



SPIIDERS

3 MARCH | 2023

CATEGORY CRITERIA
& DESCRIPTIONS

thespiders.ie

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Submission Platform - User Guide

Step 1 - Login

Welcome to user guide, we will help you to successfully create an account and submit an entry for The Spider Awards 2022.

The first step is to Create your account using this link:

<https://thespiderawards.secure-platform.com/a/solicitations/1/home>

In your Inbox you will find an email with the subject “Welcome to The Spider Awards System” with your login information.

The Spider Awards 2022

Company Name *

Agency Name

(if entering on the behalf of client)

Step 2 - Registration Form

Now you can start to submit your first entry completing the Registration form.

Step 3 - Payment Information

Now you can start to complete the Entry Payment information, please include the Email address for invoicing purposes.

Step 4 - Submission Form

Now you can complete the Submission Form, please make sure to select the Category first. Please note that all the Submission forms will be accessible for any edits until the final Deadline.

Step 5 - Payment

Save your Entry, click the “Add to cart” button and proceed with the credit card payment.

After your payment has been confirmed you will receive a confirmation email and we will send you an Invoice.

We are accepting credit card payments with MasterCard, Visa, American Express and Discover. The price for an Entry is 100 Euro + VAT.





Total Amount Due: €100.00

☒ Pay by Credit Card


Billing Information

Enter your payment details below.

Cards Accepted

Credit Card *

 Secure

First Name
 Last Name

Numero carta
 MM / AA CVC

Card

Billing Address *

Street Address

City
 State / Province / Region

Select
 ▼

Postal / Zip Code
 Country

Back

Process

Step 6 - Add another Submission

Now you can submit another Entry if you wish, to copy the same entry simply click on “I want to submit this Submission to another Category” at the bottom of the page. Then Save and return to your “My Application” section and select “Review and Checkout” where you will find the function “Copy Application” or simply “Make another Submission”.

Supporting Documentation

Choose File
No file chosen

Agency Logo
 (if applying on behalf of a client)

Choose File
No file chosen

☐ I want to submit this Submission to another Category

Step 7 - Copy Application

Then Save and return to your “My Application” section and select “Review and Checkout” where you will find the function “Copy Application” or simply “Make another Submission”.

Review and Checkout

Title	Category	#	Cost	Details	Action
Catalyst Media Group	Best App	008	€100.00	Entry Submission payment	Select Copy Application Remove

Total: €100.00

Make Another Submission

Print All Applications

Checkout

FAQ's

Who can submit an Entry for The Spider Awards?

Companies, agencies and individuals based in Ireland can enter the 2022 Spider Awards.

What is the cost for an Entry?

Single entry – €100 + 23% VAT

4 for 5 entries – €400 + 23% VAT

Charities can enter free of charge, please contact a member of the team to avail of this offer.

Please note these prices do not include the cost to attend the awards.

What are The Spider Awards' categories?

Please find the full list of categories [here](#).


When will the Judges start to evaluate the Entries?

The judging commences November 2022 regardless of any extensions given.

What are the social media platforms of The Spider Awards?

 **LinkedIn:** The Spider Awards

 **Facebook:** The Spiders

 **Twitter:** @spiderawards

 **Instagram:** @spider.awards

How can I get support?

To schedule a call or simply ask support with a member of our awards team email:

chiara@thespiders.ie.

2022 Categories & Descriptions

Digital Excellence Awards

Best Website

This category recognizes best-in-class website design. Our judges are looking for websites that deliver results through creative design and seamless user experience. Entries should highlight how the website has succeeded in the overall business objective, namely revenue generation or customer engagement. There will be a special focus on design, user interface & interaction, usability, layout, functionality, and intuitiveness.

