



DIGITAL AGENCY OF THE YEAR

Campaign Brief's Digital Agency of the Year award has been introduced to recognise the outstanding work being done in the digital space by Western Australian agencies. The sector has grown massively in the past five years and local digital agencies are delivering creative, innovative, effective campaigns for their clients.

The winner will be announced online via the Campaign Brief WA blog and all entrants will be featured in a special section in the June edition of Campaign Brief WA magazine.

The following criteria are not definitive but may be useful as a guide for submissions.

1. Clients

This covers new business wins, plus any expansion from existing clients that has resulted in notable work for the agency.

2. Campaigns

This covers the work the agency has done over the past year and is the principal criterion for the award.

Please detail the (up to) 3 best campaigns the agency has produced utilising digital media such as display, mobile, social media, websites and apps.

We understand that some clients are reluctant to have their activity and/or results published, however an important rationale for this award is to be able to justify the decision publicly. To that end, please limit any confidential (i.e. unpublishable) information.

3. Innovation

This covers any developments that demonstrate the agency's capacity to innovate in digital space, which may include strategy, coding, analytics and targeting.

4. Agency & Staff

This covers significant agency and staff developments, such as new appointments, training initiatives and accreditations.

5. Business Performance

Hopefully, success in the above criteria are reflected in the overall performance of the business. Specific financial details are not expected but an indication of growth over the previous year would be useful.

Other developments

Entries are not limited to these criteria. If there are any other highlights or developments that you consider noteworthy, please include them.

Please supply some hi-resolution (300dpi) images of the agency's best work of the year and – most importantly - a photograph of the agency staff.

COST OF ENTRY

The cost of entry is \$300 (ex GST), payable when the entry is submitted.

Besides being in the running to be named Digital Agency of the Year, every entrant will receive at least a half-page profile in the June edition of Campaign Brief WA magazine.

Two runners-up will each receive a full-page profile in that edition.

The winner will receive a double-page spread in the magazine plus a framed certificate.

Payment may be made by EFT to:

Bank: ANZ
Account Name: Tremedia Pty Ltd
BSB: 016-120
Account No: 3951-39364

SUBMISSIONS

Entries may be submitted electronically to martin@campaignbrief.com or on USB to:

Campaign Brief WA
Suite 5, 82 Reserve Street
WEMBLEY WA

The deadline for submissions is 4.00pm Thursday, May 25, 2017.

For any queries, please contact Martin Trevaskis on 0488 605 370 or via email at martin@campaignbrief.com.