

Vision6 Email Design Awards

Criteria: Best in Show (Overall)

The 'Best in Show Award' will be chosen from all entries from all categories. Each submission will be scored on a weighted scale in five core areas as outlined below.

DESIGN 35%

We'll be looking at everything from subject line through to CTAs and typography. Is your email an extension of your brand? Is it optimised across devices?

CONTENT 25%

You only have 3-5 seconds to make your readers connect to your content. Is your content engaging or value-add focused? Is your email snackable and structured for easy reading?

VALUE 25%

Does your email add value to your recipient or just a shameless promotion? Is your email personalised for the person reading it? Does it contain success stories, testimonials or case studies?

RESULTS 10%

Ultimately we want to see if all of that beautiful design, creative content and impeccable strategy worked. What was your open rate, CTR or subscriber increase? Add any other KPIs.

STRATEGY 5%

Are you applying a multi-pronged approach to your campaign? Are you using data-driven ideas to segment and deliver your email?

The Best in Show award will be chosen from all entries. Choose a category (Best Design, Best Results or Best Content) and submit your entry in the following format:

- Submit your entry through the [entry submission form](#) or alternatively, you can supply your email design in PDF format to marketing@vision6.com.au
- Supply a PDF speaking to the above criteria and how your campaign fits
- Supply any additional information that may support your submission
- Tell us about the story behind the email! We want to get to know your brand.

