



# BIMA Awards 2023 Entry Pack



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	5
How to enter	10
• Entry process	
• Entry requirements	
• Entry support	
FAQs	11
• Dates to note	
• Confidentiality	
• Entry fees	



## About the BIMA Awards

The BIMA Awards are back for 2023.

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 2023, and will focus on recognising the **innovation, craft, impact** and **sector** 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 26 categories across four main areas of industry: Sector, Craft, Innovation and Impact. There are also two special awards that seek to recognise the work that has gone above and beyond.

Sector	Craft	Innovation	Impact
Business	Digital Design / UI	Technology-driven Experience	Effectiveness
Consumer	User Experience	Digital Product Build	Trailblazers
Services and Utilities	Content	Use of Data	Social Good
Mobility and Leisure Travel	Web3	Use of AI	Environment
Popular Culture	Digital Product Development	Transformation Project	
Health and Wellness		Use of Digital Media	
Charity and Social Enterprise			
Education			
<b>BIMA Special Awards</b>			
Member of the Year	Client of the Year		

## The Inclusive Design Award

You can opt in to have your 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

### 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.

- **Business**

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 30% Innovation, 30% Craft, 30% Impact and 10% Planet.*

- **Consumer**

Digital transformations have altered how consumers interact with brands, forever. Loyalty, D2C, 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 B2C 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... 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.*

- **Mobility and Leisure Travel**

A new combination for 2023, 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.*

- **Popular Culture**

Another newly conjoined category, if your client is in Gaming, Entertainment, Fashion, Sports, Music, or other contemporary culture then this category is for you. Judges will be looking for projects that exemplify Britain's reputation in popular culture and have set new standards for creativity.

*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 sector, 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**

After a bumper submission number in last year's category, we have decided to break out into two separate categories for 2023. 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 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.*

### **Craft**

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

- **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 Art Directors and Graphic 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.*

- **Best 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, 30% Craft, 30% Impact and 10% Planet.*

- **Content**

Celebrating content in its broadest sense, from video series to technical copywriting and even podcasts. Judges are looking for original and brave work that's pushed beyond the typical, especially keen to see how it has engaged with its audience and created impact.

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

- **Web3**

A new category for 2023; as brands experiment and collaborate with native web3 projects, how are your clients exploring topics including ownership, identity, collectibles, community building, technical innovation and more?

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

- **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, 30% Craft, 30% Impact and 10% Planet.*

### **Innovation**

Select the categories that best represent the innovation behind the execution of your entry. You may select multiple categories per entry within this group.

- **Technology-driven Experience**

Going further than events for this year, we want to celebrate experiences powered by data, 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, 30% Craft, 30% Impact and 10% Planet.*

- **Digital Product Build**

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, 30% 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 scientists and strategists who create impact with data. Impress us with your best data-driven approaches and experiences.

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

- **Use of AI**

Another new category for an emerging practice area for members. 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 30% Innovation, 30% Craft, 30% 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?

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

- **Use of Digital Media**

Highlighting innovative use of digital media, whether it's out of home, search or streaming or mobile. 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, 30% Craft, 30% Impact and 10% Planet.*



## Impact

Select the categories that best represent the impact of your entry. You may select multiple categories per entry within this group.

- **Effectiveness**

This category is for the best comms campaign using digital and technology. Could be ATL advertising or an influencer campaign. It can be designed to sell, 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 30% Innovation, 20% Craft, 40% Impact and 10% Planet.*

- **Trailblazers**

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. 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.

*This category will be judged on Innovation only.*

- **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.*

- **Environment**

This category champions the innovators among our membership who are trying to create a net positive effect on our planet, with real tangible data as evidence of that impact.

*This category will be judged 20% Innovation, 10% Craft, 20% Impact and 50% Planet.*

## Special Awards

We have two special awards that don't fit within the other groups but are so important we can't overlook them.

- **Member of the Year**

As a community driven by purpose, we've added a new category this year to celebrate our members 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.

Judges won't be motivated by billings and wins. They're interested in the positive impact you're creating for your people and your clients alike. So, tell us about yourselves – use those storytelling talents for a little self-promotion.

- **Client of the Year**

As an extension of BIMA, we love to celebrate the amazing progress our members' clients make each year. Here's your chance to nominate those brands that treat you as valued partners, that appreciate your





people and they themselves feel aligned to our pillars. What makes them Client of the Year though? Only you can make their case for them.

Performance and profit are important of course, but our judges are looking for stories of purposeful leaders, of innovative products and services, and a willingness to push boundaries for their people and our 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 2022.
- 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.
- 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).

## FAQs

### Dates to note

Earlybird entry deadline // 5pm Friday 16 June

Entry deadline // 5pm Friday 21 July

Late entry fee // 5pm Friday 4 August

Shortlist announced // Wednesday 4 October

BIMA Awards 2022 Ceremony // Tuesday 21 November

### Entry fees

	BIMA Member	Standard
<b>Earlybird entry fee</b> Submit your entry before 5pm Friday 16 June to save £60+vat per entry.	£205+vat	£310+vat
<b>General entry fee</b> Submit your entry before 5pm Friday 21 July.	£265+vat	£370+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 4 August.	£315+vat	£420+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).