

Create like a human. Generate like AI.



 DEADLINE
30TH OCT

Sparkies
Awards 2023

02 THE BALANCING ACT



Dear human,

AI was supposed to replace you.
Last we checked, it was still waiting for your prompt.

And that's the point.

Creation takes place much before.
Somewhere in billions of firing synapses.
In the mind.

And we know how it should make one feel, act,
behave.

AI may learn everything- but it can't learn to feel.
Because you don't learn to feel. You just feel.

But don't reject it just yet.

For when creation turns into a production line,
it is your closest ally.

A foot soldier, the muscle, the hustler, your right
hand

Nothing bores it. It does your bidding.

Again.
And again.
And again.
Relentlessly.

While it churns,
You learn
To be better

The 2023 chapter of the Sparkies awards
recognises all those performing the balancing
act— between creation and generation.

On that note, a few words of advice, dear human.

Do what you do best: Create.
Let AI generate.

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AWARDS GALA

Recall 2022? The maiden Sparkies celebrated those who turned pandemic-induced chaos into 'Brave New Ideas', flourishing amidst adversity. Now, we're writing the next chapter.

The Sparkies 2023 recognizes the symphony between human ingenuity and AI brilliance, with new categories mirroring our evolving narrative.

Esteemed CMOs and Agency Leaders, Mumbai beckons. Be at the heart of an evening that's more than an awards ceremony. It's a testament to visionaries like you, who fuse passion with precision, emotion with efficiency. Showcasing work from the last 24 months, it's a tribute to those who blend human warmth with AI's cold logic.

Tip for the Visionaries: Start with AI's precision, culminate in human touch.

Join us in Mumbai for an unparalleled gala, resonating with innovation and acclaim. Step into tomorrow, tonight.

02 ABOUT SPARKIES

Embracing the Symphony of AI, UI/UX, and Video. For those poised on the frontier of innovation, seeking recognition for their creations, you've stepped onto the right stage.

05 WIN A COVETED AWARD

Fuelled by DMA Brandmasters. For those who merge human intuition with algorithmic precision, this is your moment in the digital sun.

06 CATEGORIES

Your arenas of brilliance await. Showcase your unparalleled work spanning AI, UI/UX, Video, Email, Chatbots & beyond.

13 ENTRY & JUDGING

The spotlight's on distinct criteria. Results undoubtedly reign supreme. Embark on crafting those compelling entries. Should you seek efficiency, don't hesitate to get an AI nudge, but let your human touch shine through.

14 EVANGELISTS

Meet the industry stalwarts, our discerning jury. They blend human intuition with AI insights. Because while AI can suggest, it takes a human spirit to recognize and celebrate the exceptional.

16 FAQ

In a world where the balance of human creativity and AI execution is paramount, every detail matters. Here's everything you need to know.

PUSHING THE ENVELOPE: FROM ALGORITHMIC INSIGHTS TO INTUITIVE AI.

Just a year back, whispers of AI's dominance spread like wildfire. Many predicted it as the end of human dominance in the workspace. Flash to now, we've seamlessly integrated AI into our professional lives, embracing stalwarts like ChatGPT and MidJourney as if they've always been among us. Against this evolving canvas, the Sparkies Awards 2023 rise, highlighting the visionaries who've skillfully morphed AI from a perceived adversary into an invaluable partner.

