

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