

DIGITAL IMPACT AWARDS 2025

ENTRY GUIDE

Entry deadline 23 May 2025

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ABOUT THE AWARDS

The Digital Impact Awards sets the industry-wide benchmark in digital stakeholder engagement. The event honours the best corporate digital communications work.

The shortlist will be announced in August after judging has taken place. The winners will be announced at our prestigious awards ceremony in October.

Digital communications is a necessity of any modern business and we look forward to shining the spotlight on excellence in the strategic development of corporate digital communications across the globe.



WHY ENTER

Stand out

Entering and winning an award can provide a platform through which to acquire visibility outside your network, promote your latest projects to new audiences and gain differential.

Receive valuable insights

Entries will be judged by a panel of expert industry professionals against a particular criterion. This is a chance to receive powerful feedback on your work so that you can evaluate and improve.

Celebrate excellence

Entrants develop a new benchmark each year, encouraging the corporate communications community to continually advance the standard of their work and recognise internal teams.



KEY DATES

Early entry deadline*

4 April 2025

Entry deadline

23 May 2025

Late entry deadline**

13 June 2025

* Magazine subscribers: Enter by 4 April 2025 to receive £150 off your total entry cost and your fifth entry for free. *Subscribe* to *Communicate* magazine to take advantage of this exclusive rate

Non magazine subscribers: Enter by 4 April 2025 to receive £100 off your total entry cost

**A late entry charge of £125 will be applied to each entry submitted after 23 May 2025. No entries will be accepted after 13 June 2025

FEES

£385 for the first entry from each organisation/submitting body

£285 for each subsequent entry from each organisation/submitting body

£285 for all entries by or on behalf of a charity, NGO or other NFP organisation

Please call the events team on +44 (0)20 3950 5356 if you think you may be eligible

CATEGORIES

DELIVERABLES

Best Corporate Website
Best Use of SEO for Corporate Communications
Best Use of Mobile and/or Corporate App
Best Digital Communications as Part of an Integrated Campaign
Best Use of Digital to Aid a CSR Campaign
Best Corporate Viral Campaign
Best Use of Online Video
Best Use of Audio
Best Digital Accessibility
Best Digital Transformation
Best Use of Artificial Intelligence
Best Use of Augmented Reality or Virtual Reality
Best Use of Data
Best Innovation

SOCIAL MEDIA

Best Use of Existing Social Media Platforms:
Small Budget <£20K
Best Use of Existing Social Media Platforms:
Medium Budget £20K–£75K
Best Use of Existing Social Media Platforms:
Large Budget £75K+
Best Community Development

BEST USE OF DIGITAL TO AN INTERNAL AUDIENCE

Best Intranet
Best Digital Employee Communications

BEST USE OF DIGITAL TO AN INVESTMENT AUDIENCE

Best Online Annual Report
Best Use of Digital to an Investment Audience

BEST USE OF DIGITAL TO AID MEDIA RELATIONS

Best Online Newsroom

EVALUATION

Best Evaluation Strategy

GRAND ACCOLADES

Digital Agency of the Year
Digital In-House Team of the Year
Grand Prix

BEST USE OF DIGITAL BY SECTOR

Automotive
Charity, NGO or NFP
Education
Energy and Utilities
Engineering and Manufacturing
Farming and Agricultural
Financial Services
FMCG
Food and Beverage
Healthcare and Pharmaceutical
Hospitality
Industrial and Basic Materials
Oil, Gas, Mining and Extractives
Professional Services
Property, Construction and Facilities Management
Public
Retail
Sports, Travel, Leisure and Tourism
Technology, Media and Telecommunications
Transport and Logistics

WRITING YOUR ENTRY

There are no limits on how you format your entry. You can design it in either portrait or landscape orientation, and you're welcome to include the Digital Impact Awards branding if it suits your submissions.

The most successful entries tell a clear and engaging story. Be sure to explain the purpose behind the work, how the strategy was created and executed, and how the results align with the initial objectives.

Please note that judges often favour entries that are visually clear and concise, avoiding excessive text on a single page to enhance readability.

ENTRY CHECKLIST

1. Entry summary (300 words)
2. Entry statement (800 words)
3. Supporting materials
(This does not contribute towards the word count)

Please ensure your file is no larger than 10MB and no more than 20 pages.



WRITING YOUR ENTRY

1. ENTRY SUMMARY

Provide a short summary of 300 words.

