Digital Experience Awards

by **Contentsquare**

DX Awards Submissions Pack

Everything you need to know to bag yourself that award.

What's in this (super useful) pack

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How to enter

1.
Select the right award category for you

Have a flick through our 5 award categories and criteria, and see which award best suits the achievements you want to shout about this year.

2.
Submit your slides or video application

Applications are accepted as a 10 slide deck or a 5-minute video submission. Read through this pack where there's heaps of advice and tips on how to put together your submission.

3.
Wait patiently... Our judges will be hard at work

Our expert panel of judges will shortlist the applications for each award category. Join us at CX Circle Sydney on October 9th to find out if you're the winner!

Key dates

15 August	20 September	27 September	9 October

Applications open

Submission deadline

Judging Day

CX Circle & DX Awards ceremony @ Doltone House Jones Bay Wharf, Sydney

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The categories and criteria

The categories

Best Single Page Optimisation

Best Digital Experience Innovation

Best Digital Team

Woman of the Year

Contentsquare Client of the Year

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Best Single Page Optimisation

This award is for a single page that has been redesigned or optimised with enviable results. Demonstrating a clear use of insights for a data-led hypothesis, we want to see your page engaging and converting like a dream, backed with positive results off the back of your optimisations or redesign.

Your submission must demonstrate:

- A data-led hypothesis. What was the data showing you?
- The insights from the data and changes you made off the back of them.
- Results of the positive impact off the back of changes. How did it improve the overall customer experience, engagement and/or conversion of the page? If information is commercially sensitive, percentage figures for numbers hit work too.
- Bonus points if we can see a before and after of the page.

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Best Digital Experience Innovation

This award is for the most innovative digital experience from the past year across desktop, mobile, app or even in-store/branch. We're looking for cool new features, products and experiences that have fundamentally changed the way the user interacts with your brand and keeps up with changing customer expectations.

Your submission must demonstrate:

- Your digital experience innovation in use (a live demo or screen-recording would be really ideal) so we can see it in action.
- The reasons for your innovation, the benefits it holds for the user and how it has changed how customers interact with your brand.
- How this feature has positively impacted your business results. If information is commercially sensitive, percentage figures for numbers hit work too.

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Best Digital Team

This award is for the most impressive digital team who are killing it this year. We're looking for the most collaborative, customer-driven and insight-obsessed team out there. We want to see a strong culture, cross-team collaboration, ways of working that make your team unique and anything else you think is worthy of showing off.

Your submission must demonstrate:

- How your team is driving a culture of being customer-first, data-driven and insight-obsessed (to name a few buzzwords).
- Some of the initiatives or ideas that are unique to the way your digital team works and collaborate. How are you bringing individuals and teams together to work effectively?
- Some of the key achievements your team has achieved in the last year, including how you have improved the customer experience and driven value for the business. If information is commercially sensitive, percentage figures for numbers hit work too.

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Woman of the Year

This award puts the spotlight on the incredible women in the digital experience industry who are doing remarkable work. From shifting and positively impacting society, to breaking glass ceilings and supporting communities, we're looking for someone who's paving the way for women of tomorrow.

Your submission must demonstrate:

- An exceptional career with a proven track record of being a trailblazer in your organisation and industry.
- Enviable leadership that inspires and empowers others, and demonstrates authenticity and integrity in their leadership style.
- Dedication to paving the way for others through things like mentorship, coaching and providing support for rising professionals.
- Positive impact on the people and world around you through philanthropic or charitable projects.

Contentsquare Client of the Year

This award is for the best brand and Contentsquare partnership of the year. With over 60 clients across Australia, we're looking for a killer partnership over the last 12 months where you've used the platform and data in innovative ways, enabled different teams across the organisation and seen the relationship with Contentsquare *blossom*.

