

SLIM

Sri Lanka Institute of Marketing

**SLIM
DIGIS**



2.4

ENTRY KIT



CELEBRATING DIGITAL MASTERY

WELCOME TO SLIM DIGIS 2.4

SLIM DIGIS, organized by Sri Lanka Institute of Marketing, intends to celebrate Sri Lanka's best digital marketing endeavors, innovation and talent, and recognize the region's growing influence on the global digital industry. The Sri Lankan digital industry continues to add value to many brands. This awards competition is judged under international standards by the industry's most respected business, marketing and digital marketing professionals. It aims to celebrate outstanding work and talent within the digital sphere.

Categories have been selected to reflect the development and growth of digital marketing in Sri Lanka. An independent jury panel, comprised of leading business leaders, marketers, digital practitioners, agency strategists, and other experts in the field of digital marketing, will judge entries. The awards program encourages work, which is innovative, contemporary and in line with global standards which will inspire our digital marketing industry and the next generation of practitioners.

AWARD CATEGORIES

Main Awards

Best Digital Marketing Campaign

This category celebrates outstanding holistic digital marketing campaigns that effectively integrate at least two digital platforms or channels to achieve significant results. Entries should demonstrate seamless synergy across all campaign elements, including:

- **Strategy:** Clear, data / insight driven planning with well-defined objectives and target audience insights.
- **Innovation/Creativity:** Unique, creative approaches and innovative use of digital technologies or platforms.
- **Execution:** Flawless implementation across chosen digital platforms/channels, showcasing coordination and coherence.
- **Results:** Measurable outcomes that clearly reflect the campaign's success in achieving its goals, supported by robust metrics and KPIs.

Categories

1. Best Digital Marketing Campaign in Banking & Finance
 2. Best Digital Marketing Campaign in Insurance
 3. Best Digital Marketing Campaign in Telecommunication / IT / Internet
 4. Best Digital Marketing Campaign in Leisure, Hospitality, Travel & Tourism
 5. Best Digital Marketing Campaign in Education
 6. Best Digital Marketing Campaign in Real Estate
 7. Best Digital Marketing Campaign in NGO and Government
 8. Best Digital Marketing Campaign in Retail (Fashion, Consumer Electronics etc)
 9. Best Digital Marketing Campaign in Food / Beverage
 10. Best Digital Marketing Campaign in FMCG (Beauty / Personal Care / Home Care)
 11. Best Digital Marketing Campaign in Automotive / Manufacturing
 12. Best Digital Marketing Campaign in E-Commerce
 13. Best Digital Marketing Campaign in Other Industries
 14. Best Digital Marketing Campaign International
 15. Best Digital Marketing Campaign in Healthcare / Hospital
- * Campaigns that ran solely in overseas markets, created by an entity based in Sri Lanka, for overseas or Sri Lankan clients

Special Awards

If applicants wish to apply for special awards, they need to apply separately and they can participate in multiple special awards categories.

Note: *All special awards entry should be focused to suit each category description.*

Categories

01. Best Use of AI Technologies
02. Best Use of Ad Tech
03. Best use of Digital Creative Content
04. Best Use of Creator/Influencer/UGC Content
05. Best SEO/SEM Campaign
06. Best Performance Marketing Campaign
07. Best Use of Experiential Digital Marketing
08. Cross Media Integration
09. Digital / Social Platform Integration
10. Gaming, Gamification & use of E-sports
11. Small Budget Impact
12. CSR, Purpose-Driven Digital Marketing Campaign
13. Best Use of Agile/Moment Marketing

Category Descriptions

01. Best Use of AI Technologies

This category honors exceptional digital marketing campaigns that leverage artificial intelligence (AI) technologies to drive innovation and achieve superior results. Entries should highlight the integration of AI, which could include the use of generative AI for content creation and other AI-driven techniques to optimize digital marketing strategies and deliver impactful outcomes.

02. Best Use of Ad Tech

This category celebrates the advanced utilization of social and digital media platforms' capabilities, showcasing innovative approaches that go beyond traditional digital targeting methods. The entry should demonstrate how these technologies were strategically applied to enhance targeting precision, audience engagement, and overall campaign effectiveness.

03. Best use of Digital Creative Content

This category recognizes the creative, innovative, and effective use of Digital content that has provided a significant upliftment for the brand in terms awareness, reach and engagement. The content should align with the brand's values and strategy, clearly addressing specific marketing challenges. Entries should highlight newly created content, showcasing excellence in content creation, creative execution, and the effective use of creative storytelling.

04. Best Use of Creator/Influencer/UGC Content

This category recognizes outstanding campaigns that effectively leverage content created by creators or influencers, as well as user-generated content (UGC), to boost brand engagement, sales, and create buzz about a product or service. Entries must demonstrate how the levels of engagement, social reach, and the creative use of creator or influencer content contributed to the campaign's performance and success.

05. Best SEO/SEM Campaign

Search focused work that encompasses elements such as SEO and SEM (video and display are not included). Entries should be able to justify why they used search marketing, the particular elements employed and should demonstrate the effectiveness of their campaign in accessing target audiences and generating business. Entries must solely include the search marketing elements of their campaign, as other marketing strategies will not be considered in this category.

06. Best Performance Marketing Campaign

This category recognizes outstanding performance marketing or direct response campaigns that have effectively achieved their targets. Entries should be supported by comprehensive performance insights such as conversion rates, cost per acquisition (CPA), return on ad spend (ROAS), and other key metrics. Submissions must highlight measurable outcomes and demonstrate how these metrics contributed to the overall success and return on investment (ROI) of the campaign. The jury will evaluate the campaign's effectiveness in achieving its goals through clear, quantifiable results.