The summary should include the following:

- Entry synopsis – a short summary of the project or campaign
- Category entered and why the work fits into that category*
- Industry context – what is the company's place within the market?
- Budget (optional – please mark confidential where necessary)

*If you feel your work is a perfect candidate and strong contender for more than one category, the summary should be tailored accordingly

Note : We recommend including details about the project brief, budget and timeline in your submission to provide context for the judges.

For more information about the awards or entry process contact one of our team members:

Tom at tom.leask@communicatemagazine.co.uk

George at george.ramsay@communicatemagazine.co.uk

Isabella at isabella.caron@communicatemagazine.co.uk

or call the office on +44 (0)20 3950 5356

2. ENTRY STATEMENT

Write an entry statement of up to 800 words.

The statement should include the following:

- Objective
- Research and planning
- Creativity and innovation
- Strategy and implementation
- Results

On the next page are some points on how to expand on each area. Successful entries have a clear narrative and detailed SMART objectives

CRAFTING YOUR ENTRY

OBJECTIVE

- What were the goals or targets?
- What did you want to achieve?
- Why were the objectives necessary?
- What prompted the project or campaign to be carried out?
- What was the brief? (optional)

RESEARCH AND PLANNING

- What research was conducted?
- How did it represent the target audience?
- Did the research expose any problems or additional challenges?
- Were changes needed to meet the objectives?

CREATIVITY AND INNOVATION

- How was the project innovative?
- What made the work stand out?
- How did the project creatively engage with the target audience?
- Were there any creative restrictions?
- How did you get around them?

STRATEGY AND IMPLEMENTATION

- How was the research incorporated into the strategy?
- How did the project reach its target audience?
- How was the strategy implemented?
- Were there any unexpected problems or unforeseen circumstances?

RESULTS

- How did you meet your objectives?
- Were there any unexpected outcomes?
- What was the ROI? (optional)
- Is there any evidence to support the outcomes?
- How was the project received by the client?

Note : Judges often look for evidence of how the goals were achieved. The strongest entries include clear metrics, such as ROI and ROO. Supporting materials can be used to present relevant statistical data.

WRITING YOUR ENTRY

3 . SUPPORTING MATERIALS

Please include a selection of supporting materials that strengthen your entry by providing evidence of your achievements. Materials should illustrate your work and aid the narrative of your entry statement. It is best to include only those materials that are directly relevant to the specific category you are entering into.

- Images illustrating the project or campaign
- Press coverage (up to five examples)
- Social coverage (up to five examples)
- Video (up to three minutes, please include a link rather than the video file within the entry PDF)
- Relevant statistics (optional)
- Client feedback
- Testimonials

Note: Videos can be more than three minutes long if submitting for the Best use of online video or Best corporate viral campaign. Please include any necessary log in details needed to access links and ensure that any URLs included do not have an expiry date. Please note that the organisers of the Digital Impact Awards cannot be held responsible for any modifications to entrants' site architecture or other changes that affect the access of links or other supporting materials.



FAQs

WHO CAN ENTER?

The Digital Impact Awards is open to organisations as well as their agencies, across the private, public, and not-for-profit sectors. We accept entries from companies that operate across the globe.

WHAT IS THE TIME FRAME FOR ELIGIBLE WORK? CAN I ENTER WORK FROM LAST YEAR?

The time frame for eligible work is ordinarily 18 months prior to the final deadline. Please refer to the Eligibility and rules section on the Digital Impact Awards website for more details and specific dates.

CAN I ENTER MORE THAN ONE CATEGORY? IF SO, DO I NEED TO SUBMIT MORE THAN ONE PDF?

There is no limit to the number of categories that can be entered. If multiple categories are being entered, multiple PDFs must be submitted and the entry fee applies to each one. As our entry form only allows one PDF to be entered at a time, you will need to go back and resubmit the form, making sure to change the category field. We strongly recommend tailoring each submission according to the category being entered.

I'M NOT SURE WHICH CATEGORY TO ENTER. HOW SHALL I DECIDE?

If you are struggling to categorise your project, please email one of the team members for assistance:
Tom at tom.leask@communicatemagazine.co.uk
George at george.ramsay@communicatemagazine.co.uk
Isabella at isabella.caron@communicatemagazine.co.uk

HOW CAN I ENSURE THAT BUDGETS DISCLOSED ON THE ENTRY WILL REMAIN CONFIDENTIAL?

Don't worry – as long as you clearly mark the entry where relevant letting us know that you do not wish information on certain budgets (or any other information) to be shared, we will ensure that all such information is kept strictly confidential.

