

2019 ECI AWARDS ENTRY KIT

国际数字商业创新大奖
ECI Awards(艾奇奖)

参赛指南



关于国际数字商业创新协会(IECIA)

IECIA (全称 International Entrepreneurs, Creatives & Innovators Association) 国际数字商业创新协会, 2014 年成立于美国纽约, 是全球首个专注于数字商业创新的推广、表彰、研究、教育和咨询的非营利 (NPO) 机构。其使命是联合全球数字商业领域最杰出的创业、创意、创投机构及专家, 打通产品技术-营销传播-商业资本闭环, 建立完整的国际商业创新生态链平台, 加速创新应用的商业成功, 将全球创新带入人类生活。

Founded in New York in 2014, IECIA (International Entrepreneurs, Creatives & Innovators Association) is the first global non-profit organization committed to the promotion, recognition, research, training and consultation of innovation in digital economy. Serving as an international platform for the ecology of digital economy, it gathers some of the top entrepreneurial, creative and innovative organizations and individuals, while connecting and integrating industrial links of technology, marketing communication and capital financing, to drive innovation's commercial success and bring innovation to life.



/:awards

关于 ECI Awards (艾奇奖)

ECI Awards (全 称 Entrepreneurship, Creativity & Innovation Awards , 简称艾奇奖) 国际数字商业创新大奖, 作为全球率先定位于数字商业领域并以“创新 (Innovation) ” 为评估标准的创新奖项, 通过对具有商业应用价值的创新作品 (包括商业模式、产品、技术、服务、营销、管理等) 以及创新人物与机构的表彰, 激励创造、引导创新、定义未来。

ECI Awards (Entrepreneurship, Creativity & Innovation Awards) is the first Chinese global award that celebrates innovation in digital economy. It recognizes the most innovative efforts in the categories of business model, product, service, technology, marketing and management, as well as individuals and organizations, to encourage and inspire innovations.

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What's New for ECI Awards 2019

1. Optimization of Entry Category

ECI Awards 2019 have reduced to four innovative categories after consolidation, which are Model Innovation, Product Innovation, Marketing Innovation and Specialty Categories (AI, block chain); the same effort can enter into multiple categories.

- Former Business Model Innovation, Service Model Innovation and Management Model Innovation have merged into Model Innovation;
- Former Product Innovation and Technology Innovation have merged into Product Innovation;
- New subcategories such as Cultural & Entertaining Creativity and New Retail (including Integrated E-commerce Marketing) have been added to the former Marketing Innovation.

2. Upgrading of Entry Form

The entry form of ECI Awards 2019 will be more user-friendly; with subcategories and detailed tips, entrants can fill in the form quickly and conveniently.

3. Optimization of Entry System

ECI Awards 2019 have optimized the entry system, for example: we have made a comprehensive revision to the recognition of credited companies to ensure the accuracy of their trophy/certificate information; also, there will more more tips to help entrants to upload their works successfully with less effort.

Call for Entries

ECI Awards 2019

Organized by ECI Awards Committee

Guided by Business Innovation Committee of China Advertising Association of Commerce

Competition Calendar and Reasons to Enter ECI Awards

ECI Awards 2019 Competition Calendar	
Event	Competition Dates
Call for Entries Open	November 30, 2018
Early Bird Deadline	March 31, 2019
Entry Deadline	April 21, 2019
Final Deadline	April 28, 2019
Preliminary Judging (Online)	May 1 - 7, 2019
Final Judging (Offline)	May 17 - 18, 2019
Notifications of Finalists and Winners	May 21 - 23, 2019
ECI Awards Gala	June 27 - 28, 2019

Reasons to Enter ECI Awards

Branding - As a global innovation standard setter, ECI Awards provides you with great branding opportunities. Winning ECI Awards will increase your brand awareness and international recognition.

Marketing - ECI is not only able to enhance the identity of existing customers, but also provide a large number of innovative start-ups (operating in investment and financing mode) with huge potential customers.

Cooperation - You can interact and exchange resources with other entrants that constitute different links of digital industry chain, including brands, service vendors, platforms and professional institutions, etc.

