

THE  
**selligent**  
AWARDS '18 AMERICA

# SUBMISSION FORM

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2018

## ABOUT THE AWARDS

The Selligent Awards, organized by Selligent, are designed to recognize marketing programs based on the creative and efficient use of Selligent's solutions.

All partners and clients are eligible to submit cases based on their use of the Selligent solution. To participate in the 2018 edition of the Selligent Awards, **please submit your case by filling in the form below and emailing it back to us by December 15th.**

Winners will be selected by our panel of third-party judges. Winners will be announced on February 8th at the Awards Gala taking place during Selligent's Consumer-First Summit.

## ELIGIBILITY REQUIREMENTS

To participate in the 2018 edition of the Selligent Awards, please submit your case by filling in the form below and emailing it to [selligentawards@selligent.com](mailto:selligentawards@selligent.com) by December 15th. Only submissions from current Selligent clients and partners are eligible.

To be considered, case submissions must focus on digital marketing programs or campaigns that have been active in the past calendar year, are deployed primarily using Selligent's platform and/or involve Selligent's Marketing Services support. All submitted cases will be evaluated by a panel of experts who will nominate the best projects for an award.

## AWARD CRITERIA

To properly be evaluated, all submissions should:

- Demonstrate how innovative marketing strategies and/or tactics were used to achieve a specific business goal.
- Clearly describe the business goal of the initiative and show how success was achieved with quantifiable, measureable results.
- Include relevant images and attachments to strengthen and illustrate your submission.

## PUBLICATION & DISTRIBUTION RIGHTS

By submitting an awards application, the client, or the agency submitting on behalf of their client, acknowledges that Selligent has the right to publish and distribute the award submission materials in whole or in part (including all the case study information contained within the awards submission form, plus the attached photos, graphics and/or text documents), an unlimited number of times, on any media, now and in perpetuity.

Additionally, agencies submitting on behalf of a client or brand acknowledge the client or brand's consent and approval to submit their case.

The Awards Ceremony will take place on February 8, 2018, at the Consumer-First Summit in Austin, Texas.

**We look forward to reviewing your submission and wish you the best of luck.**



## SUBMISSION DIRECTIONS

- Please fill out the form completely, answering each question with as much detail and clarity as possible. Supporting images and documents are highly recommended, as they strengthen the submission with valuable context.
- You can submit as many cases as you like, however, please be aware that a completed submission form is required for each case.
- Please email your completed submission form, along with all relevant supporting documents, to [selligentawards@selligent.com](mailto:selligentawards@selligent.com), with the subject line **[Company Name] Selligent Awards – America Submission 2018**. THE FIRST 10 to submit will receive a unique gift from Selligent in gratitude for early participation.

## JUDGING SUBMISSIONS

All submitted cases will be evaluated by a panel of marketing experts who will bestow the awards for top campaigns that demonstrate best-in-class strategy, innovation, creative, execution, and performance.

If you have any questions regarding your award submission(s), please contact your Selligent relationship manager, or Kat Berman at [kat.berman@selligent.com](mailto:kat.berman@selligent.com).

Awards Submission Deadline  
**December 15, 2017**



Awards Ceremony  
**February 8, 2018**



**APPLY NOW**

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Submission form

# APPLICATION

Submitting Agency\*

Company\*\*

Name of Contact

Job Title

Email

Phone

Name of the campaign

Time period for the campaign

Type of Marketing Campaign (e.g. Lead generation/Acquisition, Branding, Omnichannel, Data-Driven, CRM, Automation, Mobile, Social,...)

Attach a high-resolution PNG or JPEG of your company logo. Agencies, attach a logo for your company and your client's company.

Provide the full names and titles of all the contributors to the success of the initiative. All listed employees will be included as award recipients.

\*

The submitting agency refers to the organization submitting the entry on behalf of a client or brand. If you are an agency or service provider submitting on behalf of a brand or client, please include your name as the submitting agency.

\*\*

Company refers to the company or primary brand featured in the case study.

# DETAILED DESCRIPTION OF THE CASE

Please provide detailed answers to the questions below.

## 1. YOUR BRAND

Description of your brand/company.

## 2. SELECT THE MARKETING CHANNELS AND/OR MEDIA USED IN THE CAMPAIGN. CHECK ALL THAT APPLY.

Direct Mail

Display

Email

Push

SMS

Social Media

Web

Video

Offline, please specify:

Other(s):

## 3. THE BUSINESS GOAL (50 WORDS MINIMUM)

In approximately 300 words, clearly state the business goal that prompted the creation of your campaign. Include specific performance objectives your company was seeking to achieve.

