
2022 Digital Marketing Annual Awards

Entry Guide

Organizer: ADTODAY

DMA

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INTRODUCTION

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About DMAA

DMAA DIGITAL MARKETING AWARD



Established in 2017, the DMAA International Digital Marketing Awards, sponsored by China's digital marketing portal Today Advertising, is an award for the digital marketing impact in Greater China. It recognizes and honors the outstanding digital marketing works and practitioners behind them in the past year. In its sixth year, DMAA International Digital Marketing Awards has flourished. We are looking forward to more wonderful events here!

The organizer:



Guidance :





Introduction of the Organizer



As China's leading digital marketing portal, Atdoday is a digital marketing case and supplier communication platform. Atdoday provides in-depth analysis of excellent domestic and foreign digital cases to inspire digital innovation and creation for brands. It also offer comprehensive integration of industry communication services, by utilizes the influential platform for advertising and marketing industry..

Based on the global perspective, we have maintained a good cooperative relationship with many international advertising agencies, displaying excellent cases and creative works of digital marketing agencies in the media, and also providing professional opinions and suggestions for brand owners to select excellent suppliers.





Mission and Vision

DMAA DIGITAL MARKETING AWARD

| value |

Explore digital business to improve brand efficiency

For the brand to provide real value services
Push forward the global digital marketing ecology

| Mission |

focus on brand value growth

| vision |

Play the leading advantage,
become a global digital marketing event activities



Trophy Design

DMAA AWARDS

【Including gold\ silver\ bronze\ select of the year】

- The trophy is jointly created by DMAA Organizing Committee and famous creative artists in Shanghai.
- The inspiration of the trophy shape is a clever integration of three elements: the D-shaped hollow is derived from the acronym of "Digital Marketing". The Digital scale on the ruler is also a symbol of numbers, data and precision. The overall triangular ruler shape highlights DMAA's emphasis on the evaluation standard of excellent cases.



❖ DMAA The gold trophy ❖

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A w a r d r e v i e w

✦ Jury structure

✦ Previous judges

✦ Award Assessment

✦ Successful cases

Structure of Judging Panel

DMAA jury panel is composed of more than 50 industry professionals and experts from well-known international and domestic enterprises, international agencies, local creative hot shops, media, and academia. They are highly regarded in the industry, and have rich theoretical and practical experience.

50%
Brand owner
+
40%
Agency
+
10%
Media



Previous Judges



Jessie
孔明科技 合伙人



kama
KARMA 创始人



Kenny Wong
WE Marketing Group
合伙人&董事总经理



Linda
上海芮视智能科技有限公司 CEO



Nikki
飞书深诺集团 华东总经理



曹渊杰
BeHalo 创始合伙人



陈程
介陌创意 创意合伙人



陈永东
上海戏剧学院 教授



高务修
UM china 增长负责人



葛龙飞
上海象位咨询 CEO

Previous judges



黄海南
众信品牌管理机构董事长 董事长



简昉
长尚科技 CEO



李剑青
新潮传媒 首席策略官



林圣武
阿里文娱 商业化创新业务部总经理



乔恩卿
妙可蓝多 数字总经理



荣华
爱点击集团市场 品牌副总裁



邵晨
金龙鱼 阳光品牌负责人



沈佳
上海家化 高级品牌经理



童军
有門neone创意合伙人 创意合伙人



郑庆龙
旺旺集团 总经理

Previous judges



涂弘炜
Black Mango Founder&CEO



王勤炜
VPLUS DIGITAL CEO



王申帅
BangX 创始人



沃志方
LOFTLAND 创始人&CEO



邬盛根
上海大学新闻传播学院 广告系主任



吴畏
非凡创服 合伙人



吴晓聆
葛瑞(Grey)集团 中国区首席执行官



徐超
上海文创IP产业中心 秘书长



许建文
Megaview 创意合伙人



薛冠华
上海谦玛网络科技有限公司 副总裁

Assessment Criteria

1 Growth

Creative ability is still an important driving force for the change of marketing thinking and marketing technology, and also an important catalyst for marketing potential energy.

4 Social Influences

While making profits is the main goal, marketing pays attention to and assumes the responsibility to consumers, society and the environment.



2 Digitalization

In the digital age, the digital marketing ability and the data asset ability in the process of enterprise marketing all affect the survival and long-term development in the uncertain era.

3 Creativity

Creative ability is still an important driving force for the change of marketing thinking and marketing technology, and also an important catalyst for marketing potential energy.