Index - Based on the results of ECI Awards competition, we compile the ECI innovation Index which will become an important contributor to the ranking of ECI Innovative Company of the Year to honor innovative enterprises.

Financing - ECI Awards invite investment and financing institutions, and probe into innovative projects with huge marketing potential in digital business, so that they have sufficient capital for technology research and development, service innovation, marketing innovation as well as improvement and innovation in other digital business industries; thus, to bring unlimited possibilities to the future development of digital business.

Eligibility

All innovation efforts in digital business that ran at any point between January 1, 2018 and April 15, 2019 are eligible to enter ECI Awards 2019. The entry effort could be a completed work, an ongoing work or even a business plan, whether by enterprises in brick-and-mortar economy using digital means or by Internet enterprises.

It is helpful to include context, data and results prior to the eligibility period. This enables judges to better understand the significance of your objectives set and results achieved during the eligibility time period. However, only elements of the work that have happened within the time frame will be judged. If your case is ongoing, judges also appreciate your future outlook. All the case materials must be submitted through online entry system. After submitting your entry, a letter of confirmation will be sent to your email address automatically. Once submission is completed, you will not be able to make any changes to your case on your own.

Entry Fees

According to the unified global standard of ECI Awards, entrants must pay 2500 RMB for each entry. If you submit your entry before March 31, 2019, you can enjoy the early bird discount and only pay 1500 RMB for each entry.

Entry Date	Fee to Enter
March 31, 2019	\$221
April 20, 2019	\$400
April 28, 2019	\$550

Categories

ECI Awards comprise four main categories which are Model Innovation, Product Innovation, Marketing Innovation and Specialty Categories (the same effort could enter multiple categories), and Specialty Categories contain two sub-categories that are Specialty Category - AI and Specialty Category - Management Innovation (this category is by invitation only). Both finalists and winners will receive points towards the ECI Innovation Index, which will contribute to the ranking of ECI Innovative Company of the Year and ECI Innovative Individual of the Year, and to honor efforts, companies and individuals who have made great contributions to the innovation of digital economy.

With due respect to every entrant, in case that the ECI Awards Committee considers your effort failing to enter into the right category, we would contact you directly and suggest you to change your entry category. The Effie Awards reserves the right to re-categorize entries and split/redefine categories to encourage and credit excellent works (for more details please refer to ECI Awards 2019 Entry Category Definitions).

Distribution of Awards

1. Gold/Silver/Bronze Level Prize

Each sub-category will generally produce one gold-, two silver- and three bronze-level winners (vacancy and increase in winner's quota are possible). The Best Marketing Innovation of the Year will be chosen among the gold winners of the Category of Marketing Innovation (vacancy is possible). The Grand ECI winner will be selected among the winner of the Best Marketing Innovation of the Year and the gold winners of the other categories (vacancy is still possible).

2. Best Marketing Innovation of the Year

The gold-level winners among 15 sub-categories in Marketing Innovation are eligible for the Best Marketing Innovation of the Year — the highest prize in Marketing Innovation. The Grand ECI winner will be selected among the winner of the Best Marketing Innovation of the Year and the gold winners of the other categories (vacancy is still possible).

3. Grand ECI

The Grand ECI represents the single best case among all the gold winners, and vacancy is allowed. There has to be something disruptive about it — whether it be a business model that has reshaped the industry, a new technology that has achieved outstanding results, or a new marketing approach to engage consumers... All in all, the Grand ECI winner must be the most innovative case of the year that has the highest commercial/technological/social values and is likely to change the way of our life.

4. Specialty Categories Awards

The Specialty Categories are designed to address a specific business situation or new challenge, and the awards in this category are not fixed. If a Specialty Category contains sub-categories, then each sub-category will have one gold, two silver and three bronze level winners (vacancy is possible).

Submit Your Entry

1. Download the Entry Materials

Visit the official website of ECI Awards <http://www.eciawards.org/?lang=en> to download relevant entry materials. Before preparing your entry, please read all entry materials carefully to better understand the definition for each category.

2. Create an Account

Visit the homepage of the ECI Awards official website or click the following link to enter the online entry system:

<http://www.eciawards.org/Home/Login/index.html?lang=en>

(Entrants of ECI Awards 2018 could log in directly; new entrants for ECI Awards 2019 please sign up first, and then follow the instructions to create an account.)

