



Entry Form Internetics 2026:

INTERNETICS DIGITAL FOR GOOD

*This entry form applies only for the Internetics Digital for Good category.
For the rest of the Internetics 2026 sections please download the Main Form.*

Internetics Digital for Good is a stand-alone category that searches for those digital campaigns, single digital activations or unique digital communication efforts in which a brand takes on big social and environmental issues, with the aim of improving communities and lives. Works can be submitted here only by for-profit brands, coming from any industry. The brands may have developed & implemented the project alongside an NGO, but the brand must be owner or co-owner of the project, not just a partner of the NGO via sponsorships. If the work also had offline components, tell the jurors, but detail in your entry form what you did in online or digital, how your brand used its digital marketing platforms or how it used a new technology to make a change for good. The works will be evaluated based on the idea & the strategy developed in order to address the social issue, content & execution, results & impact. This category seeks to showcase and celebrate best practices and examples of brands that take action and contribute in making the world a better place.

Please fill in all the information in this form only in English. The only exception: the creative materials must be presented in the original language, as they appeared online. All text fields are mandatory. Write “not the case” where you cannot provide information.

The information outlined on this form will be seen by judges and must be submitted via <https://internetics.ro/subscribers/login>. Teams can use this document while crafting the submission to enable easy collaboration with team members and partner companies.

The eligibility period for all works is **11th of August 2025 – 27th of July 2026**.

The Regular Deadline for entering your works is **August 28th** and for payment, **September 4th**.

Last Chance Deadline for entering your works is **September 14th** and for payment, **September 21st**.

Please keep in mind that you must edit the text (bold, italic etc.) directly on the online form to make sure the text appears ok in your application. From this working template, please take your text through the notepad to format it and then copy-paste it from there into the online form.



Entry name: Please fill in the name of your entry, in English only. Keep it short, recommended 1-8 words. The Entry Name will be used in publicity materials for entrants, finalists and winners. The Brand Name is always publicly recognized with the entry title, so it is not required to include the brand name here.

Client: Please mention the public name of the client, not the legal one (without „S.C.“, „SRL“, „SA“). This name will be credited on all competition materials and will appear on the website exactly as it is written here. Please write the same client name and in the same form for all the entries coming from your agency/company. Also, please keep in mind that for the Digital Client of the Year title, points go to the entity credited here.

Brand: This name will be credited on all competition materials – it will appear on the website and on all press materials, exactly as it is written here.

Author: Please mention the public name of your agency/company, not the legal one. This name will be credited on all competition materials and will appear on the website exactly as it is written here. Please write the same agency/company name for all the entries coming from your agency/company. In setting the Agency of the Year, this is the field taken into consideration.

Other agencies to credit: If the case – media agency, PR agency and so on. Please mention the public name of the agencies, not the legal one (without „S.C.“, „SRL“, „SA“). This name will be credited on different competition materials and will appear on the website exactly as it is written here. The agencies from this field should not be also in the Author field. Write „not the case“ if not applicable.

The team: Please mention here the main people that worked for the campaign, both from the agency (including contributing agencies if wanted) & the client – name & job title (format: Surname Name - Job Title, Company; Surname Name - Job Title, Company). These names will be credited on different competition materials and will appear exactly as they are written here. Max. 20 individual credits allowed.

Launch date (day.month.year): You can enter a work introduced on the market earlier than the start of the eligible period, but having a minimum of two thirds within the eligible period.

End date (day.month.year): Write „on going“ if the campaign is not over. You can enter a work that ends after the eligible period, but having a minimum of two thirds within the eligible period.



One-Phrase description: In max. 50 words, tell the judges the shortest summary of your work. Don't go into details, you have the next fields for that. Please keep in mind that this description will appear on different competition materials during the awarding gala and on The Institute's Social Media channels exactly as it is written here.

Case Background: What was the state of the brand's digital performance and the broader competitive landscape prior to your campaign? What strategic challenge emerged from this context?

Reason Why for the category: Why do you think your work is particularly suited to this category? Outline in 1-2 phrases how it responds to the definition of this particular section. Present your work having in mind the specifics of the section.

Objectives: Please add here your objectives according to the selected section. Describe your Business, Marketing, Campaign objectives or other type of objectives, qualitative and quantitative, the Key Performance Indicators (KPIs) set against each objective and add benchmarks and context from prior year when applicable

Target: Please describe the public /the targeted audience for this entry. Describe the audience using demographics, culture, behaviors and other definitory elements. Was the action dedicated to a specific and niched group of individuals or to a bigger community // area of interest?

Strategy: Please describe your creative and media strategy in max. 400 words.

Budget: A sum of the media budget (if the case, include here also influencers fees) + production costs. Only consider the specific budget range for the online component(s) presented in the entry form. If submitting a campaign that also had offline components, please consider the budget for the online and digital components only.

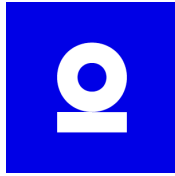
< 10.000 Euro

10.000- 25.000 Euro

25.000 - 50.000 Euro

> 50.000 Euro

Results: Please include all business, brand, campaign results or other types of relevant results, connected to the target, objectives & KPIs. Define the results according to the exact period of time you monitored. Visual representations of your data will gain more understanding and is encouraged, especially as this is the only field where you can upload your insights' graphics. Technical requirements: all videos should be strictly .mp4, images should be .png/.jpeg, documents to be only .pdf



Impact: What was the measurable impact on the beneficiaries of the social issue addressed? Can the action have a long-term impact and improve for