

## Spiders 2019 - Category Descriptions & Criteria

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### Best B2C Campaign (Sponsored by Bonkers.ie)

This category will recognise a compelling, provocative B2C campaign that utilises one or more digital channels designed to drive brand awareness, perceptions and performance. Our judges are looking for big, bold, provocative, aspirational, emotional work that has moved the needle and delivered results.

#### Overview

- Campaign objectives
- Business need being fulfilled
- Background to the campaign

#### Strategy

- Total Budget
- Definition of campaign success / end goal of campaign
- Planning
- Execution
- Channels selection

#### Design

- Creativity
- Accessibility
- Best-practice interactive design.
- User Experience
- Innovation

#### Results

- Performance results against objectives and strategy
- Reach, Audience and Engagement
- Success and contribution to client / company business performance

### Best B2B Campaign (Sponsored by Welltel Group)

This category will recognise a compelling, impactful B2B campaign that utilises one or more digital channels designed to drive brand awareness and performance. Our judges are looking for big, bold, provocative, aspirational, emotional work that has moved the needle and delivered results.

#### Overview

- Campaign objective
- Business need being fulfilled
- Background to the campaign

#### Strategy

- Total Budget
- Definition of campaign success / end goal of campaign
- Planning
- Execution
- Channel Selection

#### Design

- Creativity
- Reflective of target market
- Accessibility and best practiced interactive design
- Innovation

#### Implementation & Results

- Performance results against objectives and strategy
- Reach, Audience and Engagement
- Success and contribution to client / company business performance

### Best Integrated Media Campaign/ Strategy

This category recognises an integrated marketing campaign that combines a variety of channels including digital, print/broadcast advertising, public relations, direct marketing and in-store / event promotions. Our judges are looking for innovative, creative and emotive campaigns that drive consumer behaviour and deliver outstanding results.

#### Overview

- Campaign objectives
- Business need being fulfilled
- Background to the campaign

#### Strategy

- Total Budget
- Definition of campaign success / end goal of campaign
- Planning
- Execution
- Channels selection

#### Design

- Creativity
- Reflective of target market
- Accessibility and best practiced interactive design
- Innovation

#### Implementation & Results

- Performance results against objectives and strategy
- Reach, Audience and Engagement
- Success and contribution to client / company business performance

## Best Use of Big Data

This category recognises the use of big data in driving customer engagement, retention and loyalty and demonstrates how the campaign / strategy uses metrics, segmentation or targeting to improve the end users experience with a brand, product or service. The judges are looking for a company that has used big data to enhance its marketing optimization and performance of its brand.

### Overview

- Campaign objectives
- Business need being fulfilled
- Background to the campaign

### Strategy

- Total Budget
- Definition of campaign success / end goal of campaign
- Planning
- Execution
- Channels selection

### Design

- Creativity
- Accessibility
- Best-practice interactive design.
- User Experience
- Innovation

### Results

- Performance results against objectives and strategy
- Reach, Audience and Engagement
- Success and contribution to client / company business performance

### Best Online Publisher (Sponsored by Square1)

This category is for the digital publishing business that has demonstrated outstanding achievements across all of its brands and publishing activity. Publishers entering this category should provide evidence of a strong strategic vision, a spirit of innovation in your approach to your digital publishing business across a portfolio of unique domains and audiences, and a clear achievement against objectives.

#### Overview

- Vision and Mission
- Target Audience Per Publication
- Content Channels
- USP
- Strategy
- Quality of Content
- Delivery
- Commercial Partnerships
- Audience Development
- Monetisation Strategy

#### Design

- Creative solution for content led editorial
- User Experience
- Use of Video or Audio
- Technology
- Platforms and digital offering.
- Interactive technologies aligned with editorial and outreach strategies
- Use of Data

#### Innovation

- Creativity
- Development New Digital Properties
- Commercial Innovation
- Implementation & Results
- Performance results against objectives and strategy
- Audience and Statistics
- Success at delivering commercial business performance
- How successfully does the publication deliver on its editorial mandate and maximise the possibility of publishing?

### Best in Social Media (Sponsored by Irish Times Training)

This category recognises social media campaigns that utilise one or more social media channels to promote and build an organisation's brand and community. Our judges are looking for an engaging, innovative and compelling social media campaign that includes creative use of video, content and excellent communications.