Objectives (350 words max)

- Overview of the project.
- Digital Platforms

Strategy (300 words max)

- Methodology in defining project specification
- Knowledge and understanding of intended user base
- The process used to gather, analyse and test user feedback.
- Consideration is given to appropriate copywriting and tone of voice

UI Design (300 words max)

- Exemplary use of Photography / Video / Iconography / Illustration/ Typography / Colour
- Design that is easy to navigate and consistent with the defined project objectives
- Consideration given to specific user needs across all channels and devices
- Best practice in accessibility and user-focussed design

Innovation & Technology (350 words max)

- The use and application of the latest UI design and prototyping tools.
- Exceptional front-end development
- Integration of third party CRM, Commerce and analytics technologies
- Backend management systems tailored to client use

Implementation & Results (350 words max)

- Speed, performance and response times
- Seamless user experience

Best in E-commerce

This category will recognise an E-commerce company who is maximising digital to drive business results. A company who looks after their customers across all digital channels and has consistent delivery of service and engagement. Enhanced digital offerings that ensure delivery of new customers and consistent retention of existing customers. Our judges are looking for companies that are delivering best in class customer experience by harnessing the power of digital.

Objectives (350 words max)

- Overview of the project.
- Digital Platforms

Strategy (300 words max)

- Methodology in defining project specification
- Knowledge and understanding of intended user base
- The process used to gather, analyse and test user feedback.
- Consideration is given to appropriate copywriting and tone of voice

UI Design (300 words max)

- Exemplary use of Photography / Video / Iconography / Illustration/ Typography / Colour
- Design that is easy to navigate and consistent with the defined project objectives
- Consideration given to specific user needs across all channels and devices
- Best practice in accessibility and user-focussed design

Innovation & Technology (350 words max)

- The use and application of the latest UI design and prototyping tools.
- Exceptional front-end development
- Integration of third party CRM, Commerce and analytics technologies
- Backend management systems tailored to client use

Implementation & Results (350 words max)

- Speed, performance and response times
- Seamless user experience

Digital for Good Award

This category recognises charities and not for profit organisations that drive digital excellence throughout their website, social media platforms, projects or services. The category is open to local and national government, emergency services and not-for-profit bodies from across Ireland. Our judges are looking for companies that are delivering best in class customer experience by harnessing the power of digital.

Objectives (350 words max)

- Overview of the project.
- Digital Platforms

Strategy (300 words max)

- Methodology in defining project specification
- Knowledge and understanding of intended user base
- The process used to gather, analyse and test user feedback.
- Consideration is given to appropriate copywriting and tone of voice

UI Design (300 words max)

- Exemplary use of Photography / Video / Iconography / Illustration/ Typography / Colour
- Design that is easy to navigate and consistent with the defined project objectives
- Consideration given to specific user needs across all channels and devices
- Best practice in accessibility and user-focussed design

Innovation & Technology (350 words max)

- The use and application of the latest UI design and prototyping tools.
- Exceptional front-end development
- Integration of third party CRM, Commerce and analytics technologies
- Backend management systems tailored to client use

Implementation & Results (350 words max)

- Speed, performance and response times
- Seamless user experience

Large Agency of the Year

This category recognises an agency with more than 10 employees offering their clients a specific or range of digital services. The judges will be looking for digital strategy across a number of campaigns carried out within the last 12 months with a major emphasis on creativity, development, delivery and client experience.

Agency background (350 words max)

- Agency headquarters
- Year of establishment
- Number of employees
- List of clients
- What's unique about your agency?

Thought Leadership (300 words max)

- Please describe the ways in which your agency has helped to improve its business or serve as an example for the agency business.
- Examples might include innovative compensation agreements, creative or technological innovation, the development of new revenue streams, or new and effective approaches to managing or acquiring talent.

WOW Factor (300 words max)

- What sets your agency apart from others in terms of the design of campaigns and ethos

Implementation & Results (350 words max)

- Key market-leading campaigns
- New business wins
- Details of existing accounts and clients retained during the eligibility period
- Industry contributions

Best App

This category recognises developers who can showcase their innovation for building first-class apps. There will be a special focus on user interface & interaction, usability, design & layout, functionality, audience size and intuitiveness. All mobile platforms will be accepted and considered. Wearables and virtual reality apps are also encouraged to enter.

Objectives (350 words max)

- App Overview
- Target audience
- Personalisation
- Budget

Strategy (300 words max)

- Creativity and use of novel concepts and techniques to differentiate it from its peers
- Methods to reach initial audiences
- Customer benefits
- Security

Design (300 words max)

- UI - User Interface
- Functionality – How easy it is to use and navigate the app.
- Interactive design - How creative and visually pleasing is the app
- Communication of brand/company message
- Agility - Future proof and updates.

