

AWARD JUDGING CRITERIA

Best Use of Emerging Technologies

This is an award for agencies with insatiable technical curiosity. Judges are looking for a piece of work, proof of concept or even an experiment using emerging technologies such as (but not limited to) AI, Blockchain, 3D Printing, AR, VR, Immersive etc. that has the potential to deliver a significant client impact in the near future. The work does not even have to be in market yet and there are no marks for commercial success.

Research & Development– 20 points

- What were your research goals and how did they influence your choice of technology[ies]?
- How is your approach / application new?

Identification and Hypothesis – 20 points

- What was your starting hypothesis/objective?
- What issues or opportunities did you identify?

Testing & Iteration – 20 points

- How did you test your hypothesis and iterate throughout the project?
- What did you discover that was new and interesting?

Innovation – 20 points

- What is different about your project that makes it an innovation?
- Did you discover anything new or unexpected

Outcome – 20 points

- What was the final outcome of your project?
- What are the potential applications for your innovation?

NB: This award will consider uses of multiple technologies as long as it is part of a single project, proof of concept or experiment. Multiple technologies being used for separate innovations need to be entered separately.