IS IT OK IF THE WORD COUNT IS EXCEEDED?

The word count is set as a guide and exceeding it slightly will not be penalised. However, considering the volume of material read by the judges, a more concise and collected approach is advised to ensure your entry stands out.

FAQs

HOW SHOULD I INCLUDE MY SUPPORTING MATERIALS?

All supporting materials should be included within the document. If you wish to include videos, please add a hyperlink to it in your PDF entry, rather than embedding the video itself. Embedded videos can often increase the size of your entry so that it is over the 10MB limit. Besides the supporting materials included within your PDF entry, no other separate materials are required.

CAN I ONLY INCLUDE IMAGES IN THE SUPPORTING MATERIALS SECTION?

Your submission can be designed and branded as you wish. Previous submissions have included imagery alongside the entry summary and statement to add to the entry narrative. At the end of the entry, further imagery can be included in the supporting materials section to showcase the project. We ask that you limit the pages of images, as our judges have a large number of submissions to go through, so be concise, clear and make sure what you are sharing is relevant.

ON THE 'ENTER NOW' SECTION OF THE WEBSITE, WHAT IS THE DIFFERENCE BETWEEN THE FIELDS 'COMPANY' AND 'ENTERING COMPANY?'

Often, agencies enter their clients into our awards (i.e. company = agency, entering company = client). If this does not apply to you and you are entering independently, simply fill in both fields with your company name.

CAN PREVIOUS ENTRIES BE SENT TO POTENTIAL ENTRANTS?

As per our rules section on the Digital Impact Awards website, we cannot send out previous entries as they may contain sensitive and/or confidential material and figures that cannot be disclosed.

IS THERE A COST TO ENTER?

Yes. Rates are available on the Fees and payments page on the Digital Impact Awards website. There are also discount rates available for charities, subscribers and for those who enter by the early entry deadline.

FAQs

HOW DO I PAY FOR MY ENTRIES?

After you submit your entry, you will be prompted to pay via PayPal (owning an account is not necessary to complete payment). For alternative payment options, please contact our office at +44 (0)20 3950 5356, and our team will be happy to assist you.

I WANT TO ENTER MORE ENTRIES AT A LATER DATE, HOW DO I GET THE REDUCED ENTRY COST?

Entries submitted at a later date are charged at the additional entry cost, however, please note that our payment gateway will not bring up this rate. Please call the team on +44 (0)20 3950 5356 to pay by card over the phone (we do not accept AMEX over the phone) or let us know if you would like to be invoiced.

WHY WON'T MY ENTRY SEND?

Please ensure your document is in PDF format. If you receive an error message indicating that supporting materials are required, it means you have exceeded the 10MB size limit. If your entry is within the size limit but you continue to receive this error, please contact our office at +44 (0)20 3950 5356.

CAN'T FIND THE ANSWER TO YOUR QUESTION?

Please get on touch with one of our team members:

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Cravenhill Publishing, publisher of Communicate magazine organises a number of industry leading awards programmes that seek to benchmark and reward best practice in the fields in which they operate. The awards programmes within our existing portfolio are shown below.

corporate content awards

The Corporate Content Awards is the only awards event to benchmark and reward corporate storytelling and the use of narrative to call corporate audiences, across owned, earned and bought media.




CORPORATE ENGAGEMENT AWARDS

The Corporate Engagement Awards recognises the most successful and innovative corporate partnerships and sponsorships, and the communication strategies around those collaborations.



Corporate & Financial Awards

The Corporate & Financial Awards programme celebrates and showcases excellence in financial communications and provides recognition for the efforts of staff, companies, agencies and beneficiaries.



DATA COMMS AWARDS

The DataComms Awards recognises and celebrates the use of data in corporate communications and by corporate communicators.



DIGITAL IMPACT AWARDS

The Digital Impact Awards sets the industry-wide benchmark in digital stakeholder engagement. The event honours the best corporate digital communications work.



EBMA

Employer Brand Management Awards

The Employer Brand Management Awards programme compares and contrasts the different aspects of successful employer branding, rewarding excellence and celebrating the campaigns and the organisations that are excelling in this field.



ICE

INTERNAL
COMMUNICATIONS
AND ENGAGEMENT
AWARDS

The Internal Communications and Engagement Awards recognises and rewards excellence in internal communications.



LENS AWARDS

The Lens Awards for corporate video celebrates organisations using film and video by setting the standard for excellence in visual communications.



ENTER HERE

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WEBSITE

digitalimpactawards.com

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#DIAwards

Good luck!