Innovation & Technology (350 words max)

- Originality
- Use of new technology
- Adaptation of existing or new technologies

Implementation & Results (350 words max)

- Productivity - how well does the app serve its purpose
- Loading time and high performance
- Platforms App Available
- App Downloads
- Performance and results against objectives and strategy
- ROI

Best use of Disruptive technology

This category recognises organisations ability to leverage emerging technologies such as (but not limited to) Cloud, IoT, 5G, Big Data, Automation, AI, Blockchain, AR, VR to enhance the customer experience or improve their organisation. Judges will review applications of disruptive technologies that have had an impact, including machine learning powered chatbots or personal assistants and models that integrate big data to predict outcomes or make intelligent recommendations.

Objectives (350 words max)

- Business need being filled
- Technical solution overview
- How the use of disruptive technology improves business functions / marketing objectives

Strategy (300 words max)

- Implementation of disruptive technology
- Roadblocks and solutions
- Security

Design (300 words max)

- Use of best practice as lean, design thinking, agile, testing etc.
- Ensuring a smooth rollout such as providing support to users.
- Managing and/or reengineering existing processes to accommodate the new technology.

Innovation & Technology (350 words max)

- Ability to manage legacy and new technologies cohesively together.
- Combined emerging technologies to produce a measured impact.
- Using technology as an enabler of the strategy.

Implementation & Results (350 words max)

- Results from successful implementation of disruptive technology
- Internal Integration
- Return on Investment
- Improved user experience
- Training Implementation

Best in Social Media

This category recognises social media campaigns that utilise one or more social media channels to promote and build an organisation's brand and community. Our judges are looking for an engaging, innovative and compelling social media campaign that includes creative use of video, content and excellent communications.

Overview (350 words max)

- Objective
- Audience
- KPIs across all channels

Strategy (300 words max)

- Planning
- Budget
- Use of analytics

Innovation & Technology (350 words max)

- Creativity
- Use of new or emerging technologies

WOW Factor (300 words max)

- What sets this apart from other social media campaigns

Implementation & Results (350 words max)

- Performance results against objectives and strategy
- Reach Paid and Unpaid (Views, Impressions, Awareness, Recall etc)
- Engagement
- ROI
- Success at delivering overall business performance

Best Customer Experience

This category recognises the success of the customer experience demonstrated via all business touch points. This includes the customer perception of the brand, their experiences interacting with it, and their whole journey throughout the customer lifecycle. Our judges are looking for creativity, content, structure, visual design, functionality, community management/engagement and interactivity across multiple digital platforms.

Overview (350 words max)

- Brand objectives
- Business needs fulfilled
- Key components of customer experience

Strategy (300 words max)

- Total Budget
- Definition of customer experience success/end goal of the brand
- Planning
- System developed to collect, analyse and utilise customer feedback
- Channels selection

Design (300 words max)

- Creativity
- Reflective of the target market
- Accessibility User

Implementation & Results (350 words max)

- Performance results against objectives and strategy
- Reach, Audience and Engagement
- Success and contribution to client/company business performance

Best Integrated Media Campaign / Strategy

This category recognises an integrated marketing campaign that combines a variety of channels including digital, print/broadcast advertising, public relations, direct marketing and in-store / event promotions. Our judges are looking for innovative, creative and emotive campaigns that drive consumer behaviour and deliver outstanding results.

Overview (350 words max)

- Campaign objectives
- Business need being fulfilled
- Background to the campaign

Strategy (300 words max)

- Total Budget
- Definition of campaign success/end goal of the campaign
- Planning
- Execution
- Channels selection

Design (300 words max)

- Creativity
- Reflective of the target market
- Accessibility and best practised interactive design
- Innovation

Implementation & Results (350 words max)

- Performance results against objectives and strategy
- Reach, Audience and Engagement
- Success and contribution to client/company business performance

Best Podcast

This category includes podcast and audio which utilises one or more digital channels to promote and build an organisation or individual's brand and community. Our judges are looking for engaging, innovative and creative use of content and excellent communications.

Overview (350 words max)

- Objective
- Audience
- Background
- KPIs across all channels

Strategy (300 words max)

- Planning
- Storyboard
- Message

WOW Factor (300 words max)

- What sets this apart?
- Entertainment
- Content

Implementation & Results (350 words max)

- Performance results against objectives and strategy
- Reach, Audience and Engagement
- Success and contribution to brand/ client/company podcast performance

Best in Storytelling

This category recognises storytelling throughout a campaign that utilises one or more digital channels to promote and build an organisation or individual's brand and community. Our judges are looking for engaging, innovative and compelling storytelling that includes creative use of video, photography, design, blogs, content and overall excellent communications.

