

Sparkies

Awards 2022

CALL FOR ENTRIES
NOW OPEN

**BRAVE
NEW
IDEAS,
UNLOCKED!**

Tri City
Awards

OCTOBER 22
Blr / 11
Mum / 13
Del / 18

JUDGING

SEPTEMBER 22
Del / 15
Blr / 16
Mum / 17

DEADLINE
Wed / 31st Aug

A CRISIS IN STORYTELLING ?

Storytelling.

It's what's at the heart of the brand-building process.

But there were unprecedented times.

A world that was operating in lock-down mode;
where social distancing and remote working were the new normal;
where misinformation constantly distorts the view.

So, how does one continue to tell stories?

And in a world that was gripped by fear, what kind of stories does one tell?

It was a crisis for which there are no frames of reference.

But a few brave marketers have risen to the challenge. Working with empathy, with courage, and with imagination, they have unlocked new kinds of stories to tell.

And new ways to tell those stories.

In shaping their narratives, they have been mindful of the consumers' new reality: a heightened state of anxiety; a feeling of hopelessness; a quiet dread. That's why their stories are purpose-driven: they give hope, they reassure, they provoke thought, and occasionally, they release the pressure by making us laugh.

In doing so, these marketers had turned the crisis on its head. They have made the most of an adverse situation, using it to open up a fertile space for brave new storytelling ideas.

It's time to celebrate their achievements.



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EMERGING WITH RESURRECTED OPTIMISM

A free spirit,
Insouciant liberality,
Challenging conventions,
Freedom of expression,
Freedom of the press,
soaring imagination,
breaking rules,
breaking the mould.
Holding to our convictions
ruthlessly yet gracefully.
Trusting our gut
& bridging modes for continuous growth
& superior performance
during doom & gloom.
Transcending the eerie silence
without being forced into chaos.
Recognising the opportunity in each crisis.
Recognising that opportunity in each crisis.
Turning setbacks into springboards.
Rewriting the rules of strategy.
Writing new rules.
Emerging with resurrected optimism.



INSIDE



BRAVE NEW IDEAS,
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Pg 6. About Sparkies.

Recognising
Search & Conversational Marketing,
at its best!
We've got your back in a world
where standing out is key!

Pg 7. Win a coveted award

Powered by the DMA Brandmasters.
What's hotter than a 404 error?
A win in our all-new award program.

Pg 8. Categories

Here are all the many ways to shine.
Showcase your best work across
Email, SMS, Chatbots & SEO.

Pg 11. Key Details

While many were busy beating
the clock and wondering
if we'd catch the virus,
a few people made bank selling
face masks to hospitals.
The entry fee is Zlata.



Awards Gala

The Sparkies Tri-City Awards celebrate the best and brightest in conversational marketing and SEO. The Sparkies aim to bring new levels of quality and transparency to our industry, rewarding the work that sets the bar for others to follow.

In its maiden year, we aim to institute a high standard of what great conversational marketing & modern SEO looks like across industries, reward brilliant work from recent times, and allows everyone to celebrate the industry.

The winners will be creative thinkers who have beaten the odds to create campaigns that make a real difference to their organisations and society.

We invite you to put your work forward from the last 24 months for judgement by some of the biggest names to be crowned the best. The awards are open to all, whether you're an agency or work on the client-side.

Join us and enjoy the Awards Gala Dinners in Delhi, Mumbai, and Bengaluru. You can expect it to be full of excitement, inspiration and exceptional talent.

...and there's still time to book your seats and join us! It all starts with an entry.

Pg 13. Entry & Judging

There are just a few things on which your work will be judged (in order of importance).

Results will count.

You'll have time to write interesting and engaging entries even with your hectic schedule.

Pg 14. Evangelists & Torchbearers

Meet the jury. Without them, it would be too easy to win awards.

Our evangelists are the people who want to change the world.

One fabulous project at a time.

1.

RECOGNISING SEARCH & CONVERSATIONAL MARKETING. AT ITS BEST.

The world may never be the same again for the foreseeable future. Unprecedented times had ushered the world around us shut under an extended, indefinite lockdown. A few brilliant marketers have toiled to smith the ignition keys of a stalled business engine. Presenting the all-new Sparkies award.