Previous Award Winners

- Website category gold medal:

Dell Yi Essence Enterprise Acquisition Center



- Gold Award in online video:

Small headphones "Left"



- Marketing innovation marketing gold award:

Mead Johnson intelligent manufacturing planet roaming VR experience



- Overseas marketing gold medal:

Midea Air Conditioning # Windy or beauty # TIKTOK Challenge



- IP cross-border marketing gold medal:

Procter & Gamble X Jingdong home "all people cheer, support China beautiful"

Olympic cross-border marketing



Past Award-Winning Brands



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Entry instructions

✘ Award event schedule

✘ Entry requirements

✘ Entry fee

✘ Registration procedures

✘ Frequently asked questions

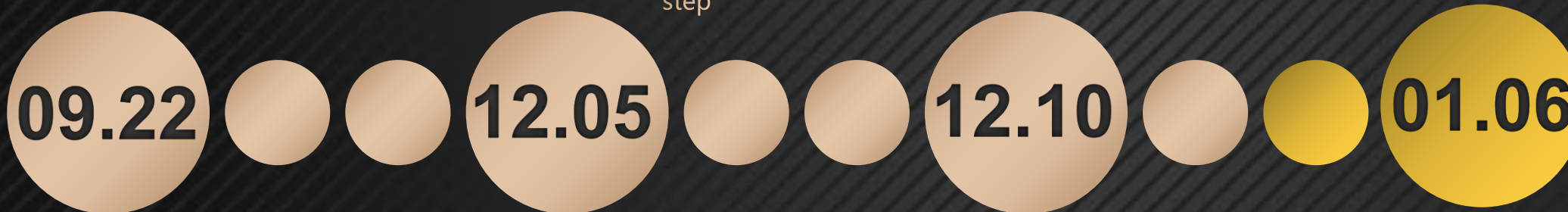
Award schedule

A. Case entry

Log in to the DMAA website award website
Register the award company account number
Upload the excellent case of the company's participation award

B. Entry deadline

Before the entry deadline
Complete the confirmation and submission step



C. Award final review

The DMAA Final Jury Meeting is held
The judges have completed the evaluation of all the DMAA case entries

D. award ceremony

The DMAA International Digital Marketing Ceremony is held
Announce the annual winner list
Award winners to present on site
The DMAA Annual Dinner is held

Entry requirements



Who can apply?:

For enterprises and institutions engaged in digital marketing, including but not limited to: brand owners, agency companies, media companies, marketing technology companies, public relations companies, MCN agencies and other marketing related agencies.



Portfolio requirements

Execution time: November 30, 2021 -- November 30, 2022

Scope of work delivery: Marketing communication cases implemented and delivered in Greater China region.

Work data effect: The communication effect data submitted by the case work must be true and valid. If a third party monitors the number

Please refer to the third-party monitoring data.

Note: All works must comply with Chinese laws and regulations, advertising industry policies and competition requirements.



Entry Requirements

Requirements	Fonts	Chinese characters, 14 Microsoft Yahei font, non-Chinese works need to add Chinese translation.
	Image	Image number <15, JPG format, precision 300dpi.
	Videos	Video MP4 format, single video <100M, The number of videos is not more than 5. You can provide online video links or Baidu web disk download links. Chinese subtitles should be added for non-Chinese works
	Audio	MP4 format, single video <100M, the number of single case video is not more than 5.
	PDF	PDF panel 4:3 size, no more than 15 pages, A single PDF < 20 m.
	Note	The above works involving music, pictures, videos and other content need to be copyrighted.

Entry Requirements

Copyright related to competition



1. All the entries shall not infringe the copyright of others' works. For the works with copyright disputes, the applicant will be responsible for handling the relevant matters, and the organizing committee has the right to cancel the qualification of the works.

2. Once all the entries are submitted, they will be deemed to automatically grant the DMAA organizing Committee the right to publicize, use and publish the works. The organizing committee will use the relevant materials to edit and publish the case yearbook and publish them on the official website.

3. If there is any data or content that is inconvenient to disclose, please delete the relevant content before submission.

Entry Requirements

Copyright related to competition



4. Any submission for the competition shall be regarded as the provisions of the DMAA Award Organizing Committee and with respect for the solemn and authoritative evaluation decisions made by the current jury. If there is any objection to the evaluation results of the jury, can appeal to the organizing committee, if refused to accept the evaluation results (or choose awards, discard), out of respect for the jury judges and other entries, the organizing committee will cancel the participating unit winners and qualification, 3 years shall not participate, and inform all the jury members.