#### Overview

- Objective
- Audience
- KPIs across all channels

#### Strategy

- Planning
- Budget
- Use of analytics

#### Innovation

- Creativity
- Use of new or emerging technologies

#### WOW Factor

- What sets this apart from other social media campaigns

#### Implementation & Results

- Performance results against objectives and strategy
- Reach Paid and Unpaid (Views, Impressions, Awareness, Recall etc)
- Engagement
- ROI
- Success at delivering overall business performance

### Best in Storytelling (Sponsored by DMG)

This category recognises storytelling throughout a campaign which utilises one or more digital channels to promote and build an organisation's brand and community. Our judges are looking for an engaging, innovative and compelling storytelling that includes creative use of video, content and excellent communications.

#### Overview

- Objective
- Audience
- Background
- KPIs across all channels

#### Strategy

- Planning
- Storyboard
- Message

#### Creativity

- Narrative
- Content

#### WOW Factor

- What sets this apart?

#### Implementation & Results

- Performance results against objectives and strategy
- Reach, Audience and Engagement
- Success and contribution to client / company business performance



### Small Agency of the Year

This category recognises an agency with under 10 employees offering their clients a specific or range of digital services. The judges will be looking for digital strategy across a number of campaigns carried out within the last 12 months with major emphasis on creativity, development, delivery and client experience.

Agency background:

- Agency headquarters
- Year of establishment
- Number of employees
- List of clients
- What's unique about your agency ?

Thought Leadership

- Please describe the ways in which your agency has helped to improve its business or serve as an example for the agency business.
  - Examples might include innovative compensation agreements, creative or technological innovation, the development of new revenue streams, or new and effective approaches to managing or acquiring talent.

WOW Factor

- What sets your agency apart from others in terms of design of campaigns and ethos

Results

- Key market-leading campaigns
- New business wins
- Details of existing accounts and clients retained during eligibility period
- Industry contributions

### Large Agency of the Year (Sponsored by DevEire)

This category recognises an agency with more than 10 employees offering their clients a specific or range of digital services. The judges will be looking for digital strategy across a number of campaigns carried out within the last 12 months with major emphasis on creativity, development, delivery and client experience.

#### Agency background:

- Agency headquarters
- Year of establishment
- Number of employees
- List of clients
- What's unique about your agency?

#### Thought Leadership

- Please describe the ways in which your agency has helped to improve its business or serve as an example for the agency business.
  - Examples might include innovative compensation agreements, creative or technological innovation, the development of new revenue streams, or new and effective approaches to managing or acquiring talent.

#### WOW Factor

- What sets your agency apart from others in terms of design of campaigns and ethos

#### Results

- Key market-leading campaigns
- New business wins
- Details of existing accounts and clients retained during eligibility period
- Industry contributions

## Best Website

This category recognises best in class website design. Our judges are looking for websites that deliver results through creative design and seamless user experience. Entries should highlight how the website has succeeded in the overall business objective be that revenue generation or customer engagement. There will be a special focus on design, user interface & interaction, usability, layout, functionality, and intuitiveness.

### Objectives

- Overview of project.
- Digital Platforms

### Strategy

- Methodology in defining project specification
- Knowledge and understanding of intended user base
- Process used to gather, analyse and test user feedback.
- Consideration given to appropriate copywriting and tone of voice

### UI Design

- Exemplary use of Photography / Video / Iconography / Illustration / Typography / Colour
- Design that is easy to navigate and consistent with the defined project objectives
- Consideration given to specific user needs across all channels and devices
- Best practice in accessibility and user focussed design

### Technology

- The use and application of the latest UI design and prototyping tools.
- Exceptional front-end development
- Integration of third party CRM, Commerce and analytics technologies
- Backend management systems tailored to client use

### Implementation & Results

- Speed, performance and response times
- Seamless user experience
- The positive impact the project has had on the service/business/client overall.
- Number of returning users

## Best App

This category recognises developers who can showcase their innovation for building first class apps. There will be a special focus on user interface & interaction, usability, design & layout, functionality, audience size and intuitiveness. All mobile platforms will be accepted and considered. Wearables and virtual reality apps are also encouraged to enter.