Sparkies Awards for SEO and Conversational Marketing were conceived to support, reward and promote the talent in an industry that we believe is truly transforming the business landscape. **We think It's time we recognise search & conversational marketing at its best.**

For many brands, the potential media footprint during the COVID-19 crisis was higher than usual, bringing opportunities and risks, especially with such high levels of fear and misinformation. Audiences expect brands to show leadership in crisis, and every outward-facing message from an organisation will be scrutinised.

Sparkies rewards brands & marketers for their work, whether for community management or content marketing, storytelling or product communications that sensitively and appropriately handled consumer sentiment during & post the COVID-19 times, and those who understand how brands can be useful during this crisis, and how to react to changes in needs, behaviour and brand interactions of audiences.

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2.

DMAasia + BRANDMASTERS

Brought to you by Brandmasters, The Sparkies Awards are part of highly successful awards of the DMAasia, which include the acclaimed DMAasia CREATEFFECT Awards affiliated to the prestigious International ECHO awards & the Trailblazer Awards.



OUR CHAIRPERSONS

3.

CELEBRATING SMART MARKETERS

Celebrating smart marketers who have pushed beyond the limits of imagination, creativity and shutdowns. Opening new vistas for internal teams with on-ground insights into changing consumer sentiment & preferences. Bringing to the market newer offerings & products that resonate with consumer choices today. Enabling purpose-driven, channel-specific or customer-centric communications impeccably to enhance trust & elevate the human tone of the brand. Using adversity into strength for brilliant marketing opportunities.

The Sparkie's Awards are now open to agencies and brands, from one-man-brands to huge network agencies – if you have what it takes, then we want to hear from you. Brands & agencies from across India can offer up their greatest work from the past 24 months for judgement by some of the biggest names in marketing.

“ Sparkies are awarded to companies that are 'in-the-know', successful and innovative in their use of organic search, interactive and digital technology. The event provides the industry with a stunning showcase of talent, expertise, inspiration and insight for brand marketers the world over.”

CONVERSATIONAL MARKETING CATEGORIES



Group A- Email

1. Best Transactional Email Campaign

The award is for the best example of an email campaign that has given a boost to customer engagement, increased customer acquisition and led to a direct increase in revenue

2. Best Promotional Email Campaign

The award recognises an email campaign that has helped increase awareness, generated revenue, and improved customer loyalty

3. Best Email Marketing Campaign for Brand Awareness

The award honors an email marketing campaign that has increased brand recognition, clearly distinguishing it from other products or services in the same category, and created top of the mind recall

4. Best Product Announcement

The award is for an email-based product announcement that stands out for its creativity and execution in generating excitement about the new product or service giving it a head start when it is launched

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Group B- Chatbots & IM

1. Best Use of Chatbot for Brand Awareness

The award is innovative use of chatbot for creating a strong brand image and top of the mind recall

2. Best Use of Chatbot for Customer Engagement

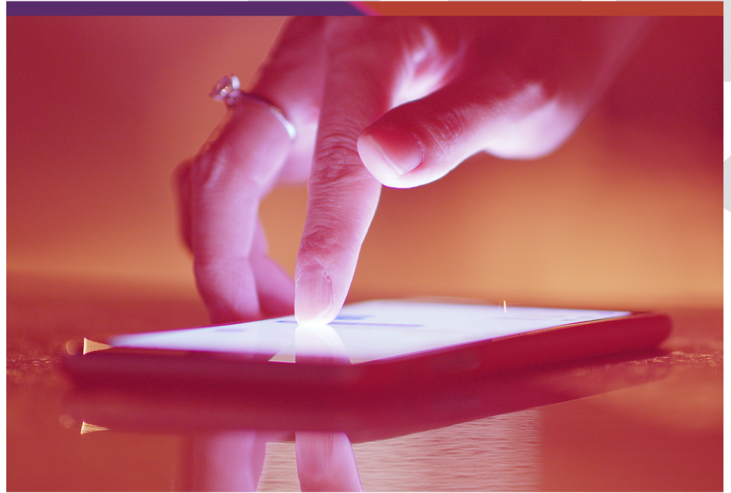
This award is for the best use of chatbot for personalized, intuitive and interactive and satisfying experience for the users

