

Vision6 Email Design Awards

Criteria: **Best Content**

Each submission will be scored on a weighted scale in five core areas: Content (80%), Overall design (5%), Strategy (5%), Value (5%), and Results (5%). Points are awarded 1 (lowest) through 5 (highest). Detailed below is an outline of what is needed to achieve each point level within the five core areas.

CONTENT 80%

You only have 3-5 seconds to make your readers connect to your content. We'll be looking at how engaging your content is or if it is value-add focused, targeted, snackable and structured for easy reading.

RESULTS 5%

Ultimately we want to see if all of that creative content worked. What was your open rate, CTR or subscriber increase? Add any other KPIs. We'll be looking at your results based on the overall content.

DESIGN 5%

Is your email an extension of your brand? Is it optimised across devices? We'll be looking at your email design, from CTAs, graphics and typography, based on the overall content.

VALUE 5%

Does your email add value to your recipient? Is your email personalised for the person reading it? We'll be looking at the value of the email campaign based on the overall content.

STRATEGY 5%

Are you applying a multi-pronged approach to your campaign? Are you using data-driven ideas to segment and deliver your email? We'll be looking at strategy based on the overall content.

Please 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.

