

FeWeb Excellence Awards 2019 – Specs

Please note that all entries must be submitted [online](#). This form is for reference use only.

You can submit your case in English, Dutch or French.

Deadline for entries: 8 November at 11.59pm

Your company must be member of FeWeb in order to submit a case.

(If you're not a member yet, check out the member advantages on feweb.be)

Every entry will be invoiced at 125€/case. Per case entry, you'll receive a free entry for the FeWeb Awards Show on Thursday 5 December at 6pm. Register your participation at the Awards Show via www.feweb-awards.be

The material and information you provide, can be used by FeWeb (e.g. award show, cases e-book,...) Please note in every question when the info provided is confidential. You can provide a public version.

Your case must be launched in 2019 and created in Belgium.

Keep in mind the jury criteria when submitting your case:

Website	Webshop	Campaign	Application
50% Tech performance 25% Approach 25% Results	50% Tech performance 25% Approach 25% Results	30% Strategy 20% Creativity 50% Results	50% Approach 25% Innovation 25% Results

The Entry Form: prepare yourself!

Step One - Case Overview

Please name your work with a short snappy title.

1. Name of the case
2. Client's name
3. Agency name
4. Other partners involved (company name + role)
5. Your contact details (name / function / email / phone)

Step Two - Case details

Website/Webshop	Campaign	Application
<ul style="list-style-type: none">• Category: B2C, B2B, Non-Profit or Ecommerce Platform (if mixed, choose the main target group)• URL of the website• URL case images/video (for jury & public)• Launch date/period	<ul style="list-style-type: none">• Category: B2C, B2B or Non-Profit (if mixed, main target)• URL campaign website• URL case images/video (for jury & public)• Start/end date of the campaign	<ul style="list-style-type: none">• Category: URL• URL case images/video (for jury & public)• Launch date/period
<ul style="list-style-type: none">• Goal & (smart) targets of the website/shop (max 200 words)• Challenges of the website/shop (max 200 words)• What makes this website/shop special? (max 200 words)	<ul style="list-style-type: none">• Main strategic targets (max 100 words)• Strategy of the campaign (max 200 words)• (Digital) Media usage (owned/earned/paid) (max 200 words)• Budget range (exact figure or indication of the range: -5K / 5-10K / 10-	<ul style="list-style-type: none">• Goal & (smart) targets of the application (max 200 words)• Challenges that the application must solve (max 200 words)• What makes this application special? (max 200 words)

<p>(possible items: design, user experience, SEO/copywriting, interactivity, use of technology, innovation,...)</p> <ul style="list-style-type: none"> • Budget range (exact figure or indication of the range: -5K / 5-10K / 10-25K / 25-50K / 50-100K/ +100K...) • Explain how the budget was used • How does the site/shop achieve the targets (+ relevant figures!)? (max 200 words) 	<p>25K / 25-50K / 50-100K/ +100K...)</p> <ul style="list-style-type: none"> • Explain how the budget was used (owned / earned / paid) (max 200 words) • How did the campaign achieve its targets? (+ relevant figures such as reach, CTR, conversion, ROI,...) (max 200 words) 	<p>(possible items: design, user experience, interactivity, use of technology, innovation,...)</p> <ul style="list-style-type: none"> • Budget (exact figure or indication of the range: -5K / 5-10K / 10-25K / 25-50K / 50-100K/ +100K...) • Explain how the budget was used (owned / earned / paid) (max 200 words) • Why is your application successful (+ relevant figures) (max 200 words)
<ul style="list-style-type: none"> • Why should your site win the award? (max 50 words) 	<ul style="list-style-type: none"> • Why should your case win an award? (max 50 words) 	<ul style="list-style-type: none"> • Why should your case win an award? (max 50 words)

Questions?

Contact FeWeb: awards@feweb.be or call us on 09 324 77 71