3. Best Use of Chatbot for e-Commerce

Award for effectively leveraging chatbot for a seamless online shopping experience that includes product recommendation, executing sales, billing and supply-chain process

4. Best Use of Chatbot for Lead Generation

This award is for the best in its category lead generation Chatbot that engages in proactive conversations, and effectively captures and nurtures leads



Group C - SMS

1. Best Innovative Use of SMS

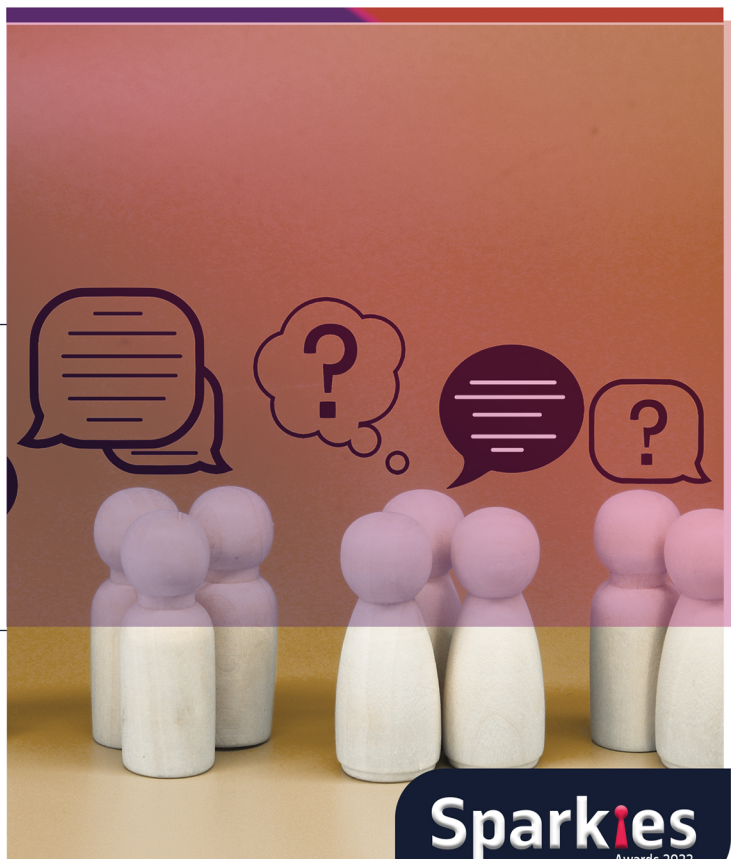
The award recognises savvy and creative SMS that stands out for its innovation and execution that fosters loyalty, improves customer relationships and increases conversion rates

2. Best Use of SMS for Transactional Message

This award is for the best use of SMS for effectively utilising it as a two-way interaction channel to gain valuable customer insights, strengthen the bond with the customer, and boost conversion rates

3. Best Use of SMS for Marketing Campaign

Award for a marketing campaign that leverages the power of SMS marketing to deliver targeted, relevant, powerful and timely communications to the target audience with demonstrable results



SEO CATEGORIES



1. Best Organic Search - User growth Campaign

Recognizing SEO campaigns that maximized visits, created new users growth, and improved organic market share

2. Best Organic Search - Conversion Campaign

Recognizing rigorous, process-driven approach to SEO that delivered Growth in Conversion, Transactions and Revenue while also delivering good ROI/ROA

3. Best New Age Organic Search Campaign

Organic Search Optimisation is no longer restricted to websites. This new age of organic search category celebrates the best search campaign for YouTube/ App Store Optimisation/ Amazon SEO / Google Voice search / Local SEO etc (other than the website) that delivered multifold growth to brands.

Special Categories

Best Organic Search Strategy

Recognizing benchmark-shattering SEO campaigns that outranked the competition. (Campaigns will be shortlisted by the jury purely based on the overall strategies and results achieved)

Best Organic Search Innovation

Recognizing innovative and data-driven approaches that delivered impressive solutions with the help of organic search. (Campaigns will be shortlisted by the jury purely based on the innovative strategies and approach) achieved)

Best Organic Search Campaign

Recognizing the Ace of all SEO campaigns loved by bots and users. (Campaigns will be shortlisted by the jury purely based on the overall performance and results achieved)

Best Organic Search Campaign Launch/ ReLaunch Campaign

Recognizing highly successful organic search launch strategies and relaunches/migration from one platform/ domain to a new one.

