use of Digital by Sector

Select a sector that best represents your business (or your client's business if you're an agency). Please note that we allow one sector category per entry.

- **Automotive & Transport**

The Automotive industry has seen a lot of disruption in the last year with the aftereffects of the pandemic to the rise in demand for electric cars. Judges are looking for innovative ways the transport sector has reacted with digital solutions to challenging numbers in car sales and taking customer experiences to the next level.

*This category will be judged equally across Innovation, Craft and Impact.*

- **B2B**

This category is for any campaign or project that targets business customers. 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 marketing shine with brave use of tech and digital.

*This category will be judged equally across Innovation, Craft and Impact.*

- **B2C**

The way in which consumers interact with brands may never be the same as the world fast tracked digital in 2020. While this category is open to any B2C work, please prioritise the other categories for Automotive, Consumer Goods, Travel & Entertainment and Gaming, because although you can feel free to enter as many categories in the other groups we only allow one sector category per entry.

*This category will be judged equally across Innovation, Craft and Impact.*

- **Professional Services & Utilities**

From insurance to green electricity, and acquisition to retention, customer experiences have been transformed with innovative use of data and technology. Car insurance and travel insurance is best placed here rather than the other sectors.

*This category will be judged equally across Innovation, Craft and Impact.*

- **Not for Profit, Charity & Education**

Judges are looking for the best demonstration of building awareness, fundraising, behaviour change or adopting new habits for any not-for-profit client including education.

*This category will be judged equally across Innovation, Craft and Impact.*

- **Healthcare & Wellness**

This category is for any agency with a client in the healthcare sector, from pharma to gymnasiums and wearables. 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 should go in the relevant sector category (for example a soft drinks brand promoting low sugar options should be entered into go in Consumer Goods).

*This category will be judged equally across Innovation, Craft and Impact.*

# BIMA Awards 2022

- **Consumer Goods**

Whether its consumer goods or FMCG, we're looking for examples from brands using digital media and technology solutions to build awareness, loyalty and sales through retail channels or direct to consumer including. Judges will be looking for innovation with use of emerging channels, new data sets through to an understanding of new consumer behaviour.

*This category will be judged equally across Innovation, Craft and Impact.*

- **Travel, Entertainment & Leisure**

Travel and Leisure has probably been hit most by the uncertainty and change of the last two years. Judges will be looking for examples of how organisations have reacted and innovated in response to that change. From airlines to cinema, and restaurants to streaming, this category is for any client that sits in this broad category.

*This category will be judged equally across Innovation, Craft and Impact.*

- **Gaming**

From Indies to AAA, Mobile to Live Service and beyond, judges will be looking for games that exemplify British talent in the gaming space and have set new standards for creativity, innovation & impact.

*This category will be judged equally across Innovation, Craft and Impact.*

## **Content & Craft**

Select the categories that best represent the outstanding craft and content of your entry. You may select multiple categories per entry within this group.

- **Best Digital Design**

Think art direction for digital. Judges are looking for brave, bold and beautiful designs used across any digital product. This is the category for the Creatives, the Art Directors and the graphic designers to have the moment of fame. Any entry focussing on User Experience design should be placed in the UX category.

*This category will be judged across 40% on Innovation, 40% Craft and 20% Impact.*

- **Best Immersive Experience**

Anybody heard of the Metaverse? Bring it to life with great immersive experiences right through to AR, VR & XR.

*This category will be judged equally across Innovation, Craft and Impact.*

- **Best User Experience**

Judges are looking for clear examples of great UX but be sure to include all the research and strategic thinking behind the work.

*This category will be judged equally across Innovation, Craft and Impact.*

- **Best Use of Content**

Think of content in its broadest sense, from video to copy and podcasts. Judges are looking for original and brave work, but also to see how it has engaged with its audience and prove its impact.

This category will be judged equally across 40% on Innovation, 40% on Craft and 20% on Impact.

