



Mobile Experience Award

Description:

The Mobile Experience Award recognizes a critical and growing component in the online retail space, where retailers sell, inform, entertain, promote and market their products and services. The entry must demonstrate an outstanding mobile experience and show how the innovation led to efficiency, consumer engagement, positive reviews, and return on investment. Success may be measured by download rates, click through rates, unique number of users, repeat visits and sales/conversions (when transactional). Platforms can include mobile apps, mobile sites, payment platforms, loyalty programs, sales support, etc.

Content Requirements for Case Study:

Introduction (100 Words)

Please include the following in your response:

- Name of retailer
- Description of mobile platform strategy (e.g. mobile responsive site or dedicated app)
- Name of mobile design agency (if applicable)
- Summary of mobile initiative

Needs and Objectives (300-500 Words) - 20%

Please include the following in your response:

- The needs of the initiative
- A complete description of the initiative's target market
- The objective or purpose behind the mobile initiative (e.g. brand experience, driving in-store purchase, driving online transactions)

Program Details & Results (600-1000 Words) - 70%

Please include the following in your response:

- Outline the details of the initiative from concept to completion.
- Explain how the initiative provides the consumer with an outstanding mobile experience (ex. product information & selection, purchase options, fast loading pages, multiple device capabilities, security of purchase, applying traditional and/or non-traditional merchandising principles etc). Describe how these initiatives were evaluated and provide their results.
- Describe the collaboration of both internal and external stakeholders. Describe the impact the initiative had on all stakeholders.
- Explain the resources, budget and timelines assigned to the initiative. Explain how these resources were effectively used, budget targets maintained and timelines achieved.
- Describe how the initiative was to be evaluated and if the plan met the assessed needs, if all components were delivered and if the overall objectives were achieved.
- Any other additional elements that you would like to highlight about the initiative



Supporting Evidence: Judged- 10%

Provide creative examples and include a description, including if relevant wireframes.

Formatting Requirements for Case Study:

1. Title Page
(Must include Award Category, Name of Company and Title of Submission)
2. Table of Contents
3. Content Pages
 - Introduction
 - Needs and Objectives
 - Program Details & Results
4. Appendices (if applicable) and Supporting Evidence with description