#### **4. THE CHALLENGE (75 WORDS MINIMUM)**

In approximately 300 words, clearly describe the business challenge you were addressing or solving for.

## 5. THE APPROACH & SOLUTION (250 WORDS MINIMUM)

In approximately 300 words, clearly describe the process your company went through to identify and select the best course of action to achieve your business goal. What strategies and steps did your company take to solve or address the challenge?



## 6. THE RESULTS

Provide quantifiable, measurable results to demonstrate how success was achieved. Clear metrics related to engagement, reach, performance lift, conversions, etc., will strengthen your submission.

## 7. ANYTHING ELSE?

Is there anything more you want to point out to help us understand why your campaign was unique, innovative, and successful?

## 8. PROVIDE SUPPORTING IMAGES/DOCUMENTS

Please attach relevant images/documents to strengthen and illustrate your submission.

Only include assets that support the case study

Submit those that clearly show the initiative at work or illustrate results

## KEY COMPONENTS

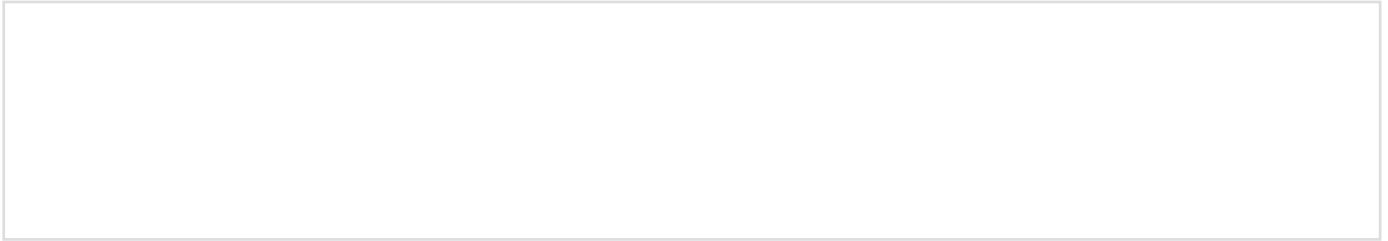
Please indicate all components that were critical to your campaign's success and briefly describe how they were leveraged?