Your submission must demonstrate:

- Clearly showcase the use of Contentsquare.
- Show both breadth and depth of analysis using the platform (and any supporting data or integrated tools).
- Show how Contentsquare is changing the way your digital teams work, from democratising data to bringing different teams together.
- Include results and value to the business. If information is commercially sensitive, percentage figures for numbers hit work too.
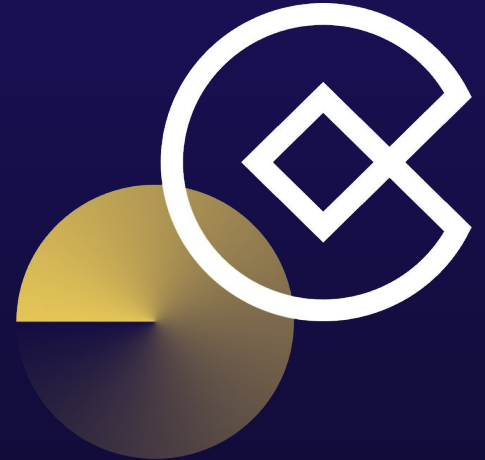
The complete submission guide

You have the option of submitting a video or slide deck. Find out the requirements for each option in this section.

Video guidelines

Why a video?

It gives you the chance to show off your team, your personalities, screen recordings and video clips. Plus, our judges love it in this format (it's way more enjoyable than reading through written applications).

How long should it be?

Strictly 5 minutes maximum.

How should I structure it?

15–30 seconds: Introduction

Set the context. What was your problem or mission, why are you applying for this award, who was involved?
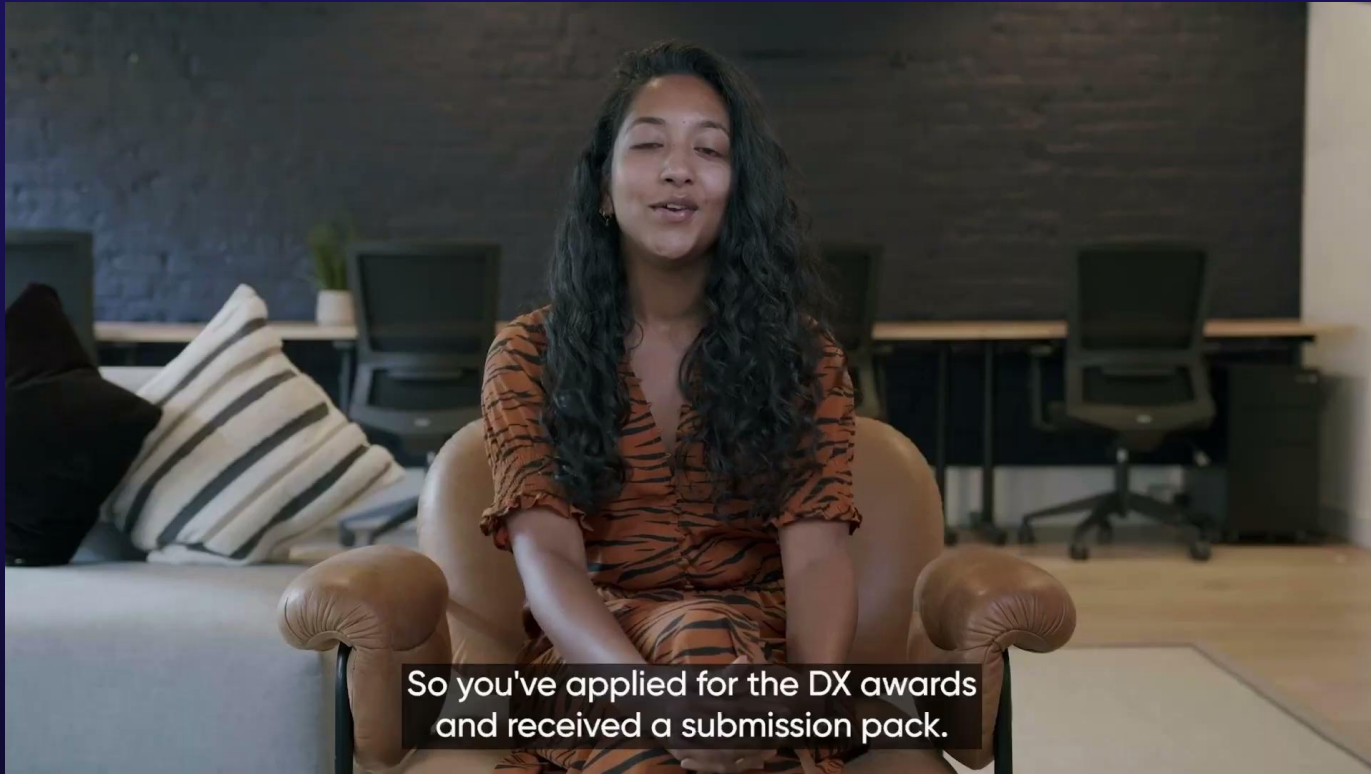
4 minutes: The meaty stuff

