



## **Best Use of Video**

### **Introduction**

The category is open to all businesses or agencies that can present the brand's use of video in their business activities and initiatives.

### **Technology and Design**

Entrants should demonstrate:

- The technologies and software used in the production of the video including the reasons for opting for these
- Application of Technology - How the application of technology has communicated core message and enhanced customer satisfaction

### **Design**

Entrants should demonstrate:

- Reasons for opting for particular designs in relation to core values and target market
- Attention to accessibility and to best-practice interactive design in the delivery of the video

### **Strategy**

Entrants should demonstrate:

- Customer service/user experience management strategy, with clear objectives and actions outlined
- Knowledge and Understanding of Customers - Processes used for measuring customer satisfaction, as well as gathering and analysing customer feedback.
- Achievements and initiatives taken, dedication and customer specific activity that goes beyond the original objectives set.

### **Measurable Results and Feedback**

Entrants should demonstrate:

- Auditable metrics and how the firm measured interaction, view counts and customer satisfaction
- Measurements of Success - Performance measures against targets used to define excellence in delivery of core values

- A positive impact that these results have had on the business overall