3. Provide Entry Details

Provide the following details after creating an account:

①Basic Information

Provide basic information of your entries. Ensure your answers in the online entry system match your answers in the entry form. Please keep in mind the entry title you submit will be publicly announced if your case is a finalist or winner.

②Credits

If you are submitting in-house work, please list your company as the primary contributor. If you are an agency or a vendor, please provide your client's information in relevant section. List other contributors if applicable.

Credits may be published in announcements of finalists and winners, on certificates and trophies, in case study and ECI innovation Index. You should communicate with the PR department and/or other relevant departments of your company and your credited partner companies to ensure all company names are credited correctly. Entrants are solely responsible for the accuracy of the credits.

Credits submitted at the time of uploading your entry will be used when announcing finalists/winners, making trophies/certificates, compiling collections, and tallying Index results. So before entering any information, we suggest you to confirm with your company, your partner/client as well as other contributor in order to provide correct information. Entrants are responsible for their own information accuracy.

Note: Information you entered in the online entry credits section will be considered final. The application of credits change will be considered by ECI Awards Committee at discretion.

③Case Summary

The case summary will be used in global promotion and case display later on if your entry becomes a finalist or winner. So it is important that the case summary is thoroughly reviewed for spelling, grammar, and accuracy. It should summarize background, objectives, innovative ideas, execution and (expected) results of your case.

④Publishing Policy & Permission

Entrants that become finalists and winners of 2019 ECI Awards will be showcased in various ways. By entering your work in the competition, the ECI Awards is automatically granted the right to

make copies of, edit and display case summary and other materials including texts, images and videos, for education and publicity purposes. If there is any confidential information you do not want to be published, please delete it before submitting your case.

Work submitted must be original and you must have secured rights to submit it.

4. Upload Relevant Forms and Materials

All case materials should be submitted online. You may edit or delete your entry materials at any time until you click the final Submit button. The table below indicates formatting requirements of all case materials. Please prepare all your case materials in strict accordance with these requirements.

Formatting Requirements for Uploading Files:	
Important notices: After completing entry details of an entry, an entry ID will be generated automatically (you can find it at My Entries > Entry ID). Please use this entry ID to name your effort when uploading all files (entry form, video, PPT, image, company logos), for example, SI-ES-1302.	
Item	Formatting Requirements
Entry Form	<ol style="list-style-type: none"> 1. Upload your entry form in both PDF and DOC format; 2. Type answers in black 10-point font, and underline, bold or use red font color to highlight; 3. In the event of a question that is not applicable, please indicate the reason directly under the question, instead of deleting or skipping that question; 4. The total number of pages of the entry form shall not exceed 10 pages with less than 5 photos inserted, and the file size should be no bigger than 3 MB.
Case Video or PPT Note: video and PPT are supplementary materials, you have to choose at least one form to upload. In order to enable judges to better understand your effort and achieve higher score, we recommend you to upload both. <u>Supplementary materials uploading preference:</u> <u>Both video & PPT > Only video > Only PPT</u>	Requirements for Case Video <ol style="list-style-type: none"> 1. Upload a video in .mp4 format and shorter than 3 minutes (not exceeding 50 MB in file size); 2. Do not include any work that you do not have the rights to; Requirements for PPT <ol style="list-style-type: none"> 1. Upload a showcase PPT (not exceeding 30 pages); 2. File size should not exceed 20 MB.
Case Image	<ol style="list-style-type: none"> 1. Upload one photo that best represents your case or product; 2. Technical Requirements: 300 dpi .jpg (not exceeding 2 MB file size).
Company LOGO	<ol style="list-style-type: none"> 1. Provide logos of your company, you client (if there is any) or other involving third-party company; 2. Technical Requirements: only .ai or .psd format is acceptable

5. Payment Instructions

You may pay for your entries once entry details are completed. Check the entries you are paying for and provide information for the invoice/receipt you need from the ECI Awards.

