

INTRODUCTION

Now in its eighth year in partnership with Campaign, the Digital Cinema Media Awards celebrate and showcase the very best cinema advertising campaigns of the past year. The categories reflect the diverse impact that the medium can achieve for brands by seamlessly integrating themselves into the entire cinema experience through strategic partnerships and immersive experiences.

KEY DATES

Entry deadline: Friday 12 July
Judging day: Wednesday 4 September
Awards ceremony: Wednesday 18 September

HOW TO ENTER

Please submit your award entries here : <https://dcm.awardsplatform.com>.

The Digital Cinema Media Awards are free to enter, and entries can be saved as drafts before submission. Campaigns may be entered into multiple categories.

PRIZES

Prizes include: Cinema tickets, exclusive hire of our screening room, a red-carpet experience for four people and a cinema screen time campaign to the value of £100,000.*

**To be used in Q1 2025. No barter. Production not included. Limited to 30" copy. All subject to DCM approval.*

THE JUDGES

Chaired by Maisie McCabe, UK Editor, Campaign, this year's judging panel of esteemed industry experts includes:

- Adam Foley, CEO, Bountiful Cow
- Ben Chadd, Chief Client Officer, Mindshare
- Beth Freedman, Ex-CEO, Dentsu X
- David Wilding, Chief Strategy Officer, EssenceMediacom X
- Davina Barker, Sales Director, Digital Cinema Media
- Grant Burke, Managing Director, OMD UK
- Karen Stacey, CEO, Digital Cinema Media
- Kelly Parker, CEO, Wavemaker UK
- Matt Landeman, Chief Client Officer, Carat UK
- Natalie Bell, CEO, MG OMD
- Richard Friar, Managing Director, Starcom UK
- Steve Parker, Executive Director, Medialab Group
- Tom Cornell, Chief Investment Officer, Hearts & Science
- Vee Gunn, Head of AV, Wavemaker North
- Vicky Handley, Brand Communications Lead, Lloyds Banking Group

AWARD CATEGORIES

Six categories are open for entry. A Grand Prix winner will also be chosen by the judging panel solely from the winners of the five main entry categories (which excludes Cinema champion of the year). Entries to categories 1-4 must have been exhibited in a DCM cinema within the judging period of August 2023 to July 2024.

- **Best Use of Cinema (Small)**
- **Best Use of Cinema (Large)**
- **Best Creative Use of Cinema**
- **Best 'Marketing for Good' Cinema Campaign**
- **Best Long-Term Use of Cinema**
- **Cinema Champion of the Year**

1. BEST USE OF CINEMA (SMALL)

This category recognises campaigns under £250,000 (DCM ratecard) that demonstrate exceptional strategic utilisation of cinema. In addition to impactful big screen advertising, entries may include campaigns that effectively leverage the high-attention medium to launch a new product, campaign, or message. Strategic use of tools and data such as DCM's Cinemapper and Cinema Effectiveness Roadmap is encouraged.

Entries should provide evidence of the impact cinema had on the overall campaign and its essential role in the AV media mix, highlighting the influence of the cinema medium on overall outcomes.

2. BEST USE OF CINEMA (LARGE)

This category acknowledges campaigns exceeding £250,000 (DCM ratecard) that showcase exemplary strategic utilisation of cinema. In addition to impactful big screen advertising, cinema should have played a prominent role in the AV mix. This could entail initiating the campaign with cinema to introduce a new product, campaign, or message, as well as incorporating bespoke idents, activations, and partnerships.

The campaign should have been strategically informed by research, data, and planning tools, showcasing tangible evidence of how cinema contributed to the campaign's overall success.

3. BEST CREATIVE USE OF CINEMA

This category honours campaigns showcasing innovative thinking and clever utilisation of new ideas within the cinema medium to deliver tangible results for advertisers.

Campaigns should strategically leverage the immersive and creative opportunities unique to cinema, which may encompass daring cinema-specific copy, 4DX and Screen X experiences, bespoke idents, and on-site activations.

Entries should demonstrate innovative communication planning, highlight cinema's pivotal role within the broader AV mix, and illustrate its specific contribution to the campaign's overall success.

4. BEST 'MARKETING FOR GOOD' CINEMA CAMPAIGN

This category acknowledges campaigns that have made a tangible positive impact. We believe in advertising for good, and there's not a more compelling way to convey an important message than through the big screen experience.

Entries should illustrate how cinema contributed to delivering value to a cause or organisation, changed consumer attitudes and behaviours, or provided sustainable benefits to society. This category is not restricted to charitable organisations; we welcome entries from brands that champion environmental, social, educational, or ethical initiatives in their campaigns.

5. BEST LONG-TERM USE OF CINEMA

This category honours brands that exhibit a sustained commitment to the cinema medium as a core element of their brand strategy.

Entries should showcase how insights and strategic planning have been employed to leverage the power of cinema for brand-building purposes over an extended period. This may involve running multiple campaign bursts as part of a long-term advertising strategy or executing multiple campaigns over a minimum period of 12 months.

6. CINEMA CHAMPION OF THE YEAR

This category celebrates individuals or teams that demonstrate excellence in advocating for the power of cinema in the brands they represent. Entries should showcase a proven track record of increasing awareness of cinema's pivotal role within the AV media mix, achieving exceptional results through cinema advertising, and persuading clients to prioritise cinema in their marketing strategies.

This category welcomes entries from any individual or team within a media agency.

ENTRY DELIVERABLES

Entries must be no more than 1,000 words in total. Each entry should include an executive summary of no more than 250 words.

Please upload two high resolution images to support your entry. A supporting video must also be submitted, as either a .mp4 file, or a YouTube or Vimeo link.

All entries must be submitted at dcm.awardsplatform.com.

CATEGORIES 1-5 ENTRY CRITERIA

Entries for Best Use of Cinema (Small), Best Use of Cinema (Large), Best Creative Use of Cinema and Best 'Marketing for Good' Cinema Campaign must be structured around the headings of:

Background, Idea, Plan, Results.

Entries for Best Long-Term Use of Cinema must be structured around the headings of:

Background, Evolution, Highlight Campaign Example, Results.

CINEMA CHAMPION OF THE YEAR ENTRY CRITERIA

Entries for Cinema Champion of the Year must include an explanation of why the individual or team should win this award, in no more than 500 words. The entry should also include a testimonial from a peer, senior member of staff or client, in no more than 100 words.

Please upload a high resolution headshot image of yourself to support your entry.

PUBLICITY

Digital Cinema Media and *Campaign* reserve the right to use the name, company and details of the winner and their photographs in any publicity and to publish winning entries online and in the DCM Awards brochure.

ENTER NOW!

<https://dcm.awardsplatform.com>.