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25<sup>TH</sup> ANNUAL AWARDS

# 2021 Categories

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## Submission Platform - User Guide

### Step 1 - Login

Welcome to user guide, we will help you to successfully create an account and submit an entry for The Spider Awards 2021.

The first step is to Create your account using this link:

<https://thespiderawards.secure-platform.com/a/solicitations/1/home>

In your Inbox you will find an email with the subject “Welcome to The Spider Awards System” with your login information.

### Step 2 - Registration Form

Now you can start to submit your first entry completing the Registration form.

#### The Spider Awards 2021

[Registrations Form](#) → [Entry Payment](#) → [Submission Form](#)

**Company Name \***

**Agency Name**

(if entering on the behalf of client)

### Step 3 - Payment Information

Now you can start to complete the Entry Payment information, please include the Email address for invoicing purposes.

### Step 4 - Submission Form

Now you can complete the Submission Form, please make sure to select the **Category** first. Please note that all the Submission forms will be accessible for any edits until the final Deadline.

### Step 5 - Payment

Save your Entry, click the “Add to cart” button and proceed with the credit card payment.

After your payment has been confirmed you will receive a confirmation email and we will send you an Invoice.

We are accepting credit card payments with MasterCard, Visa, American Express and Discover. The price for an Entry is 100 Euro + VAT.

Total Amount Due: €100.00

Pay by Credit Card

Billing Information  
Enter your payment details below.

**Cards Accepted**

---

**Credit Card \***

Secure

First Name	Last Name
Numero carta	MM / AA CVC
Card	

---

**Billing Address \***

Street Address	
City	State / Province / Region
Postal / Zip Code	Select <span style="float: right;">▼</span>
	Country

Back
Process



### Step 6 - Add another Submission

Now you can submit another Entry if you wish, to copy the same entry simply click on “I want to submit this Submission to another Category” at the bottom of the page. Then Save and return to your “My Application” section and select “Review and Checkout” where you will find the function “Copy Application” or simply “Make another Submission”.

#### Supporting Documentation

No file chosen

#### Agency Logo

(if applying on behalf of a client)

No file chosen

**I want to submit this Submission to another Category**

### Step 7 - Copy Application

Then Save and return to your “My Application” section and select “Review and Checkout” where you will find the function “Copy Application” or simply “Make another Submission”.

### Review and Checkout

Title	Category	#	Cost	Details	Action
Catalyst Media Group	Best App	008	€100.00	Entry Submission payment	<a href="#">Select</a>   <a href="#">Copy Application</a>   <a href="#">Remove</a>

Total: €100.00

Make Another Submission

Print All Applications

Checkout

## FAQ's

### Who can submit an Entry for The Spider Awards?

Companies, agencies and individuals based in Ireland can enter the 2021 Spider Awards.

### What is the cost for an Entry?

Single entry – €100 + 23% VAT  
4 for 5 entries – €400 + 23% VAT

Charities can enter free of charge, please contact a member of the team to avail of this offer.

Please note these prices do not include the cost to attend the awards.

### What are The Spider Awards' categories?

Please find the full list of categories [here](#)

### When will the Judges start to evaluate the Entries?

The judging commences January 2022 regardless of any extensions given.

### What are the social media platforms of The Spider Awards?

LinkedIn: [The Spider Awards](#)

Facebook: [The Spiders](#)

Twitter: [@spiderawards](#)

Instagram: [@spider.awards](#)

### How can I get support?

To schedule a call or simply ask support with a member of our awards team email [chiara@thespiders.ie](mailto:chiara@thespiders.ie)

## 2021 Categories & Descriptions

### *Digital Excellence Awards*

#### **Best Remote Team**

This category awards a team who best adapted to remote working, continuing activities online and exceeding project goals and expectations. Did your team go above and beyond?

#### **Overview (350 words max)**

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

#### **Strategy (300 words max)**

- 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 (300 words max)**

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

#### **Innovation & Technology (350 words max)**

- 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.

#### **Implementation & Results (350 words max)**

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



### **Best Community Engagement By A Brand**

This category will recognise a company that prioritises and demonstrates the importance of community engagement through digital in a meaningful and measurable way, that not only calls that community into action but also achieves tangible business objectives.

Our judges will be looking for creativity, an understanding of community group dynamics and evidence that the online community engagement was integral in the successful delivery of the project.

#### **Overview (350 words max)**

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

#### **Strategy (300 words max)**

- 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 (300 words max)**

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

#### **Innovation & Technology (350 words max)**

- 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.

