



## **General Acceptance Criteria**

### **Who should enter?**

The awards are open to all Irish and Northern Irish businesses, exchange and communications platforms conceived, designed or developed in Ireland and Northern Ireland , for the Irish or international market.

### **Accessibility**

An accessibility statement declaring whether the entry is adhering to recommendations of Levels A, AA or AAA of the W3C World Wide Web Consortium Recommendation Web Content Accessibility Guidelines 2.0 is required.

### **Technology**

Internet-based business, exchange and communication platforms on any connected channel, such as desktop browsers, mobile browsers and mobile apps. Where appropriate, and in most cases, the digital platforms should accommodate multiple devices to match user behaviours. In all cases the digital platform should be fit-for-purpose on all available devices they cater for.

### **Social media**

For all categories, judges will consider how the interaction of communication has enhanced, through social media platforms, the user's experience.

**Timing**

The work submitted to the Awards should be presented with both a clear date of release for any products, campaigns and platforms presented, and a clearly dated full set of results. Work that has been submitted in previous years should clearly document variations in the platform, products and campaigns year-on-year, as well as the comparative analysis of the business results.

**Documentation**

The following documentation might be summarised and attached to the entry: net promoter score data, average revenue per user data, cross-selling data, creative performance reports, engagement reports, brand listening reports, brand surveys, sales performance data, service/platform usage data, campaign reach and conversion data, consumer data. This must be provided through a Flickr/Slide Share account (link and passwords must be provided) and have a maximum of 10 supporting documents