



How to enter the Big Chip awards

This document tells you how to enter the Big Chip 2014 awards. In it you will find:

- Explanation of the application process;
- Tips and reminders on information you need to provide.

Types of entry submission

There are three types of entry submission:

- **Project submissions** where the award is judged on a single piece of work – a project, product, service or campaign.
- **Business or organisation submissions** where the award is judged on the entrant – an organisation, company or freelancer.
- **Student or apprentice submissions** where the award is judged based on the work by a student or apprentice.

There are also two special awards that are given to the best examples of shortlisted work. You do not need to enter these separately.

Project submissions - judged on a piece of work

There are 15 project categories for entering pieces of work:

- [Best E-Business Project](#)
- [Best Public Sector Project](#)
- [Best Not for Profit Project](#)
- [Best User Experience](#)
- [Best Use of Mobile](#)
- [Best Use of Visual Design](#)
- [Best Application of Technology](#)
- [Best Use of Animation](#)
- [Best Use of Search](#)
- [Best Use of Social](#)
- [Best Use of Gaming](#)
- [Best Digital Marketing Campaign](#)
- [Best Digital Branding Campaign](#)
- [Tasty Website Award](#)
- [Big Chip Imagination Award](#)

You can see full details of these on the site: bigchipawards.com/categories2014

These are all open to projects (eg products, services or campaigns) where all or most of the important work has been done in the North of England. The North of England is defined as roughly anywhere north of Derby and south of Scotland.

Each category has its own criteria which the judges use to assess the entry.

For the Tasty Website Award the judges choose a shortlist of entries and the winner is then chosen by popular vote (using Twitter). In all other cases the judges choose a shortlist and then choose the winner.

Either the organisation (or freelancer) that did the work or the client that commissioned it can enter.

To be eligible, projects should either have been launched in the last year, or they should have been significantly redeveloped or shown “substantial measurable progress” in the last year.

You can enter one piece of work for more than one category – each category you enter it for counts as one entry.

You make a *submission* for each piece of work that you enter, ticking the category or categories that you want to enter it for.

*So, if you enter one project for three categories and another project for two categories, you will be making **two** submissions and you will be making a total of **five** entries.*

Business or organisation submissions - judged on the entrant

There are three categories which are judged on the entrant, rather than any particular piece of work:

- [Best Start-up](#)
- [Best Established Freelancer/Micro Enterprise](#)
- [Big Chip Digital Agency Award](#)

These are open to entrants based in the North or England. The North of England is defined as roughly anywhere north of Derby and south of Scotland.

If you are entering for one or two of these (you cannot qualify for all three¹) then you should complete a separate application form for each.

Each of these categories has its own criteria which the judges use to assess the entry.

Student or apprentice submissions

This year there are two Little Chip categories:

- The [Little Chip Student Award](#) is for work done by one or more students at an education institution as part of a course - the institution should enter the work;
- The [Little Chip Placement/Apprentice award](#) is for work done by a student placement or apprentice while working with an employer - the employer or training or education institution can enter the work.

It is fine for students or apprentices to take the lead in entering their work, however bear in mind:

- That should the entry win it is the educational institution or employer that is credited with the award. The winning student (or students) or apprentice is of course also given prominent publicity.
- The educational institution or employer should agree to the entry.
- Only one entry is allowed for each course for the student award. If a number of students on a course wish to enter the awards then either:
 - o The students should work together on a joint entry.
 - o Someone (the tutor or the students) should choose the best best work to enter.

¹ To qualify for Best Start-up you must have started in business since September 2012. To qualify for Best Established Freelancer/Micro-Enterprise you must have 5 or fewer employees and have been in business since before September 2012. Thus it is impossible to qualify for both of these categories.

Awards chosen from the shortlisted entries

There are also two additional awards chosen from the shortlisted entries:

- [Anthony Wilson Original Modern Award](#) chosen by this year's special guest judge Neville Brody;
- [Grand Prix](#) awarded by the judging panel to the entry that impressed them the most.

