



DXA'20TM
UK Digital Experience Awards

How Entries are Scored

Our aim is to provide a robust and transparent judging process that provides clarity and confidence to all involved.

Entries are scored using the following scoring criteria.

Finalists

The finalists are decided by the shortlisting panel.

There will be between 3 and 6 finalists per category depending on the number and quality of entries.

Finalists are scored based on an assessment of the written entry and a presentation to decide the category winners.

Scoring

The written entry is judged online and is worth 50% of the final score.

(NB as the "Summary" criterion is not included at the presentation stage, the score for the written entry is calculated as 6/7 of the total written entry score).

The presentation judged at the finals is worth 50% of the final score.

The maximum score is 1200 (1400 for the professional of the year)

Winners

The winner of each category is the entry with the highest score when combining the scores awarded by the judges for the written entry and the presentation.

For categories with 3 finalists there will be only a gold winner.

For categories with 4 or more finalists, there will be a gold winner and a silver winner.

For categories with 5 or more finalists, there will be a gold winner, a silver winner and a bronze winner.

There will be an Award for the overall winner for the UK Digital Experience Awards 2020, which is the entry with the highest score. The Digital Marketing Professional of the Year and the Team of the Year category are excluded from the overall winner Award.

Scoring Grid

| Scoring stages | By whom | Basis of assessment | Outcome | Impact on scoring |
|-----------------------------------|---|---|------------------------|---|
| 1. Shortlist | | | | |
| Shortlisting Panel | <ul style="list-style-type: none"> 4 judges Experienced Awards International employees Chair of the Awards | <p>Written entry Criteria 1 - 7 (additional criteria for Digital Marketing Professional of the Year category as stated below)</p> <p><i>Summary will be especially important</i></p> | Shortlist of finalists | <p>Score not carried forward</p> |
| 2. Assessment of finalists | | | | |
| Category judging panels | 3 - 6 judges for each category | <p>Written entry Criteria 1 - 7 (additional criteria for Digital Marketing Professional of the Year category as stated below)</p> | Score | 50% of weighting of final score for all categories as specified above |
| Category judging panels | 3 - 6 judges each category | <p>Live presentation Criteria 2 - 7 (additional criteria for Digital Marketing Professional of the Year category as stated below)</p> | Score | 50% of weighting of final score for all categories as specified above |

There are a standard set of 7 criteria* (additional criteria for Digital Marketing Professional of the Year category as stated below) across all of the categories. Each criterion has a maximum score of 100 available. All 7 criteria* will be used for both the shortlisting of finalists (by the judging panel) and for scoring written entries by the finalist judging panel. Finalist presentations will be scored against criteria 2-7 criteria* only.

Scoring Guidelines

| Rating | Description on of how well the entry meets the criteria | Score available |
|--------------------|--|-----------------|
| Outstanding | Compelling, robust, fully evidenced description | 80 - 100 |
| Strong | Very good story with some strong evidence | 60 - 79 |
| Adequate | Good, well-evidenced description | 40 - 59 |
| Limited | Some weak areas, would have benefited from more evidence | 20 - 39 |
| Weak | Unconvincing, weakly evidenced description | 0 - 19 |

| Scoring Criteria | Suggested Word count |
|--|------------------------|
| The case for recognition. Each criteria is worth 100 points. | MAXIMUM OF 2,000 WORDS |
| 1. Summary Provide an overview of the entire digital initiative, capturing the most important information from beginning to end. NB. This will be used for shortlisting finalists and the scoring of the written entries but is not relevant to finalist presentations. | 250 |
| The following criteria are relevant to all stages of judging: shortlisting, written entries and finalist presentation. Each criterion requires a compelling, fully evidenced description. | |
| 2. Business strategy What was the background to the initiative? How did it meet the strategic needs of the business? | 250 |
| 3. Goals and Objectives What were the specific goals and objectives of the initiative? What business benefits did the initiative set out to achieve? | 250 |
| 4. Planning and Implementation What steps did you take to plan the initiative? How was the initiative implemented? Who was involved and how was communication maintained? What was the target, budget and timeframe. Show results of any challenges along the way and the results against target, budget and timeframe | 300 |

| | |
|--|------------|
| <p>5. Stakeholder Engagement What was the leadership model and who were the relevant stakeholders? How were their needs identified and understood, and how were they engaged in the process?</p> | <p>250</p> |
| <p>6. Innovation and Creativity What was especially creative and innovative about the initiative? Was there anything unique or which proved an interesting twist and contributed to the overall success?</p> | <p>250</p> |
| <p>7. Impacts and Benefits What has been the resulting impact on the business? What other benefits have been achieved in relation to the goals and objectives, and were there any additional unforeseen benefits?</p> | <p>250</p> |
| <p>8-Professional Competence * ONLY RELATES TO THE DIGITAL MARKETING PROFESSIONAL OF THE YEAR CATEGORY What particular aspects of the initiative demonstrated the candidate’s credibility, positive attitude and doing more than the requirements of the job. What evidence supports this?</p> | <p>200</p> |

NB For the Digital Marketing Professional of the Year and the Digital Team categories, the entry should relate to a particular initiative and will be scored based on the individual’s/team’s approach to the initiative. This is included in the questions on the entry form for these categories.