07. Best Use of Experiential Digital Marketing

Touching consumers through an experience allowing them to become active participants through sampling, hands-on product demos, immersive events, tours or online & offline activities. Entries need to demonstrate how customers interacted with the product or service via a sensory experience that made a lasting impression.

08. Cross Media Integration

Single multimedia campaign with digital as core strategy, that demonstrates integrated use of multiple media touchpoints including at least one or more non-digital media, such as TV, print, radio, outdoor, PR, direct marketing, OOH, Cinema, etc., That is integral to campaign execution and performance. Entries must highlight the rationale behind the media choices and how they came together to deliver outstanding results.

09. Digital / Social Platform Integration

Cross platform campaign, integrating two or more digital / social platforms, showcasing integrated use to develop and amplify meaningful user engagement and/or business impact. Entries must highlight significant platform roles and how they came together to deliver outstanding results.

10. Gaming, Gamification & use of E-sports

Digital marketing initiative where gamification, esports or gaming communities and/or platforms have been utilized to add value to a campaign. This includes marketing that uses gamification, marketing to gaming communities or partnerships with esports or gaming platforms at any level, from amateur to professional, to successfully increase campaign engagement and results.

11. Small Budget Impact

Single campaign demonstrating best use of digital media on an overall spend not exceeding LKR 1.5 million. Entries need to highlight significant consumer engagement or business impact through the creative and optimal use of the limited investment.

12. CSR, Purpose-Driven Digital Marketing Campaign

This category recognizes digital marketing campaigns that effectively integrate corporate social responsibility (CSR) or purpose-driven initiatives into their strategy. Entries should demonstrate how the campaign promotes social good, environmental sustainability, or community engagement while aligning with the brand's values and objectives. Submissions must highlight the impact of the campaign on both the brand and the cause, supported by performance metrics such as engagement rates, social reach, and outcomes for the CSR initiative. The jury will evaluate the campaign's effectiveness in achieving its social purpose alongside its marketing goals.

14. Best Use of Agile/Moment Marketing

This category celebrates campaigns that have successfully leveraged agile or moment marketing to achieve significant impact. Entries should demonstrate how the campaign quickly and effectively responded to real-time events, trends, or cultural moments to engage audiences and drive results. Submissions must highlight the strategic thinking, creativity, and execution behind the agile approach, showcasing the campaign's ability to capitalize on timely opportunities. Additionally, entries should illustrate how the agile marketing efforts positively affected the brand, enhancing its relevance, visibility, and connection with the audience.



ENTRY SUBMISSION PROCESS

ELIGIBILITY

Campaigns that have run in the year 2023 from 1st January to 31st December only.

ENTRY REQUIREMENTS

A. VIDEO

The video should help judges understand the objectives, strategy, innovation, and execution of the entry in relation to the category requirements. The length of the video should be no more than 4 minutes, Videos should be in mp4 format only.

B. PRESENTATION (Mandatory)

Submit a 5-slide presentation (PDF) covering the following parameters to demonstrate the strength of your entry:

- 1. Context or Challenge:** Outline the context or challenge that the campaign aimed to address.
- 2. Targeting/Audience Insight:** Provide insights into the target audience and their behavior, needs, or preferences.
- 3. Creative/Innovation:** Describe the creative idea or innovative approach behind the campaign, including any unique strategies used in setting up and executing the campaign.

4. Execution of the Idea: Detail how the campaign was executed, including the methodologies and tactics used.

5. Results: Present the measurable outcomes and key performance indicators (KPIs) that demonstrate the campaign's success.

C. ADDITIONAL EVIDENCE

You may include additional campaign evidence as an appendix after the 5 slides. This can encompass further supporting materials, detailed analytics, campaign reports, or any other relevant documentation that strengthens your entry.

D. FONT SIZE

Please ensure that the font size in the PowerPoint presentation is no smaller than size 14 for readability



EVALUATION PROCESS

Preliminary Round

Judges will evaluate your entries individually and comment on them before deciding whether to send them to the second round. In the preliminary rounds they will try to verify that the data submitted is accurate and if the entry covers all the points required to be in the entry and if such points are not covered it will be informed to the personnel in charge from SUM and SUM will ask the entrants to resubmit the entry during a strict resubmission time period of 7 days. If an applicant fails to follow the requested procedures after submission or fails to resubmit the entry within 7 days, SLIM has the authority to disqualify the entry after consulting from the Project Chairman and the Head of the Jury.

Second Round

Judges will review the qualified entries from the preliminary round and marks will be given along with the comments. Judges have the opportunity to discuss within the panel before giving the relevant scores.

Note. *Judges with areas of conflict will not be allowed to evaluate your entry.*

Selection criteria for Awards

1. Gold: 80 & above
2. Silver: 70 - 80
3. Bronze: 60 - 70
4. Grand Prix: will be awarded to the entries which achieves the highest score in both the main awards category and the special awards category.

Note. *Clients as well as (mentioned) agencies will be awarded.*

DATES AND PAYMENTS

Award Category	Deadline Dates	Payment
Main Awards (First Deadline)	22nd August 2024	LKR 16,000.00 + Tax
Main Awards (Extended Deadline)	26th August 2024	LKR 18,500.00 + Tax
Special Awards (First Deadline)	22nd August 2024	LKR 21,000.00 + Tax
Special Awards (Extended Deadline)	26th August 2024	LKR 23,500.00 + Tax

*Payment can be made online or paid at the SLIM premises.

*Cheques should be drawn in favor of "Sri Lanka Institute of Marketing"

*Cash or Credit Card payments will be accepted.

Contact Information

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