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KEY DATES

Eligibility Period

Campaigns created or work done and results tabulated between

1st Apr 2020 to 31st July 2022

Submissions Deadline

Wednesday, 31st August 2022

Judging

TriCity Judges Kick Off Meets

Delhi - Tuesday, 15 September 2022

Bengaluru - Friday, 16 September 2022

Mumbai - Saturday 17 September 2022

Online Round 1

18-19 September 2022

Online Round 2

21-24 September 2022

Shortlist Announced

4 October 2022

Awards Nite

Bengaluru - Tuesday, 11 October 2022

Mumbai - Thursday, 13 October 2022

Delhi - Tuesday, 18 October 2022

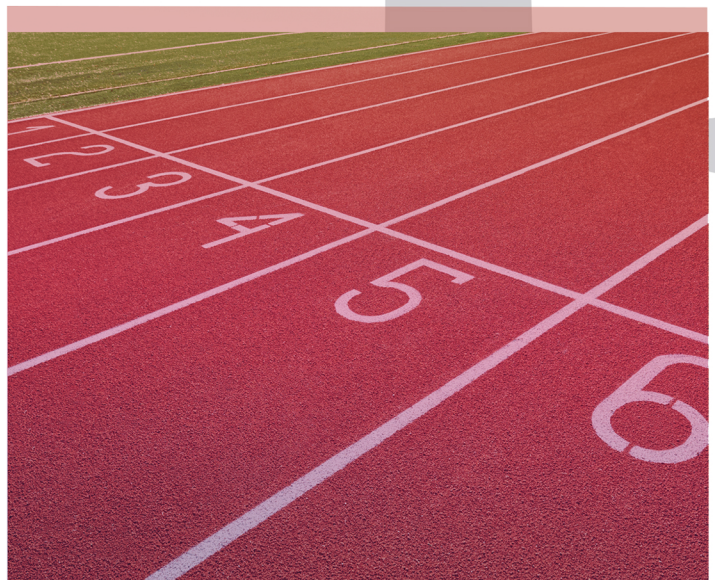
FEES

Non Members & Entrants

- USD 250 / INR 20,000 per entry for single entries
- USD 500 / INR 40,000 for the same campaign in 3 categories
- USD 2500 / INR 200,000 for bulk entries
Capped at a max of 8 clients x 3 campaigns per client.

Gratis entries, as per eligibility criteria.

- For ECHO entrants of 2021.
- For ECHO Jurors & Program Council Members of 2021
- For DMA Annual Subscribers & Members.
- For playbook torchbearers & contributors.
- For the Conversational Marketing & SEO Study.



ENTRANT CONCIERGE

Need support on entry forms, payments & registrations, please contact

Jitendra Mishra - cmc@dma.asia # +919990300020

For more details about your eligibility, please contact your relationship manager or

Supriya Thakral - supriya@brandmasters.in

+919650717681

Sparkies
Awards 2022



ENTRIES



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CHALLENGE

This is the WHY – the reason for the campaign.

OBJECTIVE

This is the WHAT – the measurable goals or key performance indicators (KPIs) you set out to achieve.

STRATEGY

This is the HOW – the start of your story. Outline the key decisions you made.

CREATIVE

This is the MAGIC – the melding of science with art. Let us into your creative thought-process

RESULTS

This is the PROOF – the mark of a successful campaign.

TIPS

& JUDGING

The Sparkies' purpose is to shine light on the most innovative and effective digital marketing and advertising strategies. Our judging panel are experts in their field who are dedicated and committed to reviewing entries with integrity and transparency. The winners will be the best in class - only those teams who have delivered the most original, relevant and impactful campaigns will be recognised and awarded at the ceremony.

Are you in search of Sparkies Awards glory? Here are our judging tips. The Jury will evaluate the applications based on the following criteria.

Strategy: In assessing the strategic approach, the Jury will consider: how the challenges faced by the applicant were answered by research and measurement; the quality and variety of tools and tactics chosen to implement the strategy, considering the target audience identified; and, where possible, the link between the campaign/project and the overall corporate strategy.