The button to submit your entry is deactivated unless your payment is successfully made. We recommend paying through Alipay in which way the button will be activated automatically after your payment, or you can also transfer entry fees to the account shown below and send the payment proof to iris@eciawards.org for us to confirm and activate the button.

Account Name: Shanghai AIFEI Investment Management Co., Ltd
 Account No.: 444259220803
 Bank Name: Bank of China
 Branch: Shanghai Dashijie Subbranch
 Bank Address: No. 1, Jinling Zhonglu Road, Luwan District, Shanghai, China
 CNAPS CODE: 104290060047
 SWIFT CODE: BKCHCNBJ300

Judging Criteria

1. Reasons for Disqualification

The following will result in disqualification:

- Failing to follow the formatting requirements as outlined in the entry kit or the entry form.
- Infringement of intellectual property rights.
- Failing to make a payment for your entries by the submission deadline.

2. Conflict of Interests

In the judging process, jurors are allocated cases that do not prove a conflict of interest. For example, jurors are not allowed to review, score or discuss the cases from their own companies or competitors.

3. Judging Process

Your entries will be read and judged by some of the most experienced (and most critical) business leaders. Entries are judged in two phases, and scoring is done anonymously and confidentially.

ECI Awards has two rounds of judging. There is a judge meeting in between to decide the lowest scores to enter the final, and the finalists. The Preliminary Judging happens online. Every entry is reviewed and scored by at least five judges, and the mean is its final score. The Final Judging is offline judging. Judges review, score, and discuss the cases on-site, to determine the bronze, silver and gold winners of each category. It is possible that a category may produce no winners at all.

4. Scoring Criteria

Judges will evaluate and provide four separate scores analyzing following aspects:

Background + Objectives	10%
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Solutions	30%
Execution	30%
Conversion Value	30%
Final Score	100%

Nominate a Judge

ECI Awards is the only awards platform with background in investment, technology R&D/operations, as well as marketing. We gather experts from different industries to judge and critique innovative projects to set the benchmark for entrepreneurship, creativity and innovation. Now we are calling for nominations and self-recommendations for 2019 ECI Awards Jury which will be reviewed by ECI Awards Presidium and ECI Awards Organizing Committee. The final lineup of 2019 ECI Awards Jury will be announced later. The specific rules and procedures are shown as follows.

Rules of nomination and self-recommendation:

1. Chief supervisors and chief judges are invited by ECI Organizing Committee and normally self-recommendation for these roles will be dismissed.
2. We are looking for:
 - a. Decision makers of companies which are former ECI Awards winners.
 - b. Experts on investment with over 10 years of relevant experience, cases of investment in A shares or IPOs, or the role of managing funds of over 3 billion RMB.
 - c. Experts on R&D from industry-leading tech companies. Owners of IPs are preferred.
 - d. Experts on marketing from industry-leading brands, media and agencies, who are decision makers of their companies and manage marketing expenses amounting to 600 million RMB annually.
 - e. Experts from research institute, academy or industry association with over 20 years of consulting experience.

Note: In order to ensure the impartiality and professionalism of ECI Awards, experts on investment will take up 20% of the 2018 ECI Awards Jury, experts on technology R&D 30%, experts on marketing 40%, and researchers 10%. ECI Awards Presidium and ECI Awards Organizing Committee reserve the right to optimize the jury lineup.

ECI Innovation Index

If your case becomes a 2019 ECI finalist or winner, the credits submitted will be used to tally the 2019 ECI Innovation Index results according to the standard the chart below shows. Based on the ECI Innovation Index, the yearly global rankings of innovative abilities of companies in digital business, we will honor the best innovative companies of the year.

Award Level	Points
Grand ECI	12
Best Marketing Innovation of the Year	10

Gold	6
Silver	4
Bronze	2
Finalist	1

Trophies and Certificates

All winning entries (including Gold, Silver and Bronze winners) will receive a trophy, and all finalists will receive a certificate. Credits in your submitted entry will be the default information engraved/printed on your trophy/certificate. ECI Awards Committee will award trophies to all winners at the yearly ECI Awards Gala. If additional trophy is needed, please fill in the Additional Trophy/Certificate Application in the entry materials and send it to iris@eciawards.org

Contact Us

Inquiries about Competition

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