

A woman with long brown hair and a man with a beard and mustache are smiling and holding black envelopes with yellow and white text. The envelopes say "US SEARCH AWARDS 2024". The woman is wearing a black sleeveless top and a ring. The man is wearing a blue blazer over a light-colored shirt and a watch.

**DON'T  
PANIC**

**Guide to Entering  
Our Awards**



# Welcome to a World of Ethical & Transparent Awards

**Don't Panic deliver 30 digital awards around the world. Our ethos lies in celebration! The celebration of expertise, creativity and innovation across the digital industry.**



Our award judges are leading industry experts who understand the importance of reward and recognition for teams who are setting the benchmark and standards for the future. The judges pre-score all entry forms and consider all supporting materials. Scores for each question on the entry form are combined to give an overall score and the highest-scoring entries determine the shortlist. Judges meet to discuss the highest-scoring entries in detail and together agree on an overall winner and sometimes silver recognition.

All judges sign a non-disclosure agreement, should a judge break the rules of conduct and the code is not adhered to, they will be asked to leave the panel and not be invited to judge any future awards.

Don't Panic pride ourselves in our robust, transparent, ethical two-step judging process which is accredited by the Awards Standards Council – Awards Trust Mark.

# Benefits to Entering & Winning an Award

## RECOGNISE, REWARD, CELEBRATE

Celebrate the success of great campaigns or strategies, innovation and technology, teams and individuals. Awards are for everyone, no matter how big or small, winning is about creativity, innovation and ROI.

## RAISE AWARENESS

Award wins raise awareness of your organisation or work and create PR opportunities to showcase your credibility.

## JUDGES' EXPERTISE

The awards are judged by a panel of industry experts and influential people working in brands, providing a perfect opportunity to showcase the quality and standard of your work and receive feedback for future projects.

## NEW BUSINESS

Award wins will help you win new business – all winners receive specially designed assets for use in marketing materials and winning case studies regularly feature on the awards websites.

## EMPLOYEE MOTIVATION

Awards recognise the hard work and achievements of your employees so winning one can help boost staff morale and improve motivation.

## NETWORKING

The awards provide exceptional networking opportunities with peers from the industry.

## INCREASED CREDIBILITY

To prove or evidence to clients that your company or campaigns are the best in their sector.

## ATTRACTING TALENT

Awards validate your hiring stature among new recruits. Being an award-winning agency or organisation will help you recruit and retain talent.

## REFLECTION

The award writing process provides opportunity for reflection, evaluation and benchmarking.



# Winner Testimonials

The UK Search Awards are arguably the most prestigious in the UK and winning the pinnacle of their judging is incredible. I'm so glad the amazing team here have received this accolade to validate their position as market leaders and continue to drive the industry forward.

**Simon Schnieders**  
Founder  
Blue Array

Entering the Northern Digital Awards is a big part of growing as an agency, it's a third-party endorsement that we know has gone through the eyes and ears of a very exciting panel of judges and to win means a lot and we're overjoyed.

**Theo Cooper**  
Co-Director  
Untold Agency

Unbelievably proud of the team at Dodo Digital last night for picking up the award for Travel / Leisure Campaign of the Year. This is the first ever award we've taken the time to enter for as an agency. We were delighted to even be shortlisted, but to win it is a real honour and a testament to what we've achieved.

**Peter Marriott**  
Co-Founder  
Dodo Digital



Creating campaigns that tell great stories and travel far is what Verve is about. Congratulations to our wonderful team for winning the European Content Awards in two categories. We're a very multi-cultural and multi-lingual bunch, and it's always a great joy to watch our diverse skills make our campaigns shine through on a global scale.

**Olga Rtischeva**  
Head Of Search  
Verve Search

Over the moon with the Apadmi team's results at last night's UK Dev Awards in London. We came away with trophies in all five categories. Huge congrats to the whole team and to our wonderful clients who make it so easy to write award-winning entries.

**Emma Casson**  
Head of Marketing  
Apadmi

We are thrilled to have won the Dev Agency of the Year (medium) at the prestigious UK Dev Awards. It's great recognition for our expertise in eCommerce websites, WordPress multisite, bespoke development and integrations. A huge congratulations to the talented team at Fellowship, thank you for all your hard work.

