

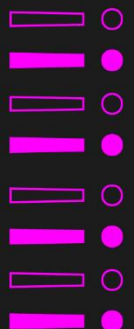


# NU DIGITAL AWARDS **ENTRY KIT 1** 2022

• **CATEGORIES AND**  
• **DELIVERY GUIDELINES**



**NU**  
DIGITAL  
AWARDS®



# CATEGORIES

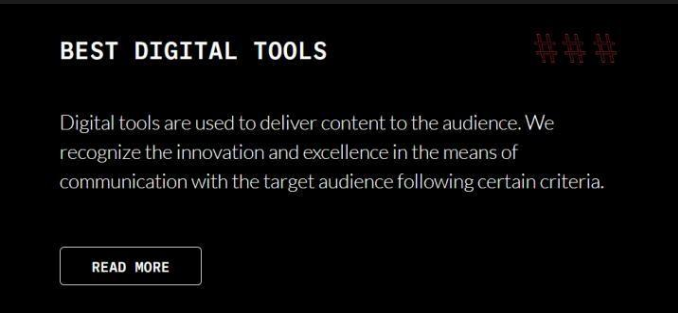


## DIGITAL MEDIA CAMPAIGNS



Celebrating different types of creative media campaigns, acknowledging the top brains in the industry and their succession.

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## BEST DIGITAL TOOLS



Digital tools are used to deliver content to the audience. We recognize the innovation and excellence in the means of communication with the target audience following certain criteria.

[READ MORE](#)



## BEST DIGITAL TOOLS



*BEST DIGITAL TOOLS*



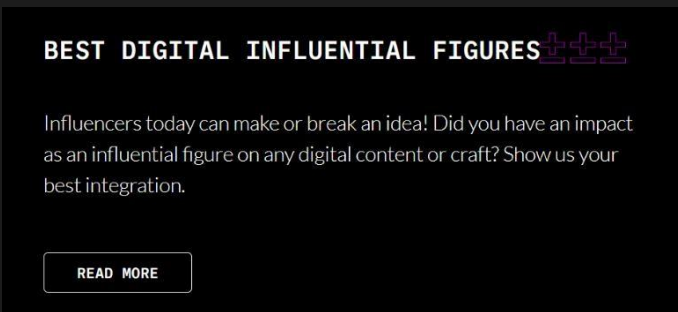
## BEST DIGITAL CRAFT

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By virtue of the digital production technological advancement and young innovators, ideas are brought to real life easily. If you think you are talented in contemporary craft, here is where you should submit your work.

[READ MORE](#)



## BEST DIGITAL INFLUENTIAL FIGURES



Influencers today can make or break an idea! Did you have an impact as an influential figure on any digital content or craft? Show us your best integration.

[READ MORE](#)



## BEST DIGITAL INFLUENTIAL FIGURES



*BEST DIGITAL INFLUENTIAL FIGURES*



## SPECIAL AWARDS

## SPECIAL AWARDS



The toughest competitive level is exclusive to those who yield the highest honor. Eligibility for a Special Award requires at least one gold award in any category. Our judges then carefully shortlist and nominate candidates who meet this requirement for a chance to win one of the special awards.

[READ MORE](#)

# BEST DIGITAL MEDIACAMPAIGNS.

*Celebrating different categories of creative media campaigns, acknowledging the top brains in the industry and their succession.*



## Type of Campaign

Here are the featured types of digital campaigns subjected to our awarding system

### **ADVERTISING**

Do you have an edge in bringing out your message through a digital advertisement? If you think you do, share your spectacular work with us in this entry.

### **SUBMISSION FORMATS**

Digital Presentation Image, Case Film, URL, Digital Supporting Content and Digital Supporting Image.

### **PUBLIC RELATIONS**

Public Relations is essential for successful communication through organizations or individuals in order to affect the public's perception. Do you have a PR stunt worth sharing? Submit your work here!

