



Best mCommerce Campaign

Introduction

The entry is open to companies or agencies that can demonstrate a successful campaign strategy and results on a mobile platform using implemented mobile technology or product design.

Innovation

Entrants should demonstrate:

- What is innovative about the use of mobile and how easily was the technology implemented?
- Use of new or cutting-edge technology that has enhanced user experience

Strategy

Entrants should demonstrate:

- Campaign objectives and execution, background to the campaign, description of the objectives and definition of success expectation
- Clear communication of goals and actions to users of their site
- Performance improvement initiatives implemented to improve results.

Technology

Entrants should demonstrate:

- What platforms their site/application is optimised on (i.e. iOS, Android, Windows, Tablet, Phone or any other mobile device)
- How their mobile activities extend beyond an obligatory app and tablet-optimised site to creating an integrated, coherent and compelling experience under their brand.
- How the technology investment has increased efficiency/productivity and profitability if applicable

Design

Entrants should demonstrate:

- Clean site that is easy to navigate

- Design should be reflective of the market it is targeting
- Attention should be paid to accessibility and to best-practice interactive design in the delivery of simple administrative processes.
- Mobile Design should communicate the company's message in a clear way and not stray too far from desktop version if applicable

Feedback & Measurable Results

Entrants should demonstrate:

- How feedback was/is used to enhance the technology and user experience
- How they measured customer satisfaction
- How they measured a return on investment