Overview (350 words max)

- Objective
- Audience
- Background
- KPIs across all channels

Strategy (300 words max)

- Planning
- Storyboard
- Message

WOW Factor (300 words max)

- What sets this apart?
- Narrative
- Content

Implementation & Results (350 words max)

- Performance results against objectives and strategy
- Reach, Audience and Engagement
- Success and contribution to client/company business performance

Small Agency of the Year

This category recognises an agency with under 10 employees offering their clients a specific digital service or range of digital services. The judges will be looking for digital strategy and execution across a number of campaigns carried out within the last 12 months with a major emphasis on creativity, development, delivery and client experience.

Agency background (350 words max)

- Agency headquarters
- Year of establishment
- Number of employees
- List of clients
- What's unique about your agency?

Thought Leadership (300 words max)

- Please describe the ways in which your agency has helped to improve its business or serve as an example for the agency business.
- Examples might include innovative compensation agreements, creative or technological innovation, the development of new revenue streams, or new and effective approaches to managing or acquiring talent.

WOW Factor (300 words max)

- What sets your agency apart from others in terms of the design of campaigns and ethos

Implementation & Results (350 words max)

- Key market-leading campaigns
- New business wins
- Details of existing accounts and clients retained during the eligibility period
- Industry contributions

Best in Universal Design

This category recognises companies that followed a user-centred design process that resulted in a great user experience for the widest range of users possible. They aimed to achieve an intuitive and inclusive user experience for as many people as possible, followed a strategy that researched and defined users' needs and designed an easy to use, an accessible and aesthetically pleasing solution that achieved great results.

There will be a special focus on user interface & interaction, usability, design & layout, functionality, audience size and intuitiveness. All mobile platforms will be accepted and considered. Wearables and virtual reality apps are also encouraged to enter. Judges will review submission in relation to the 7 principles of Universal Design which can be viewed [here](#).

Objectives (350 words max)

- Business needs being fulfilled
- Improved Business Agility
- Universal Design goals for the project

Strategy (300 words max)

- Research conducted to define users needs
- Methodologies employed to ensure an accessible and usable end-user experience

Design (300 words max)

- Consideration for the 7 principles of Universal Design
- Creativity and appearance

Innovation & Technology (350 words max)

- Originality
- Use of new technology
- Adaptation of existing or new technologies used.

Best Campaign

This category recognises companies that created a successful B2B or B2C digital marketing campaign across online media. Our judges are looking for digital campaigns that drove engagement, conversions, and traffic and succeed in goals within the organisation.

Overview (350 words max)

- Objective
- Audience
- Background
- KPIs across all channels

Strategy (300 words max)

- Planning
- Storyboard
- Message

WOW Factor (300 words max)

- What sets this apart?
- Entertainment
- Content

Implementation & Results (350 words max)

- Performance results against objectives and strategy
- Reach, Audience and Engagement
- Success and contribution to brand/ client/company podcast performance

Best Influencer Led Campaign

This category recognises companies that created a successful digital marketing campaign in participation with Influencers. Our judges are looking for digital campaigns that engaged people, conversions, and traffic, and succeed in goals within the organisation.

Overview (350 words max)

- Objective
- Audience
- Background
- KPIs across all channels

Strategy (300 words max)

- Planning
- Storyboard
- Message

WOW Factor (300 words max)

- What sets this apart?
- Entertainment
- Content

Implementation & Results (350 words max)

- Performance results against objectives and strategy
- Reach, Audience and Engagement
- Success and contribution to brand/ client/company podcast performance

Team of the Year

This category recognises the best team, either in-house or within an agency, which achieved extraordinary results whilst working collaboratively in order to deliver a digital project or campaign. Our judges are looking for a team that identified and utilised all team members key skills to exceed on target delivery, a team that collaborated to create and innovate - a team that exceeded all expectations, proven by their results.