#### **Implementation & Results (350 words max)**

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

### **Best Customer Continuity**

This category will recognise a company that demonstrates the most understanding in advancing its customer's continuity and resilience. Demonstrating how they have helped improve organisational resilience for their customers through foresight, strategy, planning, clear communication and implementation. Judges will take account of innovation and outstanding problem-solving in the development of techniques deployed to underpin resilience, innovation in product development and/or services and a commitment to advancing their customer satisfaction.

#### **Overview (350 words max)**

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

#### **Strategy (300 words max)**

- 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 (300 words max)**

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

#### **Innovation & Technology (350 words max)**

- 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.

#### **Implementation & Results (350 words max)**

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

### Digital Transformation Enterprise

This category recognises an organisation that has adapted itself by leveraging digital technologies and capabilities to create a robust new digital business model that meets current/future customer needs and market forces. The judges will look for creativity, innovation, efficiency, performance and integration.

#### **Objectives (350 words max)**

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

#### **Strategy (300 words max)**

- Total Budget
- Planning/Execution
- Digital Platforms used

#### **Design (300 words max)**

- Creativity
- Best-practice interactive design

#### **Innovation & Technology (350 words max)**

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

#### **Integration (300 words max)**

- Digital culture integration through the business.

#### **Implementation & Results (350 words max)**

- 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 Industry and Infrastructure

This category recognises organisations across industry and infrastructure that have transformed their operations and/or value delivery using advancements in digital technology. With digitalisation at the core of their internal and external strategies, the judges are looking for organisations that have embraced a digital strategy that shows commitment to creativity, innovation, sustainability and value delivery.

#### **Objectives (350 words max)**

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

#### **Strategy (300 words max)**

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

#### **Design (300 words max)**

- Creativity
- Best-practice interactive design

#### **Innovation & Technology (350 words max)**

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

#### **Integration (300 words max)**

- Digital culture integration through the business.

#### **Implementation & Results (350 words max)**

- 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 Use of Disruptive Technology**

This category recognises organisations ability to leverage emerging technologies such as (but not limited to) Cloud, IoT, 5G, Big Data, Automation, AI, Blockchain, AR, VR to enhance the customer experience or improve their organisation. 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.

#### ***Objectives (350 words max)***

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

#### ***Strategy (300 words max)***

- Implementation of disruptive technology
- Roadblocks and solutions
- Security

#### ***Design (300 words max)***

- Use of best practice use as lean, design thinking, agile, testing etc.
- Ensuring a smooth rollout such as providing support to users.
- Managing and/or reengineering existing process to accommodate the new technology.

#### ***Innovation & Technology (350 words max)***

- Ability to manage legacy and new technologies cohesively together.
- Combined emerging technologies to produce a measured impact.
- Using technology as an enabler of the strategy.

#### ***Implementation & Results (350 words max)***

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

### **Sustainable Business Award**

This new category for 2021 recognises a Business or Agency that has delivered a campaign, project or initiative with Sustainability at the core across individual or multiple channels. Highlighting the importance and measurement of an initiatives sustainable impact within the company or to the wider community.

The judges will look for projects that have had a significant impact on human, social, environmental sustainability through creativity, innovation, efficiency, performance and integration.

#### ***Objectives (350 words max)***

- Description of objectives
- Key Concepts
- Targets

#### ***Strategy (300 words max)***

- Total Budget
- Planning/Execution
- Digital Platforms used

#### ***Design (300 words max)***

- Creativity
- Ethos
- Use of Sustainable Tool / Technologies

#### ***Innovation & Technology (350 words max)***

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

#### ***Integration (300 words max)***

- Sustainable integration throughout the initiative.

#### ***Implementation & Results (350 words max)***

- Performance results against objectives and strategy
- A clear outline of the results achieved through digital transformation
- Evidence of value-added services as a result of the Sustainability Initiative

### **Best B2C Campaign**

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 (350 words max)***

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

#### ***Strategy (300 words max)***

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

#### ***Design (300 words max)***

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

#### ***Implementation & Results (350 words max)***

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



### **Best B2B Campaign**

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 (350 words max)**

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

#### **Strategy (300 words max)**

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

#### **Design (300 words max)**

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

#### **Implementation & Results (350 words max)**

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



### Diversity in Digital Award

This category will recognise a company that has created a Campaign that has led the Diversity agenda to break brown barriers and promote a diverse community. Demonstrating how they have helped improve organisational resilience for their customers through foresight, strategy, planning, clear communication and implementation. Judges will take account of innovation and outstanding problem-solving in the development of techniques deployed to underpin diversity, innovation in campaign development and a commitment to advancing their customer satisfaction.