Entry Requirements

Disqualification



The entry will be disqualified in any of the following cases:

- (1) The implementation time of the submitted case works is outside the specified time (From November 30,2021- -December 5,2022).
- (2) The name and content of the case work shall all avoid the LOGO of the submitted company, otherwise, the case work will be invalid.
- (3) Non-Chinese materials and do not include the translation or access guide.
- (4) The submitted case works do not conform to national laws and regulations and advertising industry policies.
- (5) Abandaward and selection awards in the last year.
- (6) Non-original works, and if disputes cannot prove the copyright of the work.

Fees

stage	introduce	cost	rights and interests
Application period	entry fee	free	Participate in the DMAA competition with other excellent enterprises
Award-winning period	[gold award]	RMB: 8,000 / piece USD: 1,136 / piece	One set of gold award winning certificate Gold trophy 1 set
	[silver award]	RMB: 7,000 / piece USD: 995 / piece	One set of silver award certificate Silver trophy 1 set
	[bronze]	RMB: 6,000 / piece USD: 853 / piece	Bronze Award winning certificate 1 set One bronze trophy
	[Annual Award]	RMB: 8,000 / piece USD: 1,136 / piece	One set of annual award winning certificate One set of the annual award trophy
	Trophy plus print	RMB: 1,500 / piece USD: 22 / piece	Copy the trophy certificate 1 set

Note: The above price does not include tax, and the invoice VAT point is 6%



Award-winning rights and benefits



The winning enterprises participated in the summit and took the stage to receive the award

Highlight moment, authoritative endorsement



Award-winning companies enjoy Atoday 's advertising. Official PR resources: website + Weibo + wechat, etc



Industry recognition, massive exposure



List of award-winning companies
DMAA cooperation media and network media massive exposure

Entry Steps



**Work
preparation**



**System
registration**



**Upload
works**



**Confirm
submission**

Entry Steps



**System
registration**

2022 Digital Marketing Annual Awards

第六届DMAA数字营销大奖

奖项申报入

❁ 作品报送：9月22日—12月5日

提报系统

账号

密码

验证码 

记住密码 [忘记密码?](#)

[立即注册](#) [下载参赛手册](#)

Declaration port:

<https://agency.adtchina.cn/jrggDMAA/#/logind>

Entry Steps



Upload
works

今日广告管理系统

首页 / 提交案例

首页 付款申请发票 提交案例

* 案例标题 * 品牌主

* 申报组别 * 申报类别

* 申报单位

* 内容

正文 B U I 22px 默认字体 默认行高

请查看撰写参考

插入文字+图片

附件上传: pdf文件, 视频等

上传文件:

(附件形式包括: 视频, 音频, ppt, pdf, 图片等)

Content writing, please see the document: Reference case

Q Frequently Asked Questions



Q1. Is there an entry fee for the DMAA International Digital Marketing Awards?

To encourage company to actively apply, we do not charge any fees for entry. After works submitted successfully, DMAA organizing committee will send formal award notice after the final award selection. After you receive the award notice from committee, you will need to pay 6000 yuan-8000 yuan for winning works fee, at the award ceremony for the award certificate and trophy. (Please refer to fee, P21)

Q2. Can the same case be submitted to different categories?

The same case can registered for multiple categories, generate multiple entries, the number of categories is no more than 5 per case.

Q3. Can we choose an award after winning the award?

No. The winning enterprises need to pay the corresponding cost (including the evaluation fee, material fee, award certificate cost, etc.), if the enterprise enter the same case to multiple categories, and win multiple awards, fee will be charged according to the number of category winning. In principle, it is not allowed to choose / abandon the award. Please register the entry rationally.

Q frequently asked questions



Q4. Is there any limit on the number of entry?

There is no limit on the number of entry, but the organizing committee will review the quality of the submitted cases. If the case does not meet the requirements, it will be returned for modification.

Q6. If we have a case that is in co-work with other company, can we submit it?

Yes, however, before submitting the case, a official authorization from cooperative company is required, and the relevant authorization certificate shall be submitted to the award staff along with the case.

Q7. Can we forfeit the award result?

In principle, you are not allowed to forfeit. If the award is waived, your company will be prohibited from attending the award for 3 years, and all judges will be notified.

Q8. PDF/ video / audio required?

In order to help judges to fully understand the submitted case, it is recommended to provide video/ audio documents along with other necessary documents. Although presentation document is not required, DMAA encourages applicants to submit quality information and documentation to increase the clarity of the case.

Q frequently asked questions



Q9. Can the submitted case be replaced later?

Information can be changed before the deadline for award application.

Q10. Can untranslated marketing cases be submitted?

In order to facilitate the review and avoid the understanding deviation caused by different language, please provide Chinese translation when submitting the case, specifically: video with Chinese subtitles, translated printed material or other Chinese translated material.

