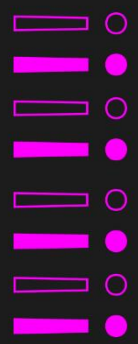




NU DIGITAL AWARDS **ENTRY KIT 2 2022**

• GENERAL INFORMATION
• & SAMPLE ENTRY FORMS



● ARE YOU READY ● TO SUBMIT?



GENERAL INFORMATION YOU NEED TO KNOW BEFORE YOU SUBMIT!

We know that digital penetration in Egypt barely reflects the country's potential when compared to other developed markets, we know that a paradigm shift is on the horizon, and we are adamant to position Egypt as a beacon of creative bravery in the region and the world.

The NU Digital Awards was established to enable this transition and raise the bar of creative excellence by encouraging and showcasing the importance of creative craftsmanship to both the industry and its clients!

FIRST TIME ENTERING THE NU?

Need help? Drop us an email on Info@nudigitalawards.com and we will have one of our experts reach out to you to take you through the process.

WHAT YOU'LL NEED TO ENTER | COMMON INFO

ENTRY TITLE:

Title, Brand/Client, Product/Service, Sector and Subsector.

COMPANIES:

Details of companies, advertising agencies, media agencies, PR agencies, productions companies, etc. which were involved in the work.

CONTACTS:

The contact details of individuals in your company we can contact about the entry.

MEDIA UPLOADS:

The requirements for each category are different, so please download Entry Kit 1 to get the Categories and Submission Formats.

THE WRITTEN EXPLANATION:

Written information of the work, please see below for more information.



WRITTEN EXPLANATION

This written explanation will serve as a reference throughout the judging process. In that regard, it should provide as much details as possible about the work being submitted and be thorough in order to deliver all the relevant information. Please don't mention your company name or any of the companies that contributed to the entry because the judges receive the entries anonymously.

BEST DIGITAL MEDIA CAMPAIGNS

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

WHY IS THIS WORK RELEVANT TO THE CATEGORY: DIGITAL MEDIA CAMPAIGNS?

(Please explain the Brief, challenge, and objectives)

DESCRIBE THE CREATIVE IDEA FOR THE ENTRY.



DIGITAL MEDIA CAMPAIGNS



DESCRIBE THE STRATEGY THAT WAS USED TO GENERATE THIS ENTRY?

(Please elaborate on Data collection, Creative Approach, Target Audience, and call to action)

DESCRIBE THE EXECUTION THAT WAS USED TO COME UP WITH THIS ENTRY?

(Please explain the Implementation process, Media channels, Timelines, Integration, Budget, and anything else you see fit)

PLEASE LIST THE RESULTS

(Please explain the action/commercial results achieved by this campaign)



WRITTEN EXPLANATION



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.

WHY IS THIS WORK RELEVANT TO THE CATEGORY: Best Digital Tools?

(Please explain the Brief, challenge, and objectives)

DESCRIBE THE CREATIVE IDEA FOR THE ENTRY.



DIGITAL TOOLS



DESCRIBE THE STRATEGY THAT WAS USED TO GENERATE THIS ENTRY?

(Please elaborate on Data collection, Creative Approach, Target Audience, and Social platform relevance)

DESCRIBE THE EXECUTION THAT WAS USED TO COME UP WITH THIS ENTRY?

(Please explain the Implementation process, Social Channels, Integration, Budget and anything else you see fit)

PLEASE LIST THE RESULTS

(Please explain the Reach, Engagement, Sales (If applicable) and Achievement against business targets)



WRITTEN EXPLANATION



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.

WHY IS THIS WORK RELEVANT TO THE CATEGORY: DIGITAL CRAFT?

(Please explain the Brief, challenge, and objectives)

DESCRIBE THE CREATIVE IDEA FOR THE ENTRY.



DIGITAL CRAFT



DESCRIBE THE EXECUTION THAT WAS USED TO GENERATE THIS ENTRY?

(Please explain the Implementation, Placement, Brand Relevance, Touchpoints, Materials, Style Elements, Design choices, Methods, Budget and anything else you see fit)

CONFIDENTIAL INFORMATION SHOWN TO THE JURY | Optional

(Please explain any confidential information you would like to tell the judge; it will not be shown on the website or at the awards show.)



WRITTEN EXPLANATION



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.

WHY IS THIS WORK RELEVANT TO THE CATEGORY: Best Digital Influential Figures?
(Please explain the Brief, challenge, and objectives)

DESCRIBE THE CREATIVE IDEA FOR THE ENTRY.



DIGITAL INFLUENCIAL FIGURES



DESCRIBE THE EXECUTION THAT WAS USED TO GENERATE THIS ENTRY?

(Please explain the Implementation, Placement, Brand Relevance, Touchpoints, Materials, Style elements, Design choices, Methods, Budget and anything else you see fit)

CONFIDENTIAL INFORMATION SHOWN TO THE JURY | Optional

(Please explain any confidential information you would like to tell the judge; it will not be shown on the website or at the awards show.)



SUMMARY OF KEY RULES



To be eligible for all NU Awards, your work must have been aired to the public between October 31th 2019 and April 30th 2022

For the first edition of the NU Awards, we will allow an initial eligibility period of 30 months. This will revert to an eligibility period of 12 months in the coming years.

If a campaign commenced before the eligibility period, a minimum of 75% of the campaign must fall within the eligibility period.

The same piece of work cannot be submitted in consecutive years. If you are entering a piece of work that is a continuation of an existing campaign you must show a substantial evolution of the previous campaign.

The entry should not be speculative or conceptual advertising and cannot have been banned or withdrawn from airing.