Innovation/Creativity: The Jury will assess the degree to which the campaign/project is innovative in comparison to comparable industries/regions and directly responds to the identified strategic challenges and opportunities. The degree to which the latest models are reflected in the planning and implementation stages will also be assessed.

Implementation: The Jury will evaluate the consistency and appropriateness of tactics, tools and channels used for the strategy and target audience of the campaign/project, and will look for a clear identification of milestones and KPIs, as well as a clear link between allocated resources and implementation.

Results & Effectiveness: The Jury will look at results and effectiveness from multiple angles. It will undertake an overall evaluation considering stated objectives and KPIs (share, share of voice, behavioural change, share of wallet, sales), as well as the degree to which the campaign/project solved the problem set by the strategy. It will also compare the allocation of budget and resources with the results and look for a clear progression along the campaign's funnel (from awareness to advocacy/behavioural change/acceptance).



**Vishwadeep
Bajaj**



EVANGELISTS

DMAasia's research-based frameworks for marketing are our renewed mission to keep brandmasters ahead in the game through our reinvented and pivoted initiatives. An initiative of DMAasia to redefine frameworks & playbooks for Email, SEO & more. Inspired by DMA USA (the ANA's) effort for Brand, Data & more, this program will change the way you think about marketing.

The first of a series of programs for **brandmasters** is to explore the changing marketing environment. Through this program, we will be studying business models from various industries and fresh perspectives on creating value for consumers. The industry participation was critical to the success as we believe collective thinking will lead to innovative insights resulting in better ways to engage your audiences.

DMA Frameworks 2022 is a project conceived by DMAasia in partnership with **ValueFirst & Infidigit** to enable marketers to have knowledge, ability and confidence to succeed at **Chatbots, EMail marketing, SEO** and more in the future.



**Himanshu
Khanna**



**Sujatha
V Kumar**



**Kaustubh
Nande**



Shoury Gupta



**Manan
Shah**



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A special mention to the contributions from leading CMO's across the country **Abraham Alapatt** - Thomas Cook, **Anita Nayyar** - Patanjali Ayurved Limited, **Ankit Porwal** - L'Oréal, **Deepak Gulati** - Bridgestone, **Gaurav Suri** - UTI AMC, **Kanchan Achpal** - SMOOR, **Karan Kumar** - ART Fertility Clinic, **Karthik Yathindra** - Jockey, **Kashyap Vadapalli** - Ex-Pepperfry, **Kiran Veigas** - Happiest Minds,



& TORCHBEARERS

A by invite & exclusive **BrandmastersCircle** that ran for 8 weeks where top 10 senior marketers shared their learnings on the strategies they tried in 2020-21. These contents are curated into a playbook which will be published & open-sourced.

Moitreyee Goswami - Zucate, **Nitin Sethi** - Adani, **Piali Dasgupta** - Columbia Pacific Communities, **Prasun Kumar** - Justdial, **Praveen Rao** - SAP, **Puneet Kumar Vidyarthi** - CASE Construction Equipment, **Rahul Singh** - SAP, **Rahul Vengalil** - Everest, **Rajesh Jindal** - UI Path, **Rajiv Bakshi** - Zee Entertainment, **Sabyasachi Mitter** - Fulcro, **Saugata Bagchi** - Tata Communications, **Saurabh Bajaj** - Britannia Industries, **Shashank Srivastava** - Maruti, **Shirish Agarwal** - Panasonic, **Vishal Rupani** - TripperWifi

The logical extension of this effort is the **Sparkies awards** program to celebrate brilliant minds and the work. We thank our **evangelists & torchbearers** for this stupendous effort. **START A SUBMISSION TODAY.**

Kaushal Thakkar
Inf:digit



FREQUENTLY ASKED QUESTIONS



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About the awards

Who can enter?

The Sparkies Awards are open to everyone, whether you are an individual, agency, brand, or organisation producing effective digital advertising executions. If you want to be recognised for your craft and share your success story with the world, get involved today!

How much does it cost to enter?

Regular Entries

First entry - \$250
Three Entries - \$500

Rush Entries

First entry - \$300
Second entry - \$200

To get the additional entry & discounted prices, please ensure you enter all entries at once, and you need to get a payment confirmation id before starting the entry. Contact our ECHO Concierge for the same.