Q11. Do you accept case that is used as market development test?

No, we do not accept such marketing cases.

Q12. If the entry case cannot be successfully submitted online due to objective reasons, can applicant participate in any other ways?

The DMAA has launched official entry platform to facilitate companies to submit cases through online application. If applicant cannot operate online due to unforeseeable reasons, they can contact the staff of the DMAA Organizing Committee for handling in time. The official email address is: emmayu@adtchina.cn

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Award Categories

Award categories:

✘ A. Branding/ Marketing

✘ B. Content Marketing

✘ C. Digital production

✘ D. Martech/Marketing Technology

✘ Y. Annual Award



Award group

The 6th DMAA International Digital Marketing Awards has 5 award categories, including 110 + subcategories. The details are as follows. Please choose to enter according to your own situation and case attributions.

Note 1: The * symbol is the new award subcategory

Note 2: If the category of the entry case is not included below, you can submit it to the "Other" category in the entry form.

A

**Brand
Marketing**

B

**Content
Marketing**

C

**Digital
production**

D


**Marketing
Technology**

Y

Annual group

A. Brand Marketing


The brand marketing group is classified according to the industry, mainly for brand marketing related cases. Participating companies can fill in the form according to the category of brand owners, and both brand owners and agencies can apply for this group of awards.

 <p>Brand Marketing</p>	A-1. Food and beverage category	A-2. FMCG NEW	A-3. Drinking category NEW
	A-4. New retail class, NEW	A-5. Home furnishing category	A-6. Finance category
	A-7. Medical and health care category	A-8. Consumer durables	A-9. Automobile category
	The A-10.3C product category	A-11. Beauty makeup and personal care	A-12. Clothing category NEW
	A-13. Tourism	A-14. Science and technology category	A-15. Real estate category
	A-16. Maternal and infant class NEW	A-17. Pet class NEW	A-18. Internet Services category: NEW

B. Content Marketing

<p style="font-size: 48px; font-weight: bold; margin: 0;">B</p> <p style="font-size: 24px; font-weight: bold; margin: 10px 0;">Content Marketing Group</p>	B-1. Marketing channels	B-1-1. Short video marketing category	B-1-2. Internet platform category	B-1-3. Business website class
		B-1-4. Overseas marketing category	B-1-5. Cross-channel integration class	B-1-6. E-commerce marketing category NEW
	B-2. Content marketing	B-2-1. Commercial short films NEW	B-2-2. Micro-films	B-2-3. Corporate image category
		B-2-4. Film and television advertising	B-2-5. Integrated marketing category	B-2-6. Public welfare marketing
		B-2-7. Variety marketing NEW	B-2-8. IP crossover Marketing category	B-2-9. Effect marketing category
	B-3. Social media	B-3-1. Social marketing category	B-3-2. KOL Marketing category	B-3-3. NEW for the holiday marketing category
		B-3-4. Live-streaming marketing category	B-3-5. Event marketing category	
	B-4 Marketing platform	B-4-1. TikTok Marketing category	B-4-2. Marketing category of Xiaohongshu	B-4-3. Kuaishou marketing category
		B-4-4. Marketing category of wechat public account	B-4-5. B station marketing class	
	B-5 Meta-Universe Marketing	B-5-1. Virtual scene class	The B-5-2. NFT Digital Collection category	B-5-3. Virtual idols
B-5-4. Virtual activity class				

C. The Digital Skills

 <p>Digital Skill</p>	C-1. Video and design	The C-1-1.UI Design Class	C-1-2. Illustration class	C-1-3. Video class
		C-1-4. Animation class	C-1-5. Picture design class	C-1-6. Music / sound design category
		C-1-7. Overall aesthetic design category		
	C-2. Product functions	C-2-1. User experience design category	C-2-2. Functional integration class	C-2-3. Experience design category
		C-2-4. Integration of multimedia platform class	C-2-5. Overall functional design category	
	C-3. Data analysis	C-3-1. Data collation class	C-3-2. Data insight class	C-3-3. Data visualization class
	C-4. Technical services	C-4-1. Intelligent voice interaction class NEW	C-4-2. Digital technology innovation category	The C-4-3.AR Virtual Reality class
		C-4-4. Wearable technology category	C-4-5. Artificial intelligence class	C-4-6. Meta verse marketing