Spend this time carefully making sure you hit each of the criteria for your award category.

15–30 seconds: Conclusion

Why should you win? It's the last thing the judges will hear...

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How to guide for video submission

So you've applied for the DX awards and received a submission pack.

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Putting your video together

We're not looking for a Spielberg production (the content alone is what we always judge our applications on). But here are some resources to make sure your video can include all your award-worthy content:

Filming yourself / your team:

Your computer camera app

Zoom

Mobile

Free screen recording tools:

Quicktime (Mac)

TinyTake (Windows)

Zoom

Free video-editing tools:

iMovie/Windows video Editor (Basic)

DaVinci Resolve (Advanced)

Premiere Rush (mobile)

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Slide deck guidelines

Why slide deck?

It allows you to present your information in a visually engaging and clear, structured format. Presentation slides can be easily edited and updated to refine your message and ensure it aligns with the award criteria.

How long should it be?

As a guide aim for 10 slides using the suggested structure on the right.

How should I structure it?

1-3 slides: Introduction

Set the context. What was your problem or mission, why are you applying for this award, who was involved?

3-5 slides: The meaty stuff

Spend this time carefully making sure you hit each of the criteria for your award category. Use visuals to highlight important achievements and data.

1-2: Conclusion

Why should you win? It's the last thing the judges will read…

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Putting your slides together

We're not looking for a Picasso masterpiece (the content alone is what we always judge our applications on). But here are some guidelines to make sure your slides can include all your award-worthy content:

Creating your slides:

PowerPoint

Google Slides

Canva

Format:

.pdf

.pptx

Google Slides File

Canva File

Keep in mind:

Ensure your slides follow a logical sequence and are easy to follow

Use consistent fonts, colors, and layouts. Keep text concise and avoid clutter.

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Ts & Cs (important things to know)

- **The DX Awards are for brands only.**
  - Agencies and partners may support applications, but applications must be submitted directly from the brand.

- **The same video or slide deck submission can't be used to apply for multiple awards.**
  - Brands can apply for multiple awards, but submissions must be unique to each category.

- **Your content will be viewed by our judging panel and DX Awards team.**
  - Judges will be signing non-disclosure agreements to withhold the shortlist, winner and content of the awards until the day of the awards ceremony.

- **If shortlisted, we will ask for sign-off to share some of your video or slide submission.**
  - Teaser content to showcase your submission will be used at the awards ceremony (with your permission and sign-off beforehand).

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Any questions or need help?

We're a lovely bunch, and we're here to help:

1. We're always available by email for any questions, no matter how small. Just reach out and we'll get back to you as soon as we can.

2. Phone a friend: If you apply, you get one 30-minute call with us at any point during your application process. Consider it a helping hand.

[**Drop us an email**]

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Submit your slides or video

Here we go! Go through the checklist before submitting your award-worthy video or slides:

✔ I've followed the **slides**/**video guidelines and category criteria.**

✔ I've named my file using the format: **[Brand name] - [Award Category].**

✔ My submission has been **uploaded as a shareable link where my file can be downloaded** (e.g. Google Drive, Wistia, Youtube). Please note, we cannot accept WeTransfer or Dropbox links for security reasons.

✔ By submitting my application, **I'm agreeing to the Ts & Cs** (on page 19).

[Submit my application](#)

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