Award Categories

Category: Technical

Best Web Development Agency

This Web Developer excellence award recognises a **developer or development team** that has used development techniques to deliver a clean, integrated, scalable, mobile, user-focused system or application (e.g. CMS, CRM, Website or Mob/Web Application). The award winner will have clearly demonstrated their skill in capturing, understanding and delivering an innovative, sustainable customer solution that enhances the overall customer/user experience.
Projects in beta or test phase will not be accepted.

Best Cloud Service for SMEs

The Cloud Service Award recognises the business that has developed and delivered a cloud based service for the SME market. It will be an organisation committed to promoting cloud adoption within the SME community and who through their service provision has proven the business case for cloud services. The winning entry will have a proven track record in the provision of a

stable, innovative, useful and accessible cloud service for their clients.

Best Mobile Service or Application – indispensable to its users **Public Vote**

The Best Mobile Service or App Award will go to the Irish business that has provided a mobile service or app for their customers on the move. They have exhibited a real understanding of their customers' needs and have designed and delivered a reliable, user friendly and lovable app or mobile service that their customers can no longer live without.

Category: Entrepreneurship

Best International Scaling Irish Business

We are looking for the Bear Grylls of tech business. This award will go to the business that has survived and thrived to achieve stellar metrics for business growth. Not necessarily a start-up but a business that has exhibited remarkable strength and growth over the past three years. They will have a minimum turnover of €250k and have plans in place to maintain this strong growth.

Best Start-Up – the one to watch

The "One to Watch" Internet Start-Up Award recognises new companies that have achieved substantial breakthroughs in building a successful internet-based business. The winning company will have shown strategic vision and demonstrated tangible deliverables in their first year. Nominations will be accepted only from companies that have been set up within the past three years and which exhibit evidence of long-term sustainability.

Best Ecommerce Site (B2C)

This award recognises the retailer who sells across multiple channels, with a compelling customer proposition that is executed to the highest standards of customer experience from initial contact through to fulfilment. It recognises those organisations that have been courageous and determined in their efforts to grow their business and embrace technology to meet their customers' needs.

Best Ecommerce Site (B2B)

This award recognises the business who sells across multiple channels, with a compelling business

proposition that is executed to the highest standards of client experience from initial contact through to fulfilment. It recognises those organisations that have been courageous and determined in their efforts to grow their business and embrace technology to meet their customers' needs.

Category: Marketing

Best Brand Marketing

Seamless integration of online and offline messaging. This award will be given to the digital agency/client partnership that has executed the most comprehensive Digital Marketing Campaign for a specific event, promotion or awareness campaign which reinforces the strength of the brand. The winner will have provided evidence of excellence across the gamut of the digital marketing mix– social media, SEO, online PR and online advertising.

Best Use of Video for Digital Marketing

The creation of engaging video content is a considerable talent and a discipline that we wish

to recognise with this award. The winning entry will be an agency or in-house marketing team whose video content was created and used to best effect in a digital marketing campaign or to encourage website visitors to engage with the business.

Best Use of Technology for Social Good

Public Vote

The Internet as a force for good! Technology enables the effective delivery of social benefits to so many people and we want to recognise and reward this. The winning entry will be the entity that has developed and delivered a free online service for no other reason but to help people; social inclusion, health, education, support, save money or simply making people smile.

Category: Social Media

Best Social Media Campaign

The business which receives this award will have demonstrated best practice in the use of social media for engaging with their customers. They will have provided great examples of brilliantly executed social media campaigns; social media engagement that epitomises brand values, social

media for great customer service, social media for creative engagement with customers. The winning business will operate to best practice standards on at least two social media platforms.

Best Social Media Influencer   **Public Vote**

We want to know, who is the definitive Social Media Influencer in Ireland 2017? It could be a blogger, an industry expert, an enthusiast or a celebrity. The winning SM Influencer needs to exude credibility and prove the impact they have had on organisations, services or products to increase brand awareness, productivity and drive sales.

Best Social Media Strategy

This award will be given to a business or organisation that has planned and implemented a highly effective social media strategy, across multiple platforms over the last year or more. The winner will show an exceptional understanding of how social media platforms and emerging technologies can deliver creative content in order to build an ever increasing and engaged target market.

Best Online Social Movement   Public Vote

This award will be given to the organisation that can demonstrate the greatest impact by connecting people online to develop a base and gain awareness of a cause. The organisation needs to show the use of various social media platforms to gain wide-scale, online audience participation for social change.

Category: Innovation

Best Innovation for Financial Services

This award goes to the best technology innovation within the Financial Services sector. The winning entry will showcase how technology has been used to enhance the customer experience. The winning entry may come from a FinTech start-up business or it could equally come from an innovation by an established financial services business

Best Innovation for Health/Medical Services

This award goes to the best technology innovation in the field of medicine/healthcare. The winning entry will showcase how technology has been used

to enhance the user (medical practitioner or patient) experience. It will be an innovative use of technology that is internationally scalable with proven traction in the market. The winning entry may come from a MedTech start-up or it could equally come from an innovation by an established organisation in the field.

Best Innovation for Agri/Food Services

This award goes to the best technology innovation in the Agri/Food Sector. The winning entry will be an exciting, internationally scalable technology solution to an Agri/Food industry challenge.

The winning entry may come from a start-up and it could equally come from an innovation by an established Agri/Food business

Best Innovation in Technology for Learning

The use of technology at home and in the classroom is a game-changer in education. This award will go to the most innovative use of technology to benefit students and teachers. It will showcase how technology can be used to provide an enriched and engaging learning experience for the student.

Best Website for Compliance Guidance

Compliance is vital for every organisation and failure to follow certain regulations could lead to severe penalties. This award will be given to the organisation which offers a website rich in information and resources that facilitates business visitors to adhere to compliance regulations. Informative and timely content will be key – the information should be easily accessible too. It should be positioned as the 'go-to' site for relevant information on topics such as GDPR, MiFID II etc.

Best use of UX Design

This Award will be given to a business or organisation that has put UX design to the forefront of its thinking. It will have invested in an innovative design process, useful functionality and the development of UX resources that result in a hugely positive user experience and strong engagement with the website.