D. The Marketing Technology



<p style="font-size: 48px; font-weight: bold; text-align: center;">D</p> <p style="font-size: 24px; font-weight: bold; text-align: center;">Marketing Technology</p>	D-1. Mobile marketing	D-1-1.APPS Marketing Class	D-1-2. Game marketing category	
	D-2. Marketing technology	D-2-1.TradingDesk Product Class	D-2-2. Digital marketing category	D-2-3.CEM Product Class
		D-2-4. Private Domain operations	D-2-5.DAM Product Class	D-2-6.CDP Product Class
		D-2-7.SCRM Product Class	D-2-8. Search marketing category	D-2-9. User operations category
		D-2-10.OTT large-screen marketing class		
	D-3. E-commerce marketing	D-3-1. Cross-channel digital technology category	D-3-2. User acquisition class	D-3-3. Payment solution class
		D-3-4. Personalized activities	D-3-5. Precision marketing	D-3-6. Retail promotion category
		D-3-7. Social e-commerce category	D-3-8. User behavior planning class	

Y. Annual group

<p>Annual group</p>	Annual Company (Y-1)	Y-1-1. The Best Integrated Marketing Agency of the Year	Y-1-2. Best MCN Agency of the Year	Y-1-3. Best Digital Marketing Company of the Year
		Y-1-4. Best Creative Hot Shop of the Year	Y-1-5. Best Creative Agency of the Year	Y-1-6. Annual Media Agent
		Y-1-7. Best Meta-Space Marketing Company of the Year		
	Annual Service Provider (Y-2)	Y-2-1. Best CEM of the Year, service provider	Y-2-2. Best TD Service provider of the Year	Y-2-3. Best SCRM Service provider of the Year
		Y-2-4. Best DAM of the Year, service provider	Y-2-5. Best CDP of the Year, service provider	Y-2-6. Best MA Service provider of the Year
		Y-2-7. Best BI Service provider of the Year	Y-2-8. Best CMS of the Year, service provider	Y-2-9. Best Middle Taiwan Service provider of the Year
		Y-2-10. Best live streaming service provider of the Year	Y-2-11. The Best channel digital service provider of the Year	Y-2-12. Best marketing technology new enterprise of the Year

Y. Annual group

 <p>Annual group</p>	Brand of the Year (Y-3)	Y-3-1. Annual digital marketing innovation brand	Y-3-2. Annual Digital Marketing Brand	
	Person of the Year (Y-4)	Y-4-1. Digital Marketing Innovation Brand Person of the Year	Y-4-2. Digital Marketing Influential Person of the Year	Y-4-3. Best Virtual Idol of the Year
	Team of the Year (Y-5)	Y-5-1. Annual corporate communication team	Y-5-2. Marketing Team of the year	Y-5-3. Annual business development team
		Y-5-4. Brand Service Team of the Year		
	Annual Media Platform (Y-6)	Y-6-1. Annual digital marketing effective media platform	Y-6-2. Annual innovative media platform for digital marketing	

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Business Cooperation

✂Award cooperation details

✂ contact us

Sponsorship Form Rights and Interests	DMAA Exchange dinner sponsorship	DMAA Summit named sponsorship	Theme speech	Innovation Demonstration	activity luncheon party	summit The opening video
Quote (RMB)	68,000	158,000	128,000	68,000	66,000	20,000
Speech time		15 minutes Opening speech	30 Minutes	15 Minutes	The 10-minute opening	3 Minutes
Tickets for training day	3 Tickets	5 Tickets	5 Tickets	4 Tickets	3 Tickets	2 Tickets
Summit Day tickets	3 Tickets	5 Tickets	5 Tickets	4 Tickets	3 Tickets	2 Tickets
Meeting information	√	√	√	√		√
Check-in board: LOGO	√	√	√	√		√
Lucky draw (provided by the Sponsor)	√	√	√	√		√
Desktop Company AD			√			
Exclusive naming dinner		√				
luncheon party					√	
Media interviews		1	1	1		
The Booth Stand (3 * 3)			√			
The Booth Stand (2 * 2)	√					

Sponsorship form rights and interests	Round table discuss	Datum In the bag	Lifting rope support	Exhibition booth (3*3)	Exhibition booth (2*2)
Quote (RMB)	20,000	10,000	20,000	35,000	25,000
Speech time					
Tickets for training day	2 Tickets	2 Tickets	2 Tickets	2 Tickets	2 Tickets
Summit Day tickets	2 tickets	2 Tickets	2 Tickets	2 Tickets	2 Tickets
Meeting information	√	√	√	√	√
Check-in board: LOGO					
Lucky draw (provided by the Sponsor)					
Desktop company AD					
Exclusive Named dinner					
luncheon party					
Invite					
Media interviews					

Contact Us

[Award consultation]



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[Market cooperation]



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Looking forward to your participation!

2022 DMAA