### Objective

- App Overview
- Target audience
- Personalisation
- Budget

### Strategy

- Creativity and use of novel concepts and techniques to differentiate it from its peers
- Methods to reach initial audiences
- Customer benefits
- Security

### Design

- UI - User Interface
- Functionality – How easy it is to use and navigate the app.
- Interactive design - How creative and visually pleasing is the app
- Communication of brand / company message
- Agility - Future proof and updates.

### Innovation

- Originality
- Use of new technology
- Adaptation of existing or new technologies

### Implementation & Results

- Productivity - how well does the app serve its purpose
- Loading time and high performance
- Platforms App Available
- App Downloads
- Performance and results against objectives and strategy
- ROI

### Best Use of Disruptive Technology (Sponsored by Skillnet)

This category recognises efforts in but not exclusively AI, Blockchain, AR and VR used to enhance the customer experience or improve marketing/sales targeting or performance. Judges will review applications of disruptive technologies that have had an impact, including machine learning powered chatbots or personal assistants and models that integrate big data to predict outcomes or make intelligent recommendations.

#### Objective

- Business need being filled
- Technical solution overview
- How the use of disruptive technology improves business functions / marketing objectives

#### Strategy

- Implementation of disruptive technology
- Roadblocks and solutions
- Security

#### Design

- Accessibility and best-practice interactive design.
- User Experience

#### Technology/innovation

- Use of new technologies
- Adaptation of existing technologies

#### Implementation & Results

- Results from successful implementation of disruptive technology
- Internal Integration
- Return on Investment
- Improved user experience
- Training Implementation

## Best Event Activation

This category recognises the creative use of digital technologies to enhance the event experience. From digital installations, interactive videos to social engagement and integration for live experience.

Judges will look for the best, innovative, and effective or creative use of a digital for an event.

### Overview

- Event Background
- Audience Profile
- Idea

### Strategy

- Intended effect of the event
- Fit Market Scheme
- Marketing Strategy

### Technology

- Examples of digital technology used
- Digital platforms used where applicable

### Design

- Innovation
- Creativity
- User Experience

### Implementation & Results

- Performance results against objectives and strategy
- A clear outline of the results achieved by the event activation
- A return on investment
- Evidence of value added services to your customers as a result of the event activation

## Best Innovation

This category will recognise a project or campaign that is truly innovative. From custom design technology to innovation within a campaign our judges are looking for a company that has shown, creativity and outside the box thinking to deliver a client or company solution.. The judges will look for creativity, innovation, efficiency, and performance.

### Objective

- Business need being filled
- Purpose of the innovative technology
- How the use of new technology improves business functions / marketing objectives

### Strategy

- Planning
- Execution
- Promotion of innovative technology
- Alignment with company objectives

### Implementation

- Implementation of innovative technology
- Integration
- Accessibility and best-practice interactive design

### Technology

- Use of innovative technology
- Adaptation of innovative technology

### Implementation & Results

- Performance results against objectives and strategy
- A clear outline of the results achieved by the innovative technology
- A return on investment
- Evidence of value added services to your customers as a result of the innovative technology

### Best in Universal Design (Supported by Centre for Excellence in Universal Design)

This category recognises companies that have implemented the core values of universal design throughout their website, social media, app and other digital channels. Our judges will be looking for meaningful understanding of accessibility regardless of a person's age, size, ability or disability.

#### **Being Updated**

Objective

Strategy

Design

Technology

Implementation



### Digital Transformation Award (Sponsored by Magnet Networks)

This category recognises an organisation that has transformed their business process into the digital arena, with digital being at the core of internal and external strategies. The judges will look for creativity, innovation, efficiency, performance and integration.

#### Objectives

- Description of objectives
- Business needs being fulfilled
- Improved Business Agility

#### Strategy

- Total Budget
- Planning/Execution
- Digital Platforms used

#### Design

- Creativity
- Best-practice interactive design

#### Innovation

- Innovation
- Platforms used in the digital arena
- Data Utilisation

#### Integration

- Digital culture integration through the business.