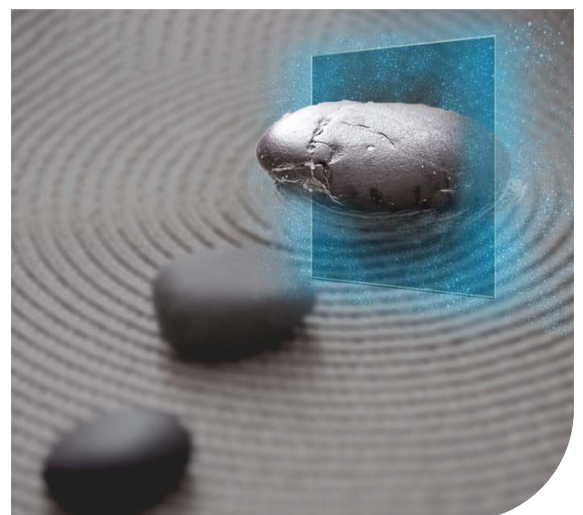
These vanguards didn't just adapt; they flourished, weaving AI into every marketing nuance: from storytelling to product messaging. Their work, a testimony to understanding the pulse of consumers amidst the AI renaissance. Their adeptness paints a portrait of AI as a catalyst for positive evolution. Acknowledging brands' pivotal role in this transformative era, they've melded empathy with innovation, proving that even in a world awash with data and uncertainties, brands can beacon with clarity.

Today, with the media's ever-growing expanse, brands are under the microscope. Every gesture magnified. The Sparkies lauds those who've risen to the occasion, spotlighting their unwavering commitment to harnessing AI's vast horizons. In this brave new world, they aren't just leaders; they're the torchbearers, the visionaries, and the paragons. The Sparkies is a testament to their brilliance, echoing that with creativity, tenacity, and AI as our compass, we're trailblazing towards a luminous future in marketing.



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**.

