

## Submissions Assistant

### Table of Contents

1	Account Center .....	2
1.1	Account Set Up.....	2
1.2	User Profile Creation.....	2
1.2.1	Contact Information.....	2
1.2.2	Management Information .....	2
1.2.3	Profile Information .....	2
1.3	Submission Portal.....	2
2	Submissions Assistant for Campaigns .....	3
2.1	Project Name.....	3
2.2	Project Teaser .....	3
2.3	Short Introduction .....	3
2.4	Pictures .....	3
2.5	Video link (optional).....	4
2.6	Description for the Jury.....	4
2.7	CSR Reporting /Certificates .....	4
2.8	Campaign presentation.....	5
2.9	Credits.....	5
2.10	Social Media Tags .....	5
2.11	Special Code .....	5
2.12	Note.....	5
3	Award Evaluation Criteria .....	6
3.1	Overall Evaluation.....	6
3.1.1	Ansatz Approach.....	6
3.1.2	Elaboration .....	6
3.1.3	Impact.....	6
3.2	Subject-specific Evaluation .....	6
3.2.1	Achieved Marketing Value .....	6
3.2.2	Implemented Measures .....	7
3.2.3	Positive impact on the environment and society .....	7



## 1 Account Center

To submit your project(s) for the PSI Academy Awards, you must first set up a profile.

### 1.1 Account Set Up

To create an account, please continue like suggested:

- a. Registration on the website:  
<https://www.psi-academy.com/en/auth/register>
- b. Email activation:  
Add [awards@psi-academy.com](mailto:awards@psi-academy.com) to your address book for the confirmation email and further communication.
- c. Log in to the Account Center:  
<https://www.psi-academy.com/en/auth/login>

### 1.2 User Profile Creation

To gain access to the submission portal, complete your user profile in the next step.

#### 1.2.1 Contact Information

Enter the details of the person who will act as the contact for the upcoming submission(s). Specify the reason for contact and information (e-mail, telephone, website).

#### 1.2.2 Management Information

- a. Status:  
Select your user type (Suppliers/Retailers & Agencies/Industrial and commercial clients. Suppliers can submit products and Retailers & Agencies/Industrial and commercial clients can submit campaigns.
- b. If you are a young company, please upload proof of the date of foundation.
- c. Company data / billing address.

#### 1.2.3 Profile Information

You can describe your company in up to 600 characters (including spaces). This profile will be displayed under your project portrait. In addition, you can upload a) a company logo (PNG or JPEG, min. 600x600px, file size max. 1 MB).

You can edit this information at any time.

### 1.3 Submission Portal

As soon as your user profile is complete, you can access the submission portal. Here you can edit your user profile and submit your projects.

Suppliers can submit their products and product groups.

Retailers & Agencies/ Industrial and commercial clients can submit campaigns.

**BEFORE** you upload your submission to the award system, you should **ALWAYS** save the required **texts in a document** and the **images with the correct dimensions and names**.

In this way, you protect yourself against data loss during submission due to a connection interruption or logout, which occurs after 2.5 hours for **security reasons**. Believe us: this saves time and nerves ;- ) Requests to amend the submission after submission can be made by email to [awards@psi-academy.com](mailto:awards@psi-academy.com) and are subject to a submission correction fee. **Submissions can be made in English or German.**

## 2 Submissions Assistant for Campaigns

### 2.1 Project Name

Enter the name of your campaign - no descriptions, no claims. (**max. 30 characters** - spaces included)

### 2.2 Project Teaser

Arouse the curiosity of interested parties and briefly explain what your submission stands for. The teaser will be displayed on the website. (**max. 50 characters** - spaces included)

### 2.3 Short Introduction

Enter a clear description of your campaign that is understandable for a layperson. The description may contain a **maximum of 1200 characters** including spaces. Note that this short description is also used for the online gallery.

The following questions should be answered:

- What type of campaign is it?
- What makes it special?
- What lasting impact has your campaign had?

### 2.4 Pictures

You can visualize your submission with a total of 11 pictures.

#### a. Main picture

The press image that clearly represents your project.

#### b. Further pictures

You can upload a maximum of 10 additional pictures. Provide **at least 3 images**: campaign visual, overview of advertising media, call / mechanics

The following **REQUIREMENTS must be met:**

- Name all pictures following the scheme: O\_submission-name.jpg  
*Main picture:* O\_green-wood.jpg  
*Further pictures* e.g.: 1\_green-wood.jpg , 2\_green-wood.jpg,...
- Dimensions: **landscape format** (2160 x 1350 pixels)  
You can use the help of our online cropper tool for correct sizing as well.
- Format: JPG
- Resolution: 300 dpi (printable quality)
- Color scheme: CMYK
- **File size: max. 5 MB / image**
- DON'T use text/logos on the pictures

## 2.5 Video link (optional)

You can include a video link of your project (**max 30 seconds**). Please use a download link. Refrain from submitting download links with an expiration date. Focus on a 360 view of your project and its sustainability traits. Dimensions must be met for a landscape format 16:9 (1920x1080 pixels). The video may be featured on the Award website, Award Ceremony and on our social media channels. Make sure to comply with copy right issues.