Overview (350 words max)

- Objective
- Audience
- Background

Strategy (300 words max)

- Clear communication
- Team Wellbeing
- Message

WOW Factor (300 words max)

- What sets this apart?
- Entertainment
- Content

Implementation & Results (350 words max)

- Performance results against objectives and strategy
- Reach, Audience and Engagement
- Success and contribution to brand/ client/company podcast performance

Design & UX Team

This category recognises the best teams which achieved extraordinary results in working collaboratively in order to achieve an end goal. Our judges are looking for a Design & UX team that focuses on doing great campaigns, and their differences turn into strengths and they can come to strategic and creative solutions.

Overview (350 words max)

- Objective
- Audience
- Background

Strategy (300 words max)

- Clear communication
- Team Wellbeing
- Message

WOW Factor (300 words max)

- What sets this apart?
- Entertainment
- Content

Implementation & Results (350 words max)

- Performance results against objectives and strategy
- Reach, Audience and Engagement
- Success and contribution to brand/ client/company podcast performance

Future Web Award

This category recognises an organisation or agency that has a Web3, Blockchain or Metaverse strategy and is revolutionising the future of their digital services and solutions. This service includes, but is not limited to use of the Blockchain VR / AR digital campaigns, IoT, Metaverse events or customer engagement platforms in the Metaverse. Entries are open to companies or agencies that have introduced components of Web3 or are actively using Blockchain technology to provide solutions.

Overview (350 words max)

- Digital service objectives
- Business need being fulfilled
- Background to the service

Strategy (300 words max)

- Total Budget
- Definition of campaign success/end goal of the service
- Planning
- Execution
- Channels selection

Design (300 words max)

- Creativity
- Reflective of the target market
- Accessibility and best practised interactive design
- Innovation

Implementation & Results (350 words max)

- Performance results against objectives and strategy
- Reach, Audience and Engagement
- Success and contribution to client/company business performance

Best Digital Brand

This category recognises organisations that have planned and implemented a very clear digital strategy for their brand and succeeded in their goals. The judges will be looking for clear insight into the strategy set, how the digital strategy sits within the overall brand strategy, what steps/campaigns were undertaken to reach digital brand goals and what success was achieved once goals were reached. This category also applies to all brands with a digital presence that purposefully manage their digital persona. Whether a well established brand with a clear online presence that is carefully maintained with ongoing strategy improvements or a brand who newly launched a digital brand or revamped a tired or outdated digital brand.

Overview (350 words max)

- Objectives
- Business need being fulfilled
- Background

Strategy (300 words max)

- Total Budget
- Definition of strategy success/end goal of the strategy
- Planning
- Execution (inc. short overview of core campaigns)
- Channels selection

Design (300 words max)

- Creativity
- Reflective of the target market
- Accessibility and best practised interactive design
- Innovation

Implementation & Results (350 words max)

- Performance results against objectives and strategy
- Reach, Audience and Engagement
- Success and contribution to client/company business performance

Best Collaboration

This category recognises organisations that have achieved excellent results due to a great client-agency or inter-agency collaborative effort. Our judges are looking for collaborative partners that have reached success in generating powerful digital design or marketing campaigns, shared empathy and trust, and delivered a successful project together. This category applies to a minimum of 2 collaborative partners.

Overview (350 words max)

- Digital service objectives
- Business need being fulfilled
- Background to the service

Strategy (300 words max)

- Total Budget
- Definition of campaign success/end goal of the service
- Planning
- Execution
- Channels selection

Design (300 words max)

- Creativity
- Reflective of the target market
- Accessibility and best practised interactive design
- Innovation

Implementation & Results (350 words max)

- Performance results against objectives and strategy
- Reach, Audience and Engagement
- Success and contribution to client/company business performance

Best Event Campaign

This category recognises companies or agencies that created a successful digital marketing campaign across online media for an in-person or virtual Event. Our judges are looking for digital campaigns that drove engagement, conversions, and traffic and succeed in goals within the organisation and left a meaningful impression on the end customer.

Overview (350 words max)

- Objective
- Audience
- Background
- KPIs across all channels

Strategy (300 words max)

- Planning
- Storyboard
- Message

WOW Factor (300 words max)

- What sets this apart?
- Entertainment
- Content

Implementation & Results (350 words max)

- Performance results against objectives and strategy
- Reach, Audience and Engagement
- Success and contribution to brand/ client/company podcast performance