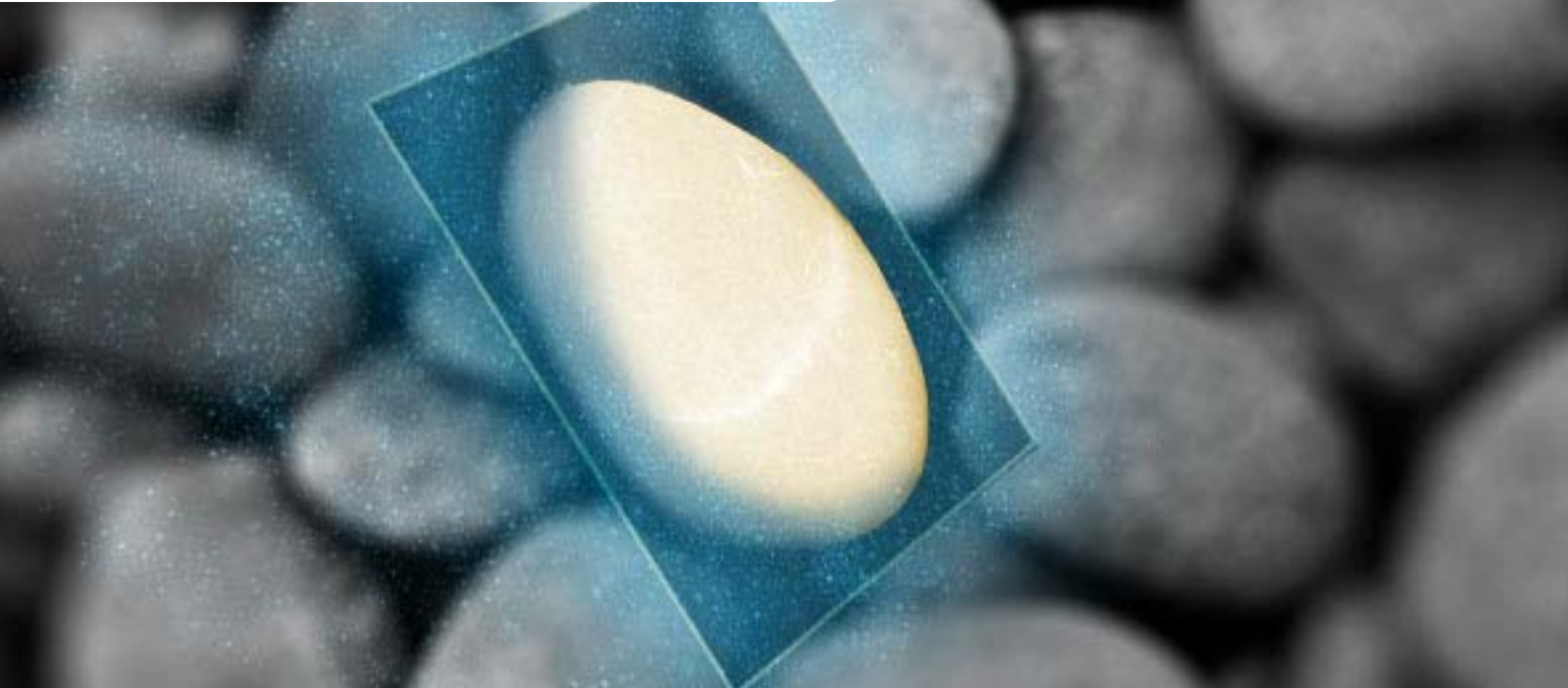


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CELEBRATING THE HUMAN-AI SYNERGY

Saluting the ingenious marketers who've beautifully bridged the realms of human creativity and AI prowess. Charting new terrains for their teams with real-time insights into evolving consumer behaviours and desires. Introducing to the market avant-garde offerings that perfectly align with contemporary consumer preferences. Crafting communications that are not just tailored to channels or consumers but are rooted in authenticity, thereby strengthening trust and amplifying the brand's humane resonance. Transforming challenges into catalysts for groundbreaking marketing feats.

The Sparkies Awards 2023 beckons - calling upon individual brand visionaries, dynamic agencies, and expansive network giants. If you've seamlessly merged human touch with AI brilliance, it's your time to shine. We invite brands and agencies nationwide to present their most exceptional efforts from the previous year, ready to be appraised by the luminaries of the marketing realm.



OUR PAST CHAIRPERSONS

"Sparkies champions entities that are informed, triumphant, and groundbreaking in their fusion of organic search, interactivity, and AI-driven digital prowess. This gala event spotlights unparalleled skill, zeal, innovation, and vision, setting a benchmark for brand marketers globally."



Girish Buddhiraja



Sumeet Singh

06 AWARD CATEGORIES

GROUP A- EMAIL MARKETING

Best Transactional Email Campaign

Recognizing campaigns that artfully employ emails as a robust instrument to supercharge customer engagement. Those emails that don't just confirm transactions but amplify relationships, boosting revenue and turning every interaction into an opportunity.