#### Implementation & Results

- Performance results against objectives and strategy
- A clear outline of the results achieved through digital transformation
- A return on investment
- Evidence of value added services to your customers as a result of the digital technology

## Digital Transformation in Manufacturing / IOT

This category recognises manufacturers that have transformed operations using advancements in digital technology to improve, enhance or innovate systems within the manufacturing process. With digital being at the core of internal and external strategies. The judges will look for creativity, innovation, efficiency, performance and integration.

### Objective

- Description of key challenges
- Business needs being fulfilled
- Improved Business Agility

### Strategy

- Total Budget
- Planning/Execution
- Digital Platforms / Processes Used

### Design

- Creativity
- Best-practice interactive design

### Innovation

- Agility
- Technology
- Platforms used in the digital arena
- Data Utilisation

### Integration

- Digital culture integration through the business.

### Implementation & Results

- Performance results against objectives and strategy
- A clear outline of the results achieved through digital transformation
- A return on investment
- Evidence of value added services to your customers as a result of the digital technology

## Best in Health

This category will recognise a Healthcare company who is maximising digital to drive business results. A company who looks after their customers across all digital channels, has consistent delivery of service and engagement. Enhanced digital offerings that ensure delivery of new customers and consistent retention of customers. Our judges are looking for companies that are delivering best in class customer experience by harnessing the power of digital.

### Overview

- Company Digital Strategy
- Channels to market
- Audience Profile
- Agencies & Role

### Strategy

- Strength and viability of the business and strategy
- How the execution of the digital strategy has supported business aims
- Research, information, analysis and effectiveness of execution
- Commitment to growth and sustainability of the product/experience

### Design

- Design should be clear and easy to navigate
- Design should be reflective of the market it is targeting

### Technology

- How the best consumer-facing digital technologies are matched with the best advertising strategies and product and services offering.
- The collaboration of technology and design in communicating message to users
- Technological advancement and/or use of available platforms i.e. mobile, desktop and interactive services.

### Results

- Performance results against objectives and strategy
- The positive impact the project has had on the service/business/client overall.
- Customer acquisition and retention

## Best in Fintech

This category will recognise a Fintech company who is maximising digital to drive business results. A company who looks after their customers across all digital channels, has consistent delivery of service and engagement. Enhanced digital offerings that ensure delivery of new customers and consistent retention of customers. Our judges are looking for companies that are delivering best in class customer experience by harnessing the power of digital.

### Overview

- Company Digital Strategy
- Channels to market
- Audience Profile
- Agencies & Role

### Strategy

- Strength and viability of the business and strategy
- How the execution of the digital strategy has supported business aims
- Research, information, analysis and effectiveness of execution
- Commitment to growth and sustainability of the product/experience

### Design

- Design should be clear and easy to navigate
- Design should be reflective of the market it is targeting

### Technology

- How the best consumer-facing digital technologies are matched with the best advertising strategies and product and services offering.
- The collaboration of technology and design in communicating message to users
- Technological advancement and/or use of available platforms i.e. mobile, desktop and interactive services.

### Results

- Performance results against objectives and strategy
- The positive impact the project has had on the service/business/client overall.
- Customer acquisition and retention

## Best in Lifestyle

This category will recognise a Lifestyle (Sport & Travel/Tourism) company who is maximising digital to drive business results. A company who looks after their customers across all digital channels, has consistent delivery of service and engagement. Enhanced digital offerings that ensure delivery of new customers and consistent retention of customers. Our judges are looking for companies that are delivering best in class customer experience by harnessing the power of digital.

### Overview

- Company Digital Strategy
- Channels to market
- Audience Profile
- Agencies & Role

### Strategy

- Strength and viability of the business and strategy
- How the execution of the digital strategy has supported business aims
- Research, information, analysis and effectiveness of execution
- Commitment to growth and sustainability of the product/experience

### Design

- Design should be clear and easy to navigate
- Design should be reflective of the market it is targeting

### Technology

- How the best consumer-facing digital technologies are matched with the best advertising strategies and product and services offering.
- The collaboration of technology and design in communicating message to users
- Technological advancement and/or use of available platforms i.e. mobile, desktop and interactive services.

### Results

- Performance results against objectives and strategy
- The positive impact the project has had on the service/business/client overall.
- Customer acquisition and retention

## Best in Sustainability & Environment

This category will recognise a Sustainability & Environment company who is maximising digital to drive business results. A company who looks after their customers across all digital channels, has consistent delivery of service and engagement. Enhanced digital offerings that ensure delivery of new customers and consistent retention of customers. Our judges are looking for companies that are delivering best in class customer experience by harnessing the power of digital.