# BIMA Awards 2022

- **Best Use of Digital/Tech in Events**

The pandemic rocked the events world but also fast-tracked digital solutions and as a result we've seen a huge amount of innovation in virtual events, hybrid events and use of tech at face-to-face events.

*This category will be judged equally across Innovation, Craft and Impact.*

- **Product Design & Build**

A few years ago, this category would have been called "Best Website". Now we're looking to champion the design and build of any digital product from websites to apps.

*This category will be judged equally across Innovation, Craft and Impact.*

- **Most Effective Digital Campaign**

This category is for the best comms campaign using digital and technology. It can be above the line advertising or an influencer campaign. It can be designed to sell products, change behaviour or raise awareness. Just be clear what the objectives are and tell your story as this category is all about demonstrating that it worked!

*This category will be judged across 20% Innovation, 20% Craft and 40% Impact.*

## Strategy

Select the categories that best represent the strategy, research and insights behind the execution of your entry. You may select multiple categories per entry within this group.

- **Best Digital Transformation**

Judges want to go beyond comms campaigns here and see how strategic thinking can holistically transform a business for the digital age. Judges are looking for platform integration to e-commerce capabilities.

*This category will be judged across 40% Innovation, 20% on Craft and 40% on Impact.*

- **Best Digital Strategy**

Judges will be looking for a clear data strategy that has informed the execution. From programmatic to social analytics judges are looking to understand the planning and thinking behind the work.

*This category will be judged across 40% Innovation, 20% on Craft and 40% on Impact.*

- **Best Use of Digital Media**

Judges are looking for great use of digital media, whether it's out of home, search or streaming or mobile. They want a clear strategy and thinking behind the media choice and demonstration that it hit its objectives.

*This category will be judged across 40% Innovation, 20% on Craft and 40% on Impact.*

- **Best Use of Technology**

In contrast to digital media this category is all about the tech that powers it. From platforms to hardware and wearables to headsets.

*This category will be judged across 40% Innovation, 20% on Craft and 40% on Impact.*



# BIMA Awards 2022

## Special Awards

We have three special awards that don't fit within the other groups but are so important we can't overlook them. You may select multiple categories per entry within this group.

- **Trailblazer Award**

While most of the other categories are judged partially on craft and impact, this one is for the trailblazers that are so far ahead of their time the full impact of the innovation might be years to come. So don't get hung up on results or smashing objectives, the judges are looking for new ideas and the bravery and determination to get something different in the market.

*This category will be judged equally on Innovation only.*

- **Digital for Social Good**

BIMA believes that together we can make a big positive difference through our tech and innovation.

Here's our chance to be the proof point that digital can drive positive change to how we live our lives and our wellbeing.

*This category will be judged equally across Innovation, Craft and Impact.*

- **Environment Award**

This category will champion the innovators out there trying to make a positive impact on our planet, with real tangible data as evidence of that impact.

*This category will be judged equally across Innovation, Craft and Impact.*



## 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 2021
- 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](https://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. You can also upload images and links to support your project.
- 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.

### Entry support

If you have any questions about entering the BIMA Awards, please contact the team at [awards@bima.co.uk](mailto:awards@bima.co.uk).

If you are a BIMA Member you can also join our BIMA Awards Slack channel for speedy answers and advice ([#awards2022](#)).

# BIMA Awards 2022

## FAQs

### Dates to note

Earlybird entry deadline // 5pm Friday 17 June

Entry deadline // 5pm Friday 22 July

Late entry fee // 5pm Friday 5 August

Shortlist announced // Wednesday 5 October

BIMA Awards 2022 Ceremony // Tuesday 22 November

### Entry fees

	BIMA Member	Standard
<b>Earlybird entry fee</b> Submit your entry before 5pm Friday 17 June to save £55+vat per entry.	£195+vat	£295+vat
<b>General entry fee</b> Submit your entry before 5pm Friday 22 July.	£250+vat	£350+vat
<b>Late entry fee</b> £50+vat will be charged as an extra admin fee for entries made after the entry deadline. No entries will be accepted after 5pm on Friday 5 August.	£300+vat	£400+vat

### 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).