Best Promotional Email Campaign

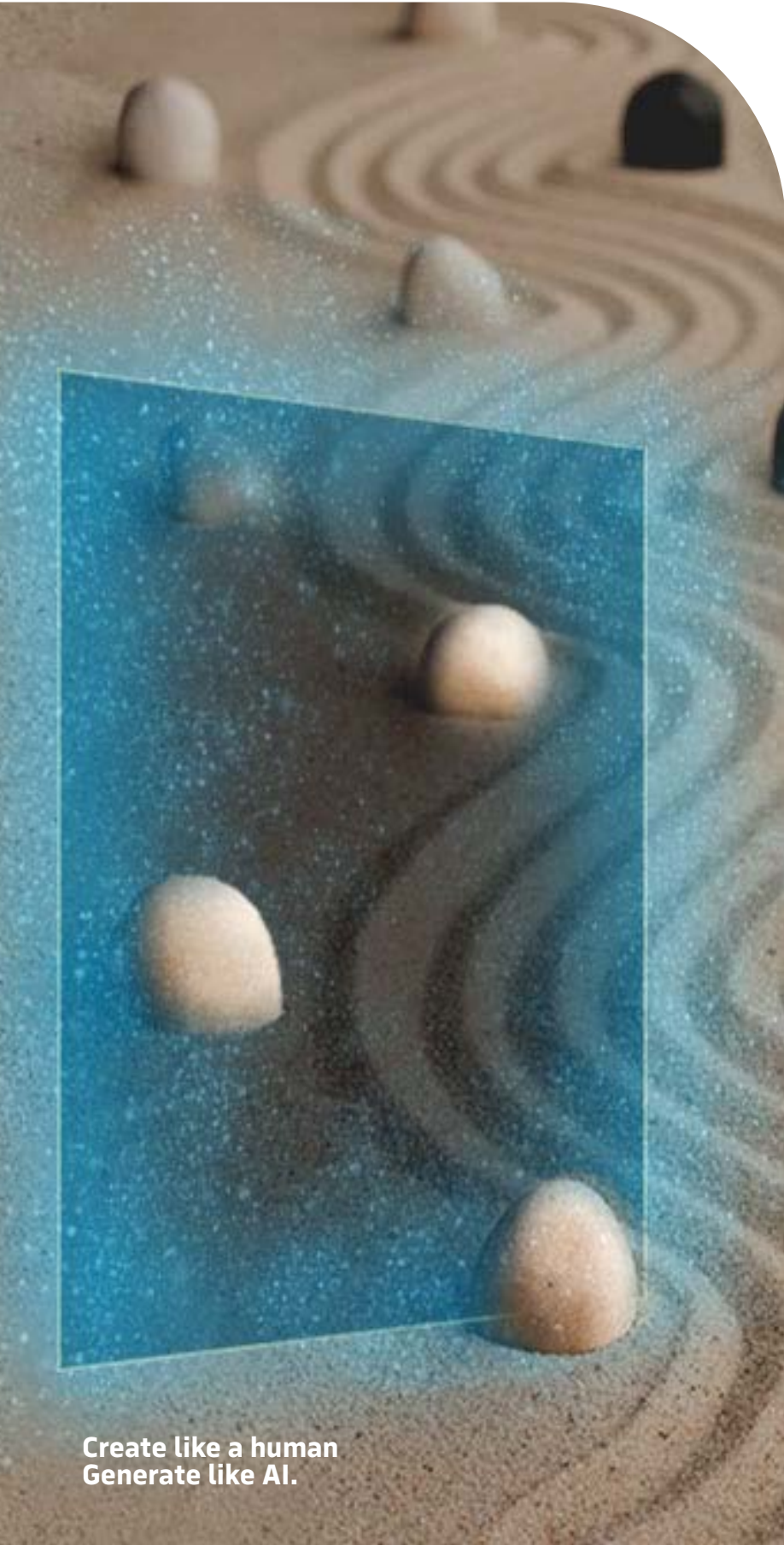
Celebrating masterfully crafted promotional emails, ones that don't just inform, but inspire action. We're looking for campaigns that artfully marry content with design, driving revenue, reinforcing brand love, and turning subscribers into brand advocates.

Best Email for Brand Awareness

Honoring the magicians who craft emails that make brands unforgettable. This is about spotlighting campaigns that not only elevate brand perception but ensure it's the first one customers think of in a crowded marketplace.

Best Product Announcement

For those emails that go beyond mere announcements — the ones that build palpable excitement, causing industry chatter and setting the stage for a successful product launch.

A photograph of a zen garden with smooth, light-colored stones arranged in a pattern on a bed of sand. A blue rectangular frame is overlaid on the image, highlighting a specific area. The background is a soft, out-of-focus view of the garden.

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GROUP B- CHATBOTS & INSTANT MESSAGING (IM)

Best Chatbot for Brand Awareness

This is where innovation meets brand storytelling. We're on the hunt for chatbots that are not just functional but become brand ambassadors, weaving a brand's narrative into every interaction.

Best Chatbot for Customer Engagement

Spotlighting those intuitive chatbots, the ones that don't just answer but converse, making every user feel seen, heard, and valued. The seamless fusion of technology and human touch.

Best Chatbot for E-commerce

For those who've transformed the e-commerce journey with chatbots. From precise product recommendations to flawless transaction processes, these chatbots make online shopping not just easy but delightful.

Best Chatbot for Lead Generation

Rewarding the maestros behind chatbots that don't wait but initiate—chatbots that identify potential, engage, and nurture, turning casual conversations into promising business leads.

GROUP C- SMS MARKETING

Best Innovative SMS Use

Beyond 160 characters, these SMS campaigns encapsulate storytelling and engagement, forging stronger customer connections and setting new benchmarks in SMS creativity.

Best SMS for Transactional Messages

Commending SMS campaigns that have metamorphosed transactional notifications into relationship-building tools, driving both engagement and action.