**Darren Hickey**  
Founder and Managing Director  
Fellowship



# Where in the World are our Awards?

UK  
Agency Awards

UK  
PRIO  
MEDIA  
AWARDS

UK  
COMPANY  
CULTURE  
AWARDS

UK  
eCOMMERCE  
AWARDS

Content  
& PR  
UK AWARDS

NORTHERN  
DIGITAL  
AWARDS

UK Social  
Media Awards

UK  
Business  
Tech  
Awards

UK DIGITAL  
EXCELLENCE  
AWARDS

## Global Awards Portfolio

GLOBAL  
SEARCH  
AWARDS

GLOBAL  
Agency  
Awards

Content  
& PR  
GLOBAL AWARDS

GLOBAL DIGITAL  
EXCELLENCE  
AWARDS

Global  
Business  
Tech  
Awards

Global Social  
Media Awards

US  
SEARCH  
AWARDS

US  
Agency  
Awards

UK  
SEARCH  
AWARDS

EUROPEAN  
SEARCH  
AWARDS

EUROPEAN  
Agency  
Awards

Content  
& PR  
EUROPEAN AWARDS

EUROPEAN  
PRIO MEDIA  
AWARDS

European Social  
Media Awards

MENA  
SEARCH  
AWARDS

APAC  
SEARCH  
AWARDS





# Judges' Top Tips

**Judges are on your side! Take care to communicate your work concisely and passionately – they cannot judge something that you take for granted!**

Strong results that have made a meaningful impact on the business's success. Quantify this! Don't just give percentages, give numbers and revenue figures.

Don't bamboozle with technical terms and endless graphs. Most projects can be boiled down to a relatable challenge and clear path to action without the need for buzz words/jargon.

With all the recent news on economic uncertainty, layoffs, interest rates and the banking sector, it's essential that brands shift focus from "grow at all costs" to maximizing profits, sustainability and scalability via digital marketing.

**Barry Adams**  
Founder  
Polemic Digital

**Thomas J. Vosper**  
Co-Founder & CEO  
Aisle 3

**Jack Felstead**  
Growth Consultant  
Reporting.io



I would advise participants to highlight originality and invention. The most lucrative entries are those that take chances, attempt novel approaches, and push the boundaries of what is practical for the sector. Entrants should make an effort to create work that is genuinely original and that highlights their individual skills and strengths.

The most important thing is to follow the entry form requirements. Some nominees leave some of the form's questions unanswered, which affects the overall score of an entry. Judges are scoring each of your answers on the entry form, and if something is missing, then we're forced to give a lower score.

This will be one that I suspect is shared a lot – make sure you have clear and measurable objectives and refer to them in your results. This is the biggest thing that tanks many entries as people either aren't clear about what they hoped to achieve, or don't make it easy for us to see how they delivered on these goal.

**Rejoice Ojiaku**  
Co-Founder & Content  
Partnership Lead  
B-Digital UK

**Alexandra Tachalova**  
Digital Marketing Consultant

**Arianne Donoghue**  
Founder & Consultant  
Tempest Marketing

# The Twelve Steps...

# To a Successful Entry



## 1. Follow the Instructions

Instructions on How to Enter can be found on the website and entry form which is free to download. Note the format, word count and deadlines, judges are strict when it comes to presentation and especially word count.



## 2. Criteria is Key

You will find the judging criteria on the website. The criteria is reflected in the entry form which is divided into sections to ensure you provide the information that judges want to see in the right place for you to score highly. Each section is scored individually so don't miss anything out!



## 3. Category / Categories

You can enter your work into multiple categories, or enter multiple pieces of work into one category. If you are entering one campaign into multiple categories, ensure you tailor each entry accordingly. If you are unsure of categories email or book an appointment with our Account Executives who will guide you.



## 4. Plan

Award-winning entries are crafted for perfection. The entry form is your best guide as you collate data and evidence that supports your entry. Judges can spot a rushed entry, so beware of last minute deadlines.



## 5. Objectives & Results

To understand a project, the judges need to understand where you started, what you wanted to achieve and the benefits and results you delivered. If your results have no bearing on your objectives you will not impress the judges.



## 6. Evidence, Evidence, Evidence!

You must quantify your results. Use hard numbers rather than percentages to clearly demonstrate what you achieved. Testimonials from clients, customers or your team also go a long way to show what matters.