You don't need to complete separate application forms to be entered for these and there is no additional fee.

Other rules

Details of the rules and eligibility criteria are available on the site: www.bigchipawards.com/rulesofentry

The awards open for entries on 15 January 2014 and close on 17 March 2014.

The judges may move an entry to a more suitable category at their discretion. This will never adversely affect the chances of winning.

The judges' decision is final. Unfortunately it is not possible to provide feedback or enter into correspondence about individual entries.

Cost of entries

The first two entries are free. Subsequent entries are £95+VAT each. You can make as many entries as you want. You will be invoiced for the entry fees after the closing date. You may be disqualified if you do not pay by the due date.

Information you will be asked to provide

Each time you make a submission (of a piece of work for a project submission or for your organisation or yourself for a business or organisation submission), you will need to provide the following information. **Red** fields are compulsory.

Section/field	Format	Notes
Entrant details		
Contact name and details.		You will create an account on the Big Chip site with a log in and password that you can re-use.
Entrant name and address		
Submission details		
Entrant label	Max 60 characters	the name we would use in publicity if you are shortlisted or win
Details of the work being entered		
For project submissions		

Section/field	Format	Notes
Project label	Max 60 characters	what the project is called
Other organisations agencies involved	Free text	optional - answers may be made public
Names of key staff	Free text	optional - answers may be made public
Project description	Max 100 words	answers may be made public
Launch date	Max 10 characters	new in 2014 - answers will be secret
(Explain)	Max 100 words	If launch date not between April 2013 and March 2014, explain what significant change
Budget	Max 10 characters	new in 2014 - answers will be secret
Project objectives	Max 200 words	new in 2014 - answers will be secret
Categories you are entering this submission for	Tick boxes	
Category information for each category entered you must answer one, two or three questions. These are detailed in the table on page 5.		
Q1: Why the entry should win that category	Max 500 words	– ie how it satisfies the criteria
Q2: (For some categories only) other relevant information specific to the category	Max 500 words	often how the entry qualifies for the category – for example why a project qualifies for the not-for-profit category
Q3: (For some categories only) other relevant information specific to the category	Max 500 words	

Section/field	Format	Notes
Supporting information		
Information the judges may need – instructions on how to view the work, details of materials submitted etc		
Format of entry	Tick boxes	the submission form alone or supported by URL, apps DVD or special device
URLs needed to judge the entry	Up to 4 URLs	
Login details and passwords if needed	3 text fields	
Special device	Text field	for example mobile pre-loaded with app
Special software	Free text	OS, browser etc

Confidentiality

The Big Chip judges are used to handling confidential information, such as details of how a campaign performed for a client for example. All information provided in the Supporting Information section **will be kept strictly confidential**. The **Entrant label**, the **Project label** and the **Project Description** are **public information that may be released to the media**. Where appropriate, associated public website addresses and information supplied on the 'General Information' screen (client name, names of key staff and names of other organisations involved) may also be released. All other information is regarded as confidential.

Supporting Information Category-specific Questions

For each category entered you must answer one or two supporting questions: why your entry should win and (for some categories only) how your entry qualifies. You have a maximum of 500 words for each question. The table below shows the questions asked for each category:

Category	Q1	Q2	Q3
Best e-business Project	How did the project generate business – either more business or new business – or how did it improve the business process?		
Best Public Sector Project	How did the project achieve objectives for the public sector in a cost effective way?	What was the public sector organisation that commissioned the project?	
Best Not for Profit Project	In what way did the project achieve a positive social objective, or improve the ability of a third sector project or organisation to achieve its objectives?	In what way was the project not for profit? For example, what was the charity or other not-for-profit organisation that commissioned it?	
Best User Experience	How did user experience improve the effectiveness of the product or service in achieving its objectives?	How were users put at the centre of the design process?	
Best Use of Mobile	How has the use of mobile devices enabled the delivery of a product, service or project, or how has it been used to increase effectiveness in delivering business or other tangible objectives?		
Best Use of Visual Design	In what way has visual creativity enhanced the appeal, effectiveness or usability of the relevant product or service?		
Best Application of Technology	What original, new or advanced technology has been applied and how has it enabled a project, product or service or increased its effectiveness?		
Best Use of Animation	In what way does the digital animation demonstrate exceptional innovation, creativity or originality?		
Best Use of Search	How has the on-line presence better served its business or other objectives and how did the project attract appropriate and valued traffic from search?		