Best SMS Marketing Campaign

Honoring the power of succinct messaging; we're looking for SMS campaigns that, with brevity, have triggered actions, emotions, and commendable business results.



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GROUP D- SEO OPTIMIZATION

Best Organic Search

User Growth: Recognizing those maestros of organic SEO who weave strategies that magnetically pull in audiences, amplifying user bases, and asserting digital dominance.

Best Organic Search - Conversion

For those SEO alchemists who've transformed clicks into conversions, driving not just traffic but tangible results, all while showcasing impressive ROI.

Best New Age Organic Search

The digital realm is vast, and this category is for those who've ventured beyond websites. Be it YouTube, App Store, Amazon, or voice-based platforms, we're looking for campaigns that have unlocked new territories of organic growth.



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GROUP E- VIDEO & FILMS

Best Digital Film

Honoring those digital epics that have not just advertised but entertained, creating a memorable nexus between audiences and brands.

Best Corporate Film

Recognizing films that eloquently articulate a company's soul, weaving together values, visions, and missions into cinematic masterpieces.

Best Explainer Video

For the maestros who have the art of simplifying the complex, turning intricate concepts into digestible and delightful visual narratives.

Best Product Video for Amazon

Celebrating the brilliance of showcasing products on Amazon in ways that resonate, engage, and convert viewers into customers.



GROUP F- WEBSITE UI/UX DESIGN

Best Landing Page Design

To the crafters of digital first impressions, pages that capture attention and drive action, marrying aesthetics with analytics. Best E-commerce UI/UX: Saluting those digital architects who've created more than just online stores - they've built experiences, guiding users seamlessly from browsing to buying.

Best B2B Website Design

Recognizing the maestros behind platforms that cater to businesses with finesse, ensuring navigation, information, and conversion pathways are in harmonious sync.

Best Corporate Website Design

To the digital storytellers who weave brand narratives into every pixel, ensuring visitors leave with a lasting brand impression.

Best Product Page Design

Celebrating the spaces where products shine, where meticulous design meets compelling content, driving interest, and inducing purchase.

GROUP G- ARTIFICIAL INTELLIGENCE IN MARKETING

Best AI-Powered Marketing Strategy

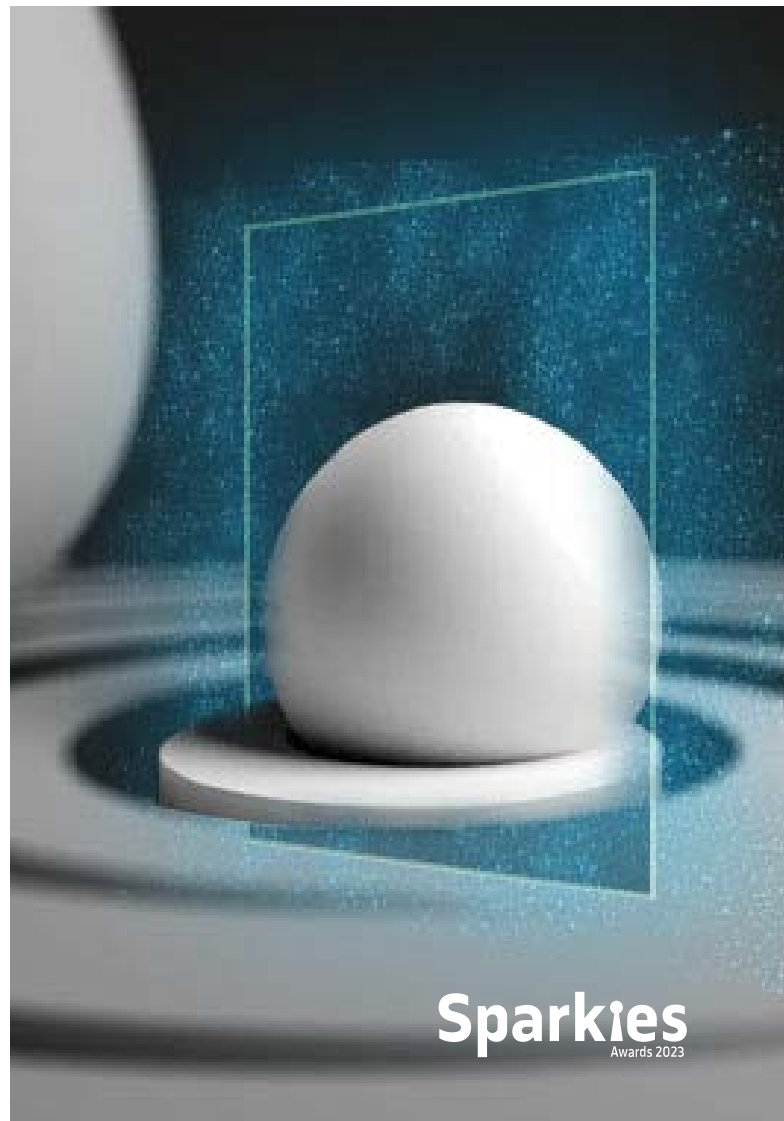
This category seeks to honor those groundbreaking campaigns where AI isn't just a tool—it's the maestro. Whether it's through predictive analytics, personalization algorithms, or adaptive content, this award celebrates campaigns that showcase a deep integration of AI to bolster marketing efforts, reaching audiences with precision and relevance like never before.