#### **Overview (350 words max)**

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

#### **Strategy (300 words max)**

- 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 (300 words max)**

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

#### **Innovation & Technology (350 words max)**

- 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.

#### **Implementation & Results (350 words max)**

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



### **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 (350 words max)**

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

#### **Strategy (300 words max)**

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

#### **Design (300 words max)**

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

#### **Implementation & Results (350 words max)**

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



### Best in Social Media

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 (350 words max)**

- Objective
- Audience
- KPIs across all channels

#### **Strategy (300 words max)**

- Planning
- Budget
- Use of analytics

#### **Innovation & Technology (350 words max)**

- Creativity
- Use of new or emerging technologies

#### **WOW Factor (300 words max)**

- What sets this apart from other social media campaigns

#### **Implementation & Results (350 words max)**

- 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 , *delivered by remote team***

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

#### **Overview (350 words max)**

- Objective
- Audience
- Background
- KPIs across all channels

#### **Strategy (300 words max)**

- Planning
- Storyboard
- Message

#### **WOW Factor (300 words max)**

- What sets this apart?
- Narrative
- Content

#### **Implementation & Results (350 words max)**

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



### **Best Podcast**

This category includes podcast and audio which utilises one or more digital channels to promote and build an organisation or individual's brand and community. Our judges are looking for engaging, innovative and creative use of content and excellent communications.

#### **Overview (350 words max)**

- Objective
- Audience
- Background
- KPIs across all channels

#### **Strategy (300 words max)**

- Planning
- Storyboard
- Message

#### **WOW Factor (300 words max)**

- What sets this apart?
- Entertainment
- Content
- 

#### **Implementation & Results (350 words max)**

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



### **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, namely revenue generation or customer engagement. There will be a special focus on design, user interface & interaction, usability, layout, functionality, and intuitiveness.

#### ***Objectives (350 words max)***

- Overview of the project.
- Digital Platforms

#### ***Strategy (300 words max)***

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

#### ***UI Design (300 words max)***

- 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

#### ***Innovation & Technology (350 words max)***

- 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 (350 words max)***

- 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.

#### **Objectives (350 words max)**

- App Overview
- Target audience
- Personalisation
- Budget

#### **Strategy (300 words max)**

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

#### **Design (300 words max)**

- 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 & Technology (350 words max)**

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

#### **Implementation & Results (350 words max)**

- 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 in Universal Design

This category recognises companies that followed a user-centred design process that resulted in a great user experience for the widest range of users possible. They aimed to achieve an intuitive and inclusive user experience for as many people as possible, followed a strategy that researched and defined users' needs and designed an easy to use, an accessible and aesthetically pleasing solution that achieved great results.

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. Judges will review submission in relation to the 7 principles of Universal Design which can be viewed [here](#).

#### **Objectives (350 words max)**

- Business needs being fulfilled
- Improved Business Agility
- Universal Design goals for the project

#### **Strategy (300 words max)**

- Research conducted to define users needs
- Methodologies employed to ensure an accessible and usable end-user experience

#### **Design (300 words max)**

- Consideration for the 7 principles of Universal Design
- Creativity and appearance

#### **Innovation & Technology (350 words max)**

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





### **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 a major emphasis on creativity, development, delivery and client experience.

#### ***Agency background (350 words max)***

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

#### ***Thought Leadership (300 words max)***

- 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 (300 words max)***

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

#### ***Implementation & Results (350 words max)***

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



### Large Agency of the Year

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 a major emphasis on creativity, development, delivery and client experience.

#### ***Agency background (350 words max)***

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

#### ***Thought Leadership (300 words max)***

- 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 (300 words max)***

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

#### ***Implementation & Results (350 words max)***

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

### *Special Recognition*

#### **Emerging Stronger - 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 (350 words max)**

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

##### **Strategy (300 words max)**

- 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 (300 words max)**

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

##### **Innovation & Technology (350 words max)**

- 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.

##### **Implementation & Results (350 words max)**

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



**25<sup>th</sup>** ANNUAL  
AWARDS

# 2021 Categories

## Descriptions & Criteria

### **Emerging Stronger - Digital Hero** (Not open for nomination)

The Digital Hero award will be given to a leader in their field who has created a path for others to follow, and whose innovation, imagination and determination to succeed has set them apart from the pack.