### Overview

- Company Digital Strategy
- Channels to market
- Audience Profile
- Agencies & Role

### Strategy

- Strength and viability of the business and strategy
- How the execution of the digital strategy has supported business aims
- Research, information, analysis and effectiveness of execution
- Commitment to growth and sustainability of the product/experience

### Design

- Design should be clear and easy to navigate
- Design should be reflective of the market it is targeting

### Technology

- How the best consumer-facing digital technologies are matched with the best advertising strategies and product and services offering.
- The collaboration of technology and design in communicating message to users
- Technological advancement and/or use of available platforms i.e. mobile, desktop and interactive services.

### Results

- Performance results against objectives and strategy
- The positive impact the project has had on the service/business/client overall.
- Customer acquisition and retention

## Best in Recruitment

This category will recognise a Recruitment company who is maximising digital to drive business results. A company who looks after their customers across all digital channels, has consistent delivery of service and engagement. Enhanced digital offerings that ensure delivery of new customers and consistent retention of customers. Our judges are looking for companies that are delivering best in class customer experience by harnessing the power of digital.

### Overview

- Company Digital Strategy
- Channels to market
- Audience Profile
- Agencies & Role

### Strategy

- Strength and viability of the business and strategy
- How the execution of the digital strategy has supported business aims
- Research, information, analysis and effectiveness of execution
- Commitment to growth and sustainability of the product/experience

### Design

- Design should be clear and easy to navigate
- Design should be reflective of the market it is targeting

### Technology

- How the best consumer-facing digital technologies are matched with the best advertising strategies and product and services offering.
- The collaboration of technology and design in communicating message to users
- Technological advancement and/or use of available platforms i.e. mobile, desktop and interactive services.

### Results

- Performance results against objectives and strategy
- The positive impact the project has had on the service/business/client overall.
- Customer acquisition and retention

## Best in Retail & Ecommerce

This category will recognise a Retail & Ecommerce company who is maximising digital to drive business results. A company who looks after their customers across all digital channels, has consistent delivery of service and engagement. Enhanced digital offerings that ensure delivery of new customers and consistent retention of customers. Our judges are looking for companies that are delivering best in class customer experience by harnessing the power of digital.

### Overview

- Company Digital Strategy
- Channels to market
- Audience Profile
- Agencies & Role

### Strategy

- Strength and viability of the business and strategy
- How the execution of the digital strategy has supported business aims
- Research, information, analysis and effectiveness of execution
- Commitment to growth and sustainability of the product/experience

### Design

- Design should be clear and easy to navigate
- Design should be reflective of the market it is targeting

### Technology

- How the best consumer-facing digital technologies are matched with the best advertising strategies and product and services offering.
- The collaboration of technology and design in communicating message to users
- Technological advancement and/or use of available platforms i.e. mobile, desktop and interactive services.

### Results

- Performance results against objectives and strategy
- The positive impact the project has had on the service/business/client overall.
- Customer acquisition and retention



### Digital for Good Award / Not for Profit

This category recognises charities and not for profit organisations that drive digital excellence throughout their website, social media platforms, projects or services. The category is open to local and national government, emergency services and not-for-profit bodies from across Ireland. Our judges are looking for companies that are delivering best in class customer experience by harnessing the power of digital.

#### Overview

- Company Digital Strategy
- Channels to market
- Audience Profile
- Agencies & Role

#### Strategy

- Strength and viability of the business and strategy
- How the execution of the digital strategy has supported business aims
- Research, information, analysis and effectiveness of execution
- Commitment to growth and sustainability of the product/experience

#### Design

- Design should be clear and easy to navigate
- Design should be reflective of the market it is targeting

#### Technology

- How the best consumer-facing digital technologies are matched with the best advertising strategies and product and services offering.
- The collaboration of technology and design in communicating message to users
- Technological advancement and/or use of available platforms i.e. mobile, desktop and interactive services.

#### Results

- Performance results against objectives and strategy
- The positive impact the project has had on the service/business/client overall.
- Customer acquisition and retention