Best AI-Driven Creative Content

Recognizing the alchemists who've merged machine intelligence with human creativity. This category is for campaigns where AI has played a pivotal role in content creation, be it through dynamic content optimization, AI-generated visuals, or narratives that adapt in real-time based on user interactions. A salute to the perfect harmony between algorithms and imagination.

Best AI-Enhanced Customer Experience

Celebrating the brands that have employed AI to revolutionize the customer journey. From chatbots that understand nuances to recommendation systems that anticipate needs, or virtual try-ons that defy reality, this category is about harnessing the power of AI to create memorable, seamless, and intuitive customer experiences that redefine engagements.



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KEY DATES

Eligibility Period

Campaigns created or work done and results tabulated between
1st Apr 2021 to 30th Oct 2023

Submissions

Deadline : **30th Oct, 2023**
Extended Deadline : **15th Nov, 2023**

Judging

Online Round 1

8th-9th December 2023

Online Round 2

10th-11th December 2023

Shortlist Announced

12th December 2023

Grand Jury Meet

13th December 2023

Awards Nite

19th December 2023, Mumbai

FEES

Non Members & Entrants

- USD250/INR 20,000 per entry for single entries
- USD 500 / INR 40,000 for the same campaign in 3 categories
- USD2500 / 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 2023.
- For ECHO Jurors & Program Council Members of 2023
- For DMA Annual Subscribers & Members.
- For playbook torchbearers & contributors.
- For the Conversational Marketing & SEO Studies.

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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



TIPS



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.



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ENTRIES & JUDGING

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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).



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 & Infigit** to enable marketers to have knowledge, ability and confidence to succeed at **Chatbots, Email marketing, SEO** and more in the future.



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Prasad Pimpale



Shetanshu Dikshit



Dr Anirban Ghosh



Pooja Sahgal



Ronak Sheth



Krishna Rao Buddha



Pinaki Chakraborty



Samyukta Iyer



Kaushik Chakraborty



Ritu Mittal



Manan Bajoria



Shrishali Deshnur

FREQUENTLY ASKED QUESTIONS

ABOUT THE AWARDS

Who's eligible to participate?

The Sparkies Awards welcome everyone — from individuals to brands, agencies, and organisations dabbling in impactful digital advertising. If you're eager to flaunt your prowess and narrate your triumphs, join us!

What's the cost for submissions?

Regular Entries:

Initial Entry: \$250

Three Entries Bundle: \$500

Rush Entries:

Initial Entry: \$300

Subsequent Entry: \$200

For bundled entry pricing, submit all entries together. Ensure you've received your payment confirmation ID before initiating entries. For assistance, reach out to our ECHO Helpdesk.

