



In partnership with



How to write a winning entry



In partnership with

■ PubMatic

What we aim to cover today...

- Why you want to win
- Time-table & judging process
- Qualifying criteria
- Understanding the categories
- Structuring your entry
- Top tips



In partnership with

■ PubMatic

- **Recognise** and motivate the individuals and teams who have contributed to your own organisation's successes over 2020
- **Benchmark** your achievements in the UK's leading specialist digital publishing awards – these are the ones to win!
- **Impress** our independent jury of advertisers, agency leaders, and your digital publishing peers
- **Join** with us in demonstrating the resilience and strengths of the digital publishing sector – all of our winners will be celebrated across the media and marketing community



In partnership with

■ PubMatic

Impress our independent jury

Advertisers...

Dominos
E.ON UK
GSK
Mars
Nomad Foods
Pukka
02
TSB
UKTV
Unilever

Agencies...

Brand Advance
Essence
Havas Media Group
iCrossing
OMD EMEA
Mindshare Worldwide

Tech & wider industry...

BITC
Good Loop
Google
PubMatic
Xandr

Publishers...

BBC Studios
Dennis Publishing
ESI Media
Faversham House
Future Publishing
Global
Huffpost
Incisive Media
Infopro Digital
Immediate Media
JPI Media
Mail Metro Media
News UK
Red Ventures
Vice



In partnership with

■ PubMatic

Join A celebration of online publishing

- Four themed weeks of video & content
- Promoted through the AOP's channels PLUS our media partners: **What's New In Publishing** and **MADFest**
- Join a small round table discussion w/c 21 June, or send in soundbites for social
- **w/c 5 July: GROWTH**
- **w/c 12 July: INNOVATION**
- **w/c 30 August: CULTURE**
- **w/c 6 September: QUALITY**



In partnership with

■ PubMatic

Timetable & judging process

6 May

Entry deadline

10 June

Shortlist announcements

w/c 21 June

Opportunity to participate in video roundtable

16 September

Winners announced!



In partnership with

■ PubMatic

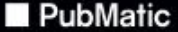
Qualifying criteria

Your entries must reference work implemented and results delivered between 1 January 2020 and 31 January 2021

[UK or international]



In partnership with

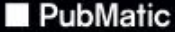


INDIVIDUAL CATEGORIES

- Rising Star, **sponsored by Lewis Silkin**
- Sales Person of the Year
- Journalist of the Year
- Editor of the Year
- Local Hero Award, **sponsored by Google News Initiative** [FREE to enter]



In partnership with

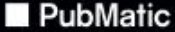


GROUP CATEGORIES

- Advertising Operations Team of the Year
- Audience Development of the Year, **sponsored by UKOM**
- Sales Team of the Year
- Product Development Team of the Year
- Editorial Team of the Year B2B
- Editorial Team of the Year Consumer



In partnership with

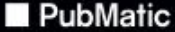


DIGITAL PUBLISHING EXCELLENCE CATEGORIES

- Best Digital Publishing Innovation, **sponsored by Xandr**
- Best Diversification of Commercial Strategy, **sponsored by Deloitte**
- Best Publisher-Led Social Good Initiative or Campaign
- Best Research / Insight Project
- Best Use of Data, **sponsored by LiveRamp**
- Best Media Technology Partner,
- The AOP Employer Excellence Award
- Best Creative Solutions Led / content Marketing Campaign, **sponsored by Unruly**
- Best Use of Audio



In partnership with



GRAND PRIX

- Best Online Brand: Consumer
- Best Online Brand: B2B
- Small Digital Publisher of the Year, **sponsored by Google**

- Best Digital Consumer Publishing Company 2021,
sponsored by PubMatic
- Best Digital B2B Publishing Company 2021,
sponsored by PubMatic



In partnership with

■ PubMatic

Structuring Your Entry

The elevator pitch: sum up why you are making this entry and why you think you should win

Set the scene: explain the issues you were facing or the challenges you had been set

Tell us your story: tell us what the entered individual or team did that makes them stand out, or explain how a project was implemented

Results: outline what was achieved with as much data as you can provide to back up your argument

EXCEPTIONS...

“Media Tech Partner “ & “Employer Excellence” – Elevator pitch, story, results

“Local Hero” & “Rising Star” – Elevator pitch and nomination



In partnership with
■ PubMatic

Top tips!

USE the entry template

- Use the template so that you can share your draft entry with colleagues to make sure it all makes sense and you haven't missed anything
- The entry template has reminders of what judges will be looking for from every section of the written entry
- Use the template to ensure you are sticking to the word count



In partnership with

■ PubMatic

Top tips!

USE the word counts

- The entry platform will not let you exceed the word count: precise, concise entries are easier to read
- If you have not used the words you have been allocated, you might well not have told us enough!



In partnership with
■ PubMatic

Top tips!

Tell us your story

- Remember that the judges have to read many entries, so aim to ensure that your entry stands out from the crowd: be factual, be precise, and be engaging
- “Tell us your story”: think of your entry as a piece of content in itself. Lists of facts or achievements don’t engage as much as a well-told story
- Be proud, but don’t use empty superlatives
- Remember that judges are from different skills sets – don’t over-use jargon



In partnership with
■ PubMatic

Top tips!

Be clear about your results

- Tell the story around the data with testimonials and narrative impact
- Ensure that the results and KPIs relate to the key objectives for the campaign that you established in your “Setting the Scene” section
- Use real numbers not percentages wherever possible: percentages may sound impressive but judges can also see through them, where they may be meaningless
- Provide as much information on results as you can: you have the option to provide a second version of your entry for publication with any particularly sensitive information excluded



In partnership with

■ PubMatic

Top tips!

And finally...

- Start early: don't leave it until the last minute
- Ensure you have sign-off as soon as possible...
- again, ***don't leave it until the last minute***



In partnership with

■ PubMatic

Making the supporting materials work for your entry...

You are invited to submit no more than three supporting documents, which might include, for example:

- Written or video testimonials
- Screenshots of features or social activity
- Video files or links to videos

NOT:

Powerpoint presentations, pdfs of multiple-paged documents, anything that's too lengthy for judges to look at

If it's an essential piece of your entry story, it should be in your entry and not in your supporting materials!



In partnership with
 PubMatic

QUESTIONS?

Deloitte.

Google News Initiative

 LiveRamp®

UNRULY

Google

 LEWIS & CLARK

UKOM

 xano