Lifecycle/Automation

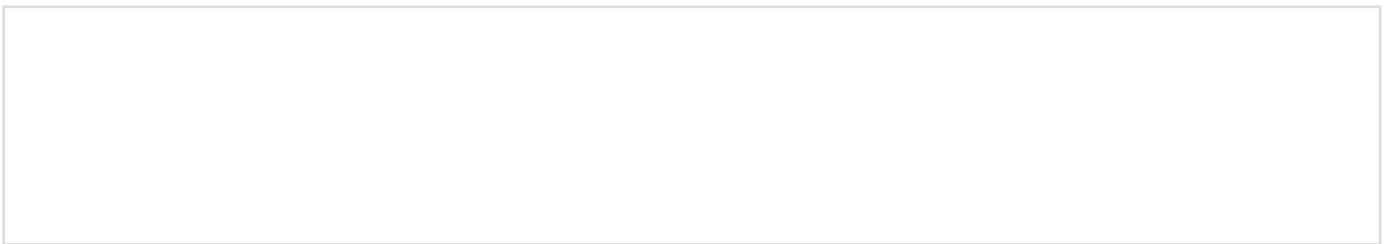
Personalization/Dynamic Content

Online behavioral data/re-targeting

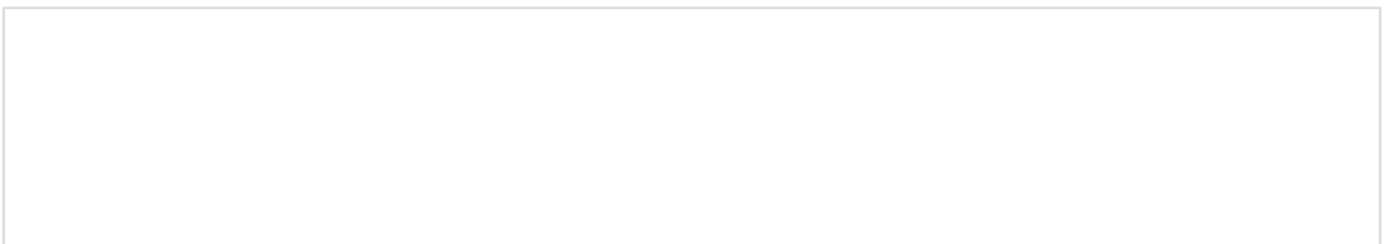
Live content/Open time Personalization



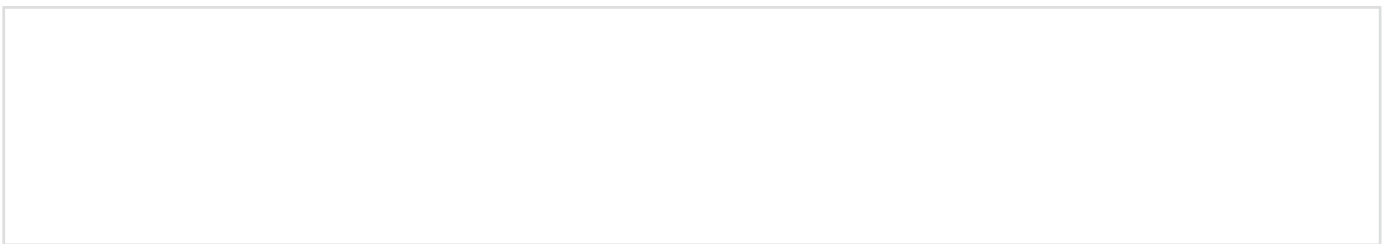
Forms/Surveys/Landing Page



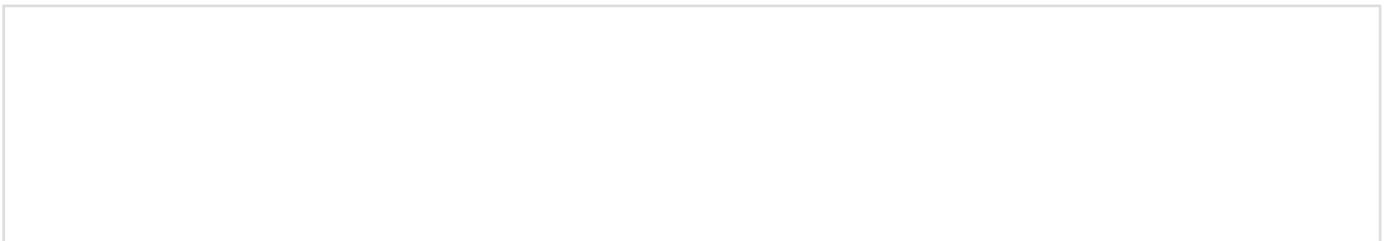
Social/Referral/Viral



Mobile Push or SMS



3rd party integrations (e-commerce, CRM, recommendation engines, web analytics, etc)



# WORKING WITH SELLIGENT

## PRODUCT FEEDBACK

What did you like most about working with the Selligent platform? What features of the Selligent platform were most helpful in achieving success with your campaign? How would you rate our products? Provide any feedback you would like to share:

## TEAM FEEDBACK

How was your experience working with the Selligent team? How did they support your campaign efforts? Do you have any particular stories you would like to share about your partnership with Selligent? Or any feedback you would like to give?

## OTHER FEEDBACK

# SELLIGENT AWARDS TERMS & CONDITIONS

## SUBMISSION GUIDELINES

By submitting an application, the client warrants and represents that the submission: (a) does not infringe upon the copyrights, trademark rights, rights of privacy, publicity or other intellectual property or other rights of any person or entity; (b) that the client has obtained permission from any person or entity whose name or likeness is included in the submission and (c) that publication of the submission via various media including web posting will not infringe on the rights of any third party. Any such client will indemnify and hold harmless Selligent from any claims, suits, losses damages and expenses (including reasonable attorneys' fees) that arise from claims to the contrary or any breach of these Terms & Conditions. Any client whose submission includes likenesses of third parties or contains elements not owned by the client (such as, but not limited to, trademarks or logos) must be able to provide documentation and releases proving their right to use such materials in a form satisfactory to Selligent upon request.

## CONDITIONS OF SUBMISSION

By submitting an awards application, the client acknowledges that Selligent has the right to publish and distribute the award submission materials in whole or in part (including all the case study information contained within the awards submission form, plus the attached photos, graphics and/or text documents), an unlimited number of times, on any media, now and in perpetuity. Clients hereby acknowledge that Selligent is free to disclose the ideas contained in the submission to anyone without any compensation to the submitter. Selligent reserves the right to waive the conditions set forth herein at its reasonable discretion.

## LIMITATION OF LIABILITY

Selligent and its employees assume no responsibility for incorrect or inaccurate information included in a submission, whether the result of submitter error or any technical or human error that may occur in the processing of the awards applications. All interpretations of these Terms & Conditions and the decisions of Selligent are final. As a condition of entering an Selligent Awards submission, clients agree to release Selligent from any and all liability, loss or damage incurred with respect to the awarding, receipt, possession, and/or use or misuse of any award and from use of the submission in any manner.





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