Best Use of Social	In what ways did the use of social media improve the ability of the business (or other organisation) to achieve its objectives?		
Best Use of Gaming	In what ways did the use of gaming improve the ability of the business (or other organisation) to achieve its objectives?		
Best Digital Marketing campaign	In what way was the campaign effective in generating business for the commissioning organization, directly or indirectly? Judges will be looking for ROI or tangible business benefit.		
Best Digital Branding campaign	How has the brand been used effectively in a digital context to achieve objectives or to strengthen the brand?		
Best Start-up	In what ways does the entrant show promise of becoming a highly successful enterprise?	When did the enterprise start in business?	
Best Established Freelancer/Micro Enterprise	In what ways has the freelancer or micro-enterprise shown exceptional professionalism, innovation, originality or efficiency?	How many employees or partners are there in the enterprise?	When did the enterprise start in business?
Little Chip Student Award	In what way does the submission demonstrate creativity or technical ingenuity in its design or creation?	What was the course?	When was the work completed?
Little Chip Placement/ Apprentice Award	In what way does the submission demonstrate creativity or technical ingenuity in its design or creation?	When did the student or apprentice finish working on this project?	What proportion of the work could be fairly attributed to the student or apprentice?
Big Chip Digital Agency Award	In what way has the agency delivered exceptional results in the use of digital platforms or technology?		
Big Chip Imagination Award	What is the imaginative innovation in digital media or digital technology, and how has it enabled the creation of something new or original or achieved objectives that would otherwise not have been realised?		
Tasty Website Award			

Tips

Every year the judges give the same advice and make the same comments. Their top tips are simple. They apply mostly to the Supporting Information Question 1 (these are listed in the table above):

- 1) Read the criteria for the category or categories you are entering. The criteria are displayed above the question on the application form – see page 10. You can also view the criteria on the website at www.bigchipawards.com/categories2014 - click on a category to see the criteria.
- 2) Answer the question – just like at school – read each question carefully and make sure you answer it. The judges don't like answers that duck the question or answer some other, unasked, question.
- 3) Be brief – provide just the information that is asked for. The judges like short answers.
- 4) Provide data – the judges like facts and figures that support the claims.

It's also worth noting some other points:

- The **Entrant label** is the name that will be publicised if the entry is shortlisted – usually the name of the organisation or business that is entering. The Contact Name is the name of the person we should contact with news and if there are any queries. Some people make the mistake of giving their own name for Entrant Name instead of their organisation's name.
- The **Project label** should be a name that describes the piece of work. It will be used to refer to the entry in conjunction with the Entrant label. Titles that are sentences designed for PR purposes – like “Acme Agency with fantastic web design delivers spectacular ROI” – won't work. They may be shortened and look silly when they are used with the entrant name: “Acme Agency with Acme Agency with fantastic web design delivers spectacular ROI”.
- The judges like to review entries on line as much as possible. If you can provide ways for them to view and assess your work on line that is helpful, to you and them.
- If you are entering a website, make sure you provide the URL in the Supporting Materials section.
- If you are entering a project that has come to an end – such as an advertising campaign – then make sure you provide some way for the judges to view it. Ideally this should be on line (it can be protected with a password, which you can provide on the form). Make sure it is visible during the judging period from close (17 March 2014) until the awards ceremony (3 July 2014).

Questions

If you have any questions, email info@bigchipawards.com - we'll get back to you as quickly as possible, normally within one working day or sooner.