### **SUBMISSION FORMATS**

Digital Presentation Image, Case Film, URL, Digital Supporting Content and Digital Supporting Image.

### **CORPORATE SOCIAL RESPONSIBILITY**

The Corporate Social Responsibility became a must have moral in any entity. If your entity did a CSR campaign that had an impact on the community here is your place.

### **SUBMISSION FORMATS**

Digital Presentation Image, Case Film, URL, Digital Supporting Content and Digital Supporting Image

### **Public Service Announcement/Awareness - NGO**

This award recognizes the outstanding contributions and accomplishments in favor of the public's awareness. Think your entity fits here? Submit in this entry.

### **SUBMISSION FORMATS**

Digital Presentation Image, Case Film, URL, Digital Supporting Content and Digital Supporting Image.





**CROSS-CHANNEL STORYTELLING**

This award is oriented in the effectiveness of digital campaigns highlighting the importance of using multi-channel storytelling in communicating with the target audience, to achieve the brand's content delivery goals, ensuring that the content is worthy of being noticed, shared, and talked about across multiple channels.

**SUBMISSION FORMATS**

Digital Presentation Image, Case Film, URL, Digital Supporting Content and Digital Supporting Image.

**REAL TIME**

The Real Time award recognizes the excellence in the use of strategies to provide prompt responses in the form of customer engagement campaigns. This highlights any social media sudden trend/event as an opportunity to connect with the community, in favor of your brand's voice, image and perceived social responsibility.

**SUBMISSION FORMATS**

Digital Presentation Image, Case Film, URL, Digital Supporting Content and Digital Supporting Image.

**COVID-19 RESPONSE**

The entire globe faced a crisis affecting lots of life aspects, but what was your response to it to minimize the damage or raise awareness? If you launched a campaign in response to the COVID-19 pandemic, share with us your work here.

**SUBMISSION FORMATS**

Digital Presentation Image, Case Film, URL, Digital Supporting Content and Digital Supporting Image.



## Best Digital Tools

Digital tools are used to deliver content to the audience. We recognize the innovation and excellence in the means of communication with the target audience following certain criteria.



<b>Channel</b>
<p>The different digital channels used to communicate with the audience</p>
<p><b>BEST USE OF FACEBOOK</b> Submit your greatest Facebook-based campaign(s) here. Show us your case and how you met your campaign objectives by providing statistical data and strategies used in support of your campaign(s).</p> <p><b>SUBMISSION FORMATS</b> Digital Presentation Image, Case Film, URL, Digital Supporting Content and Digital Supporting Image.</p>
<p><b>BEST USE OF INSTAGRAM</b> Show us your Instagram-based campaign(s) here. Present your campaign's case by providing the objectives, statistical data, and strategies used in support of your campaign(s).</p> <p><b>SUBMISSION FORMATS</b> Digital Presentation Image, Case Film, URL, Digital Supporting Content and Digital Supporting Image.</p>
<p><b>BEST USE OF TWITTER</b> A Tweet may have a character limit, but your potential doesn't. Show us how you have used the power of tweeting with all its limitations &amp; succeeded to surpass them.</p> <p><b>SUBMISSION FORMATS</b> Digital Presentation Image, Case Film, URL, Digital Supporting Content and Digital Supporting Image.</p>
<p><b>BEST USE OF YOUTUBE</b> Did you have a different approach on the best use of YouTube? Submit your case using the world's top video destination to achieve your brand's goals.</p> <p><b>SUBMISSION FORMATS</b> Digital Presentation Image, Case Film, URL, Digital Supporting Content and Digital Supporting Image.</p>



**BEST USE OF SNAPCHAT**

Submit your best Snapchat case featuring commercial short-form content deployed on the multimedia messaging application that made the impact it deserved.

**SUBMISSION FORMATS**

Digital Presentation Image, Case Film, URL, Digital Supporting Content and Digital Supporting Image.

**BEST USE OF TIKTOK**

TikTok has taken the world by storm, how engaging were your videos? Did you create a trend or a challenge? Show us your best cases by submitting in this entry.

**SUBMISSION FORMATS**

Digital Presentation Image, Case Film, URL, Digital Supporting Content and Digital Supporting Image.

**BEST USE OF MULTIPLATFORMS**

Did you disperse your work/campaigns on multiple social media channels? Show us how strong your marketing strategies were by submitting here.

**SUBMISSION FORMATS**

Digital Presentation Image, Case Film, URL, Digital Supporting Content and Digital Supporting Image.



## Tool Usability

In this section, we recognize the useability of the different digital tools, in order to deliver the intended content to the audience

### **GAMING**

This award recognizes the best game created on any gaming platform. Show us your remarkable game development accomplishments by submitting your work here.

### **SUBMISSION FORMATS**

Digital Presentation Image, Case Film, URL, Digital Supporting Content and Digital Supporting Image.

### **WEBSITES & MOBILE SITES**

If you have a website that was used as a special digital tool and the user experience was different, submit here in this entry.

### **SUBMISSION FORMATS**

Digital Presentation Image, Case Film, URL, Digital Supporting Content and Digital Supporting Image.

### **MOBILE APP**

Have an application that represents your brand? If your app had an outstanding impact as a digital tool, this entry is totally yours.

### **SUBMISSION FORMATS**

Digital Presentation Image, Case Film, URL, Digital Supporting Content and Digital Supporting Image.



# BEST DIGITAL CRAFT

*By virtue of the digital production technological advancement and young innovators, ideas are brought to real life easily. If you think you are talented in contemporary craft, here is where you should submit your work.*

<p style="text-align: center;"><b>Content Genre</b></p> <p>The variety of genres in any digitally produced content are categorized in this section.</p>
<p><b>SOCIAL MEDIA CONTENT</b></p> <p>How creative is your social media content? Submit your striking and impacting social media content/post with supporting data on the impact in this entry.</p> <p><b>SUBMISSION FORMATS</b></p> <p>Digital Presentation Image, Demo Film, Case Film, URL, Digital Supporting Content and Digital Supporting Image.</p>
<p><b>PROGRAM/SHOW</b></p> <p>How good is your Digital TV program/show? Show us your work by submitting in this entry.</p> <p><b>SUBMISSION FORMATS</b></p> <p>Digital Presentation Image, Demo Film, URL, Digital Supporting Content and Digital Supporting Image.</p>
<p><b>MOVIE</b></p> <p>What are the main pillars of a good movie? The writing, cinematography, editing and sound. Submit in this entry if you think your movie deserves this recognition.</p> <p><b>SUBMISSION FORMATS</b></p> <p>Digital Presentation Image, Film, Audio, Case Film, URL, AR/VR Files, Digital Supporting Content and Digital Supporting Image.</p>
<p><b>SERIES</b></p> <p>If you've produced a Digital TV show with the critical ingredients for quality content; show us your spectacular work by submitting here.</p> <p><b>SUBMISSION FORMATS</b></p> <p>Digital Presentation Image, Demo Film, URL, Digital Supporting Content and Digital Supporting Image.</p>







### **MUSIC VIDEO**

Submit your original music videos experiences that made a significant impact on your fanbase.

### **SUBMISSION FORMATS**

Film, Audio, Demo Film, Case Film, URL, AR/VR Files, Digital Supporting Content and Digital Supporting Image.

### **VIRTUAL EVENT**

Did your virtual event overcome the quarantine barriers? We are honoring the most successful virtual events in the light of the COVID-19 pandemic.

### **SUBMISSION FORMATS**

Digital Presentation Image, Demo Film, Case Film, URL, Digital Supporting Content and Digital Supporting Image.

### **ACTIVATION**

We honor the use of a digital activation to engage & educate potential customers about brands and give them a unique experience.

### **SUBMISSION FORMATS**

Digital Presentation Image, Demo Film, Case Film, URL, Digital Supporting Content and Digital Supporting Image.





### **Format**

Here we recognize the creative brains behind every success, those who translate ideas into visuals, bringing appealing edits and design to deliver the intended message to the audience.

#### **BEST USE OF DIGITAL ILLUSTRATION DESIGN**

Submit your creative illustration design that stood out & had a great impact.

#### **SUBMISSION FORMATS**

Film, AR/VR Files, URL, Digital Supporting Content and Digital Supporting Image.

#### **BEST USE OF VIDEO/MOVING IMAGE**

In this entry, video editors and exceptional executors of online and interactive videos will be honored. Submit your creations here.

#### **SUBMISSION FORMATS**

Digital Presentation Image, Demo Film, URL, Digital Supporting Content and Digital Supporting Image.

#### **BEST USE OF MOTION GRAPHIC DESIGN**

Seeking the best use and aesthetic of creative Motion Graphics Design within a digital context that made a difference.

#### **SUBMISSION FORMATS**

Film, AR/VR Files, URL, Digital Supporting Content and Digital Supporting Image.

#### **BEST USE OF MUSIC/SOUND DESIGN**

Sound is an essential layer that can be added to animations, videos, or any supported digital production. The creative minds behind the music/sound productions are recognized for their contributions in boosting the visualization and feel of their output.

#### **SUBMISSION FORMATS**

Film, AR/VR Files, URL, Digital Supporting Content and Digital Supporting Image.



## Strategy

The use of innovative/out of the box strategies to reach the desired outcome of a digitally produced content.

### **BEST DIGITAL STRATEGY**

This award honors the best strategy curated to improve business performance by any digital mean.

### **SUBMISSION FORMATS**

Digital Presentation Image, Demo Film, URL, Digital Supporting Content and Digital Supporting Image.

## Innovation & Technology

In this day and age, we're witnessing a fast-pace technological evolution unlike any time before. We reward those responsible for any digital advancement in the newly introduced technologies including artificial intelligence, virtual reality, augmented reality, robotics, wearables, interactive technology...etc.

### **DATA AND AI**

Data Science and Artificial intelligence are two emerging fields that shined in the past couple of years, they are still booming and every addition to the new technologies shall be applauded. If you have used data and AI in any digital craft, this entry is your home.

### **SUBMISSION FORMATS**

Digital Presentation Image, Demo Film, URL, Digital Supporting Content and Digital Supporting Image.

### **AR & VR**

Trying out Augmented Reality or Virtual Reality has surely gotten everyone amused. It's an amazing new experience on account of the intelligent minds behind them. The technologies are advancing in the market and even started to diverge into the business field i.e., real estate projects visualization. We would love to honor your bright new ideas using AR & VR digitally.

### **SUBMISSION FORMATS**

Digital Presentation Image, Case Film, URL, Digital Supporting Content and Digital Supporting Image.

### **USE OF TECHNOLOGY**

There are many ways to make use of technology, but did you invest your energy correctly and met the demand needs of our community? Elaborate on how you used the digital technology to support this by submitting your work here.

### **SUBMISSION FORMATS**

Digital Presentation Image, Case Film, URL, Digital Supporting Content and Digital Supporting Image.



## Governmental Digitization

In a world highly dependent on technology featuring accommodatable services to individuals, comes the governmental services which are outmoded relative to the expectations we all have. Succession in delivering new progressive ideas that save time and money are definitely needed. We reward the best campaigns, apps and websites contributing to make our lives easier.

### **BEST GOVERNMENTAL APP**

In a world thriving for digitalizing governmental services, we appreciate the effort made by any governmental organization in creating a new app facilitating a service for the society members.

### **SUBMISSION FORMATS**

Digital Presentation Image, Case Film, URL, Digital Supporting Content and Digital Supporting Image.

### **BEST GOVERNMENTAL WEBSITE**

In parallel with the world digitalization initiative, it's essential to have governmental services, information, and products available online through a website. Governmental websites creations or remarkable modifications are appreciated by everyone in the community.

### **SUBMISSION FORMATS**

Digital Presentation Image, Case Film, URL, Digital Supporting Content and Digital Supporting Image

### **BEST GOVERNMENTAL CAMPAIGN**

Every digital campaign launched by the governmental organizations in aim of boosting the use of digital services is highly appreciated. We recognize the success of the campaign launches, educating the members of the society about the technological evolution of the governmental services.

### **SUBMISSION FORMATS**

Digital Presentation Image, Case Film, URL, Digital Supporting Content and Digital Supporting Image



### **Cross Borders**

Ideas that surpassed the geographical borders and found their way to the international market.

### **DIIGITAL CAMPAIGN WITH A REGIONAL REACH**

If your campaign ideas went viral regionally then you deserve a recognition for the outstanding excellence you have reached. In this entry we honor those great minds whose potential excelled beyond their borders.

### **SUBMISSION FORMATS**

Digital Presentation Image, Case Film, URL, Digital Supporting Content and Digital Supporting Image.



# **BEST DIGITAL INFLUENTIAL FIGURES**

*Influencers today can make or break an idea! Did you have an impact as an influential figure on any digital content or craft? Show us your best integration.*



## **ENTREPRENEURSHIP**

Are you an entrepreneur who turned out to be an influencer? Share with us your success by submitting your influence & impact.

### **SUBMISSION FORMATS**

Digital Presentation Image, Demo Film, Case Film, URL, Digital Supporting Content and Digital Supporting Image.

## **SOCIAL CHANGE/CSR**

Social responsibility is not a luxury for brands, this entry recognizes the brands and corporations that have real impact and create campaigns that inflict real change, leaves an effect and impact on society

### **SUBMISSION FORMATS**

Digital Presentation Image, Demo Film, URL, Digital Supporting Content and Digital Supporting Image.

## **TV PRESENTING**

Talented TV presenters who offer distinctive digital content and influence the audience are recognized in this award entry.

### **SUBMISSION FORMATS**

Digital Presentation Image, Film, Audio, Case Film, URL, AR/VR Files, Digital Supporting Content and Digital Supporting Image.

## **CONTENT CREATOR**

Creating digital content through any platform/media in an influential meaningful way is honored in this entry.

### **SUBMISSION FORMATS**

Digital Presentation Image, Demo Film, URL, Digital Supporting Content and Digital Supporting Image.



### **FITNESS AND LIFESTYLE**

Are you an athlete, a coach, a trainer, a nutritionist, a dietitian who became a role model to others? If so, this entry is where you belong.

#### **SUBMISSION FORMATS**

Digital Presentation Image, Demo Film, Case Film, URL, Digital Supporting Content and Digital Supporting Image.

### **FASHION DESIGN**

Fashion Designers also joined the influencers field, so if you are one of them show us your impact on your community.

#### **SUBMISSION FORMATS**

Digital Presentation Image, Demo Film, URL, Digital Supporting Content and Digital Supporting Image.

### **ACTING**

Actors & Actresses who have the power to influence lots of people in their community on digital platforms are honored in this entry.

#### **SUBMISSION FORMATS**

Digital Presentation Image, Film, Audio, Case Film, URL, AR/VR Files, Digital Supporting Content and Digital Supporting Image.

### **MUSICIAN/SINGER**

Musicians and singers are recognized in this entry for their unique products of all genres.

#### **SUBMISSION FORMATS**

Digital Presentation Image, Demo Film, URL, Digital Supporting Content and Digital Supporting Image.

### **BAND**

Musical Bands that inspired the community can submit their work that had influence here.

#### **SUBMISSION FORMATS**

Digital Presentation Image, Demo Film, URL, Digital Supporting Content and Digital Supporting Image.

### **MEDIA & ADVERTISING**

Individuals who made contributions in the form of advertisements or social media content supporting a(n) un/branded initiative are invited to submit their work in this entry.

#### **SUBMISSION FORMATS**

Digital Presentation Image, Demo Film, URL, Digital Supporting Content and Digital Supporting Image.



## **SPECIAL AWARDS**

*The toughest competitive level is exclusive to those who yield the highest honor. Eligibility for a Special Award requires at least one gold award in any category. Our judges then carefully shortlist and nominate candidates who meet this requirement for a chance to win one of the special awards.*



### **BRAND OF THE YEAR**

Celebrating the Brand who presented the most award-winning entries.

#### **SUBMISSION FORMATS**

Digital Presentation Image, Demo Film, URL, Digital Supporting Content and Digital Supporting Image.

### **BEST OF SHOW AWARD**

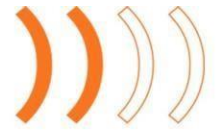
The best entry submitted to NU Digital Awards will win this award.

#### **SUBMISSION FORMATS**

Digital Presentation Image, Demo Film, URL, Digital Supporting Content and Digital Supporting Image.



## ● SUPPORTING MATERIAL GUIDELINES



Supporting materials are the most important element of an entry because that's what the judges will examine, watch, and read during their judging period to generate an informed and decisive opinion on each entry. Each category has different requirements.

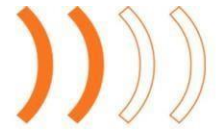
Make sure you are absolutely ready to submit your entry before you pay the submission fee because you won't be allowed to re-submit your entry.

This applies to all categories. In order to avoid being withdrawn from the competition, please adhere to the following guidelines:

- All Case Films and Presentation Images must be in English.
- Any work that was not originally printed/written in English can be translated or subtitled, so it could be properly understood by the Judges.
- Any Video that has been submitted in any other language than English should contain English subtitles, so it could be properly understood by the Judges.
- Supporting material should not contain any reference to your agency/company or any individuals, since entries will be submitted to the judges anonymously.



# DELIVERY GUIDELINES



## DIGITAL PRESENTATION IMAGE:

It is the visual presentation of your work with maximum 100 words covering the end results.

**Specifications:** JPG, 7063 x 5008 pixels, 5 - 15MB

## DIGITAL SUPPORTING IMAGES:

Digital supporting images that may help support your entry in the judging, Maximum 3 images. (If applicable)

**Specifications:** JPG, 7063 x 5008 pixels, 5- 15MB

## VIDEO FILE FORMAT GUIDELINES

Please supply a high-quality video as .MOV or .MP4.

The maximum file size is 350MB

Specs	Aspect Ratio	Resolution	Format	Audio
Preferred	Full HD 1080p	1920 x1080	.MOV/ H.264 (MP4)	Mp3 /WAV

## CASE FILM (120 Seconds Maximum)

A short film enlightening your work. Content should include the brief, execution, and results. This will be used in judging.

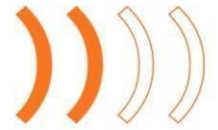
**Specifications:** .MOV / MP4, 350MB.

## AR / VR files

A collection of zip. files of supplementary material to support the written submission.



## ● DELIVERY GUIDELINES



### FILM

The entry has to be the original film aired, or exact content. No extra add-ons or information.

**Specifications:** .MOV / MP4, 350MB.

### AUDIO

Mp3/ WAV/FLAC OriginalVersion

**Specifications:** 258kbps, 128kbps min

### DEMO FILM (120 Seconds Maximum)

Video recording of the live activation or a walk through presenting the specific component of your work.

**Specifications:** .MOV / MP4, 350MB

### URLS

Inaccessible URLs online are withdrawn from the awards, so make sure your URL works; it must start with <http://> or <https://> and preferably accessible without a login or password.

### VIDEO URL

It's the direct link of the video airing/placement online.

### DIGITAL SUPPORTING CONTENT

Any supportive documents, videos, or radio files which are related to your entry.

**File types accepted:** jpg, mp3, mp4, doc, docx, pdf, xls, xlsx, ppt, pptx



# CONTACT\_US

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