

# Vision6 Email Design Awards

## Criteria: Best Design

Each submission will be scored on a weighted scale in five core areas: Overall design (80%), Strategy (5%), Content (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.

### DESIGN 80%

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

### RESULTS 5%

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

### CONTENT 5%

You only have 3-5 seconds to make your readers connect to your content. Is your content engaging or value-add focused? We'll be looking at your content based on the overall design.

### 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 design.

### 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 design.

#### 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](mailto: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.