Members of DMAasia/Brandmasters might qualify for complimentary or reduced-fee submissions. For your exclusive discount code, connect with our team.

Is there a submission deadline?

Primary Deadline: **October 30th, 2023**

Extended Deadline: **November 15th, 2023**

When and how do we get notified about the outcomes?

The Sparkies Award victors will be unveiled at an award function in December 2023. Stay updated by following our social media channels and website. Additionally, an email notification will be dispatched with the results.

Key Dates:

Nominee Announcement: **December 12th, 2023**

Award Night & Winner Declaration: **December 19th, 2023**



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SUBMISSION GUIDELINES

Discount on Multiple Entries

You're free to participate in multiple categories. Each submission is independent, requiring separate payment. Remember, bulk booking at registration guarantees you a discount on multiple entries. All sales are final – no refunds are issued under any circumstances.

Eligibility Period

Entries will be assessed on strategy, creativity, execution, and effectiveness as per the Sparkie criteria. Submissions should reflect work active between April 2021 and August 2023. Ensure your entry falls within this window.

DMA Code of Conduct

All submissions must adhere to legal and ethical standards. Entries with inappropriate content will face disqualification. Any entry with a valid complaint against it will also be disqualified.

Our Judging Panel

Their first names carry weight, but their final word is decisive. The Sparkies Jury holds the right to reassign entries placed in incorrect categories or remove categories if the standard for nominations isn't met. Entries that don't progress to the nomination phase aren't eligible for refunds, as they've already undergone evaluation.

HOW TO SUBMIT YOUR ENTRIES

How do I participate?

Submitting is straightforward. We've even provided a handy quick-start guide for smoother navigation.

Can I revisit my entry later?

Absolutely! Save your progress and make revisions until the final submission date using your entry dashboard. For modifications, simply follow the provided editing instructions.

How do I handle payments?

Payments can be made via credit/debit/AMEX through our Townscript portal once you've added entries to your cart. If you opt for bank transfers, bear in mind that extra fees may apply. We don't issue physical invoices; the payment screen with your order ID acts as your receipt. Ensure payments are completed by the submission deadline to ensure your entry is considered.

Need to tweak your entry?

Editing can be done anytime before the submission deadline. Simply log in, navigate to your dashboard, locate your entry, and click the 'Edit' button.



UNDERSTANDING THE JUDGING PROCESS

How is my entry assessed?

Entries undergo meticulous evaluation by the jury, pitted against peer submissions in the same category. The assessment focuses on strategic direction, creativity, innovation, and tangible results. Post the initial assessment, the jury convenes to discuss and finalize award recipients and commendations.

Is my submission secure?

After the final submission date, our panel of industry veterans will review your entry and all uploaded materials. By submitting, you grant us the right to publish and display your materials, including generated screen grabs and reports.

Fancy a spot on the jury?

Think you've got the chops to be on our Judges' panel? We're on the lookout for innovative creatives and marketers. Your expertise will further enrich the legacy of the DMA Brandmasters Jury.

Can we access judges' insights?

While we value the essence of constructive feedback, we are unable to provide specific remarks from our judges. However, you can always reach out to our team if you seek clarity about the evaluation process and decision-making criteria.



EMBRACING INNOVATIVE IDEAS! MELANGE

Interested in membership or an annual subscription?

The DMA Brandmasters platform welcomes Brand Marketers, Ad Agencies, and Marketing catalysts. Reach out to discuss tailored proposals and the array of benefits awaiting our year-round subscribers.

How do I make my entry submission?

Please submit all entries via our awards portal at <https://www.judgify.me/dmasparkies23>. Note: We strictly accept entries only through this portal. Ensure all supportive media, videos, or presentations are uploaded within the award submission form.

How can I secure my spot at the awards gala?

DMA Brandmaster's yearly subscribers, jury members, and torchbearers enjoy exclusive invites. For non-members and those with paid entries, we provide one admission per winning submission. Additional tickets can be acquired via our online ticketing portal.

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