## 2.6 Description for the Jury

This information is exclusively for the jury (see below for details of criteria) and will not be published. Enter short and clear information in the form of bullet points (**max. 1500 characters** including spaces per block).

### a. Marketing Value

Describe the economic success of your campaign, impact on image, awareness and sales.

### b. Activities

Describe the advertising media, tools and channels used in your campaign to reach and inspire your target group.

### c. Impact

Provide measurable results that show how your campaign has brought about positive changes in public awareness, behaviour or tangible benefits to society or the environment.

## 2.7 CSR Reporting /Certificates

This information is also exclusive to the jury. To be selected as **Company of the Year**, upload your CSR report, ESG compliance, product, environmental and social certifications in a combined document here. This information will also be treated confidentially. Format: PDF, **maximum file size 15 MB**.



## 2.8 Campaign presentation

Upload a presentation of the campaign showing the process, formats and results. Format: PDF  
**maximum file size 15 MB**

## 2.9 Credits

The name is used for the award certificate. The information is also used for the presentation on the website and for press materials.

### a. Name(s)

### b. Profile

Give a short profile, a short biography of the designer, the design team behind the project. If it is a collaborative project, you have the opportunity to introduce it here. You can use up to 600 characters including spaces.

### c. Photo

Image requirements: Landscape format (2160 x 1350 pixels) as JPG in CMYK format with max. 5 MB.

## 2.10 Social Media Tags

If available, insert the social media accounts of your product / company here to be tagged in upcoming posts. Only add one account with the **@username** and not links.

## 2.11 Special Code

Some participants will be provided with a special code that can be entered here.

## 2.12 Note

A submission cannot be changed after it has been sent! The number of submissions is not limited. After submission you will receive an automatic confirmation e-mail. If not, please contact us [awards@psi-academy.com](mailto:awards@psi-academy.com)

Common issues with unsuccessful submission:

- Opened in the browser the submission form for longer than 2 hours
- Slow internet network
- Individual picture size exceeds 5MB
- Presentation is not in a PDF format or exceeds 15MB

If you are selected as a Finalist, you may be asked to submit a **physical piece of your product** (depending on size) for the duration of the award cycle for evaluation and possible inclusion in the exhibition.

### 3 Award Evaluation Criteria

Each submission is evaluated along the following criteria and all finalists will receive point-based feedback. The criteria are the base for the jury's assessment. Of course, the detailed points are not equally applicable to all products, but the idea should be understandable.

#### 3.1 Overall Evaluation

##### 3.1.1 Ansatz Approach

- Originality
- Quality
- Reproducibility
- Credability

##### 3.1.2 Elaboration

- Complexity of the research
- In-depth elaboration
- References (e.g. certificates)

##### 3.1.3 Impact

- Improvement of environmental impact
- Improvement of user behaviour and/or production conditions
- Distribution potential

#### 3.2 Subject-specific Evaluation

##### 3.2.1 Achieved Marketing Value

The effectiveness and success of the campaign in relation to the marketing objectives set.

Criteria:

- **Target achievement:** Were the defined targets (e.g. brand awareness, sales increase, customer loyalty) achieved or exceeded?
- **ROI (return on investment):** How high is the financial return in relation to the investment in the campaign?
- **Reach:** How many people were reached by the advertising media used (e.g. number of impressions, clicks, views)?
- **Target group specificity:** Was the defined target group effectively reached (e.g. through demographic data, interests)?
- **Conversion rate:** How many of the people reached carried out the desired action (e.g. purchase, registration)?

- **Brand perception:** Improvement of brand positioning or brand image through surveys or feedback.

### 3.2.2 Implemented Measures

The quality and implementation of marketing activities and strategies.

#### Criteria:

- **Creativity and originality:** How innovative and appealing were the advertising materials and messages? Were new types of advertising developed? What customisations were made?
- **Channel utilisation:** How effectively and appropriately were the marketing channels used (online, offline, social media)?
- **Timing:** Were the measures implemented at the right time (e.g. seasonal relevance, market situation)?
- **Budget compliance:** Were the planned budgets used efficiently?
- **Coordination and consistency:** Was the campaign consistent across all channels? Was there a clear, consistent message?
- **Flexibility:** Was there a quick response to unexpected developments or feedback?
- **Measurability:** Were suitable KPIs and tracking mechanisms used to track the success of the measures?

### 3.2.3 Positive impact on the environment and society

The sustainability and social responsibility of the campaign.

#### Criteria:

- **Sustainability of advertising materials:** Were environmentally friendly materials used (e.g. recyclable or biodegradable materials)?
- **Carbon footprint:** What was the campaign's ecological footprint? Were there any compensation measures (e.g. climate protection projects)?
- **Promotion of social added value:** Did the campaign support social or charitable initiatives (e.g. donations, partnerships with NGOs)?
- **Inclusion and diversity:** Were different target groups addressed respectfully and inclusively?
- **Avoidance of greenwashing:** Was the communication about sustainability measures authentic and credible?
- **Promotion of awareness raising:** Did the campaign emphasise issues such as environmental or social responsibility and help to create positive awareness among consumers?
- **Local economy:** Were local producers, service providers or partners involved?

We will be happy to help you with any questions!

Mail: [awards@psi-academy.com](mailto:awards@psi-academy.com)