

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