If you are a member of DMAasia / Brandmasters, you may be eligible for gratis or discounted entries. To get the discount code, get in touch with the team who can provide you with one.

What's the deadline for submitting entries?

Official deadline: August 31, 2022
Extended Deadline: On request, with a late fee. recall

When and how will we find out the results?

Sparkies award winners will be revealed during an awards ceremony in October 2022. We will announce all winners through social channels and our website, so make sure to follow us for the latest updates! Also, you receive an email notifying you of the results.

Nominations announced on our website and social channels:

Wednesday, October 04, 2022

Winners will be announced at the Awards Nite
Wednesday, October 12, 2022

Submitting your entries

How do I enter?

Entry forms and the entry process is simple. We even have a quick start guide for the same.

Can I save my entry and come back to it?

Yes! You can save your entries as you go and then fine-tune them up until the official entry deadline via your entry dashboard. Follow these steps to edit entries., follow these steps to edit your entries.

How do I pay?

You can pay via credit/debit/AMEX card on our payment portal at Townscript once your entries are in your basket. If you want to pay via bank transfer, additional charges apply. We do not send any physical invoices. The order id/payment screen is the final paid receipt. Payments must be received by the entry deadline to qualify for judging.

How do I edit my entry?

You will be able to edit your entries up until the deadline. To edit your entries, log on to your 'Dashboard' > Find your entry> click on the Edit button to start editing the entry.

Entry rules

Additional entry discount

You may enter as many categories as you like. Each entry will be treated as a separate entry, and payment will be made for each. Please note that you will only get the additional entry discount when you have booked the entries in bulk at the time of registration. There are no refunds in any situation whatsoever.

The eligibility period for entries

Our judges will evaluate your entry based on four characteristics of the Sparkie that are important to us, including strategy, Creativity, Implementation and effectiveness. Your work must be live to market within our judging period: April 2020- August 2022. Please ensure your entry is created between these dates.

DMA Code of Conduct

All entries submitted must be legal. Any entries containing offensive material will be disqualified. Any entry or entrant that has a complaint upheld against it will be automatically disqualified.

Our Judges.

The first names, their last word. The Sparkies Jury will judge all entries, who reserve the right to re-allocate entries that are entered in an incorrect category. They also reserve the right to remove categories where entries do not meet the standard for nomination. These entries will not be refunded as they will have been judged accordingly.



The judging process

How will my entry be judged?

Judges will objectively evaluate your entry against others in the class. The jury's job is to judge each entry based on the project categories and relevant criteria, looking for evidence of clear strategic thinking, creativity and innovation, tangible results and outcomes. After the panel has pre-judged finalists, judges will meet to discuss the entries and decide on award winners and commendations.

Will my entry be kept confidential?

Once the final deadline has passed, a judging panel of industry experts will view your submission and can see all of the material you've uploaded. You agree that we have permission to publish these materials in any form, including screen grabs or other reports generated from them.

Can I nominate myself/someone else to be a judge?

Do you have what it takes to be on our Judges panel? We're looking for creatives and marketers to join us, and your expertise will help ensure that the DMA Brandmasters Jury remains exceptional in the coming years.

Will we receive judges' feedback?

We appreciate your attention to detail and great feedback. We are not able to provide judges feedback on your entry, but feel free to get in touch with a member of our team if you would like a better understanding or more information regarding the judging process and how we decide on winners.



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Melange

How to become a member or annual subscriber?

The DMA Brandmasters program is open to Brand Side marketers, Advertising Agencies & Marketing ecosystem enablers. Get in touch with us to get a bespoke proposal and round-the-year benefits provided to our annual member subscribers.

How to submit the entry?

All entries have to be submitted on the awards portal at <https://www.judgify.me/dmasparkies22>. We do not accept entries in any other form. All supporting creatives/videos or PPT will need to be uploaded on the portal within the award entry form.

How to get awards gala admits?

DMA Brandmaster's annual subscribers, members of the jury and torchbearers are our privileged invitees. For non-member entrants & paid entries, one admits per winning entry will be provided. Entrants can purchase additional tickets online on the ticketing portal.