## 7. Tell Your Story

Judges will be reading multiple entries so they need to understand your story, including the challenges you overcame and changes you made to achieve success. Be proud and excited about your work!



## 8. Mind Your Language

Judges are industry experts. Stay clear and concise, yet passionate. Avoid jargon, don't copy and paste and don't bluff!



## 9. Collaborative Approval

It is imperative that if you are submitting work on behalf of a client or collaboration you get sign-off from all parties before entering.



## 10. Supporting Documents

Choose a selection of documents to support your entry. URL's that provide context, process and results. Use word, PDF or JPEG format below 2MB. If submitting video include only the URL that links to an online platform and include this in the URL section on the entry form.



## 11. Include Your Logo

Attach a high resolution logo to the entry form. The logo will be used in the awards presentation should you make the shortlist. This is the perfect opportunity to make the most of marketing from your entry.



## 12. Check & Check Again

Ensure your entry is proofread by multiple persons to ensure it reads well and is free of typos! Share your entry with someone on your team who has not been involved in writing the submission as they may see a key piece of information you take for granted that you have missed.

# How to Enter

Entering one of our awards is as easy as 1, 2, 3!

1

Download an entry form from the relevant award website.

2

Complete your entry form with relevant information, and provide supporting documentation (Word or PDF document under 2MB).

3

Register via our online entry portal, where you will complete your company profile and then upload your completed documentation and make payment where relevant.

Remember you can enter one or multiple categories using the same project, or enter one category with multiple projects. All we ask is that you complete a separate form for each entry and tailor your responses according to the criteria, copy and paste will not do!

All entries must not exceed 1000 words. The word count does not include the company information at the start of the form or the questions already within the form.

If you have any concerns about which award category or categories best suits your work or team, contact our Award Entry Gurus who will guide you to making the right choices.

Call: +44 (0)1706 828855

Email: [awards@dontpanicprojects.com](mailto:awards@dontpanicprojects.com)

# The Small Print

## Judging & Entry Terms and Conditions

- The judges' decision is final. No correspondence or discussion will be entered into or feedback given regarding the selection of shortlisted nominations or winners.
- Judges can only access categories/entries they have been asked to score.
- Judges follow a robust two-step judging process that involves pre-scoring to determine the shortlist and judge sessions to award winner and silver.
- All judges sign a non-disclosure agreement, should a judge break the rules of conduct and the code is not adhered to, they will be asked to leave the panel and will not be invited to judge any future awards.
- In the interest of transparency, judges are ineligible to enter. Judges declare any perceived conflict of interest ahead of reading any entries and will not allow personal relationships or experiences to influence marking entries.
- Shortlisted entrants will be contacted by email (on the address provided on the entry form) on the shortlist announcement day. Judges will not notify anyone ahead of this date.
- All judges sign a code of conduct, should a judge break the rules of conduct and the code is not adhered to, they will be asked to leave the panel and not be invited to judge any future awards.

## Entry Terms & Conditions

- Entries must be submitted on or before 23:59 on the deadline day. Any entries received after this time are at the discretion of the Awards team.
- All entries will be acknowledged online at the time of submission after payment has been made. Full payment for awards entries is required by the date and time of the entry deadline. Should payment not be received, it could result in your entry being removed from the competition and judging.
- Don't Panic does not accept responsibility for the loss or damage of any entry.
- Entry Titles may be shortened for the purpose of the awards brochure and winners' trophies. Please keep entries concise and following the entry format: Agency Name & Client Name - Campaign/Product/Tool/Website Name or just Company/Team Name for Agency Awards.
- We will not publish your entries without first seeking approval. Permission to use any materials for the winning case studies post-event will be sought from entrants.
- Don't Panic reserves the right to extend the deadline, amend categories or not award categories should the standard of entries received not reach the required standard.
- To withdraw an entry please email: [awards@dontpanicprojects.com](mailto:awards@dontpanicprojects.com)

# Find Out More

Need more information about entering our awards?  
Don't Panic! Simply contact our Award Executives  
who can answer any further questions:

**Call: +44 (0)1706 828855**

**Email: [awards@dontpanicprojects.com](mailto:awards@dontpanicprojects.com)**



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