All media included in your entry must be the final version of that content. No replacement or additional media can be accepted after an entry has been received and paid without exception.

The entry has been submitted exactly as published/aired.

The entry can be understood in English, or it needs to be translated/subtitled for that purpose.

You have gotten the relevant permissions from your manager/officer to submit this entry.

There is no reference to your agency, your person, or any contributing creative work in any digital or physical materials submitted.



WHAT YOU NEED TO KNOW



BEFORE YOU SUBMIT:

CHECK THAT YOUR WORK IS ELIGIBLE

Download Entry Kit 3, to check if your work is eligible to enter the NU Digital Awards.

PICK YOUR CATEGORIES

Read the descriptions carefully to assess where your entry should be submitted.

PREPARE YOUR ENTRY

Submission Formats: Check Entry kit 1 to indicate what format to submit your work in.

Supporting written information: At the beginning of the Entry Kit 2, there is a list of written information, don't skip this part as it gives judges important information on your work.

Translation: If your work was released in a language other than English, make sure to translate or subtitle it.

CREATE YOUR ENTRY

Go to your online account, on there you can save your entries as you go, but once you have paid you can't edit or change anything.

MAKE SURE YOU GET YOUR SUPPORTING MATERIALS READY

Anything that you believe can help your submission or help the judges understand more, feel free to upload it with your entry.

REVIEW AND SUBMIT

Before completing your entry, double check all written information and uploaded files. We will be unable to change entries after the deadline date that will be communicated on our social channels & by email. Once your entry is complete you can make the payment by card to finalize your submission.



JUDGING CRITERIA



At the NU Digital Awards, we hand-pick our judges from the finest the industry offers. We always strive shed light on your work and give it the recognition and acknowledgement it deserves through providing leading high-caliber digital figures for the jury panel. We adhere to those standards every year and we are proud to put in the effort that positions NU as the benchmark for digital awards in the Middle East.

The judging panel encompasses the reviewing of submitted entries, discussions, voting, shortlisting and the awarding of trophies during the NU Digital Awards gala ceremony. Featuring a prominent list of leading digital professionals, innovators, and disruptors, judges are the regulatory authority that decides on the outcome of all entries at all levels, the judging process consists of assigning a score on a predetermined scale of points. An average of 15-25% of the entries are shortlisted at this point.

After the proposed shortlists are generated, they enter a second iteration and are subjected to a voting process, in preparation for the finalized shortlist for each award category. Shortlisted candidates are then debated among judges to determine which entry is eligible as a platinum, gold, silver, or bronze winner in each award based on the number of points. The president of the panel will then announce the final results to the rest of the judges and the structure for the awards show is finalized and prepared for the ceremony itself.

If any issue arises during this process or if any requirements are not met and/or are wrongfully submitted, the person responsible for submitting an entry is contacted for further clarification before the process is allowed to proceed. Shortlisted candidates are contacted when the final shortlists are generated, and an invitation is sent for attending the ceremony.



CRAFT AN AWARD- WINNING ENTRY



What is the process?

SPECIFY AN ENTRY MANAGER

Make sure you choose someone in your company to coordinate your activity.

CHECK THE RULES

Make sure your work is Eligible for the Awards

DOWNLOAD OUR ENTRY KITS

Make sure you have a copy, so you refer to it throughout the process

KNOW WHICH CATEGORY YOU WANT TO SUBMIT IN

Carefully choose which category you want to submit in and also check the Judging Criteria

REGISTER TO STAY IN TOUCH

Register so we can send you an email once entries are open, the sooner the better.

CREATE YOUR ENTRY

The sooner you start, the more time you'll have to proofread

PREPARE ALL MATERIAL

Make sure you have all supporting materials you need before submitting

REVIEW AND PROOFREAD

Always thoroughly check all aspects of the entry

SUBMIT AND PAY

Remember you don't want to end up paying a late fee, so make sure you're up to date with your entry

JUDGING

Juries carefully review all the entries and determine the winners during the ceremony, make sure you are available during this period.

RESULTS

The shortlists for each award are announced before the ceremony, so make sure you are updated with our featured news section & social media channels.

CEREMONY

NU Awards are presented on stage to the well-deserved winners.

TROPHIES

Trophies are given to the winners on stage to honor them for their great work.



TIPS FOR YOUR ENTRY



KEEP CALM

You're dealing with professionals who can grasp the full image of your project.

SIMPLICITY

Simplicity is the key, you don't want to be over-cluttered that you fail to communicate a clear idea and strategy, you need to stay focused and clarify what you're trying to communicate.

TELL A STORY

Who doesn't love a good story? Structure your explanation around a simple and strong narrative.

USE A FRESH EYE

You worked so much with the idea that you have lived and breathed it, keep in mind the jury hasn't, get a fresh new pair of eyes to help you look at it from a different perspective.

CATEGORY SELECTION

Carefully consider the best categories that would fit your idea and demonstrate both relevance and specificity for its audience. If you need help choosing you can always contact us at info@nudigitalawards.com

BE STRAIGHT FORWARD

Explain the idea upfront and in the best way possible for the juries can a clear full picture, there is no need to use unnecessary build up. Treat your case film like a piece of editorial.

LANGUAGE

Keep in mind that it is an International Jury where Arabic may not always be the first language, respect the diversity, entries that are in different languages should come with additional information.

RESULTS

Make sure you provide them with all the necessary, meaningful, and measurable information. Be honest, specific and provide real quantitative figures and statistics when submitting an Entry. We are not here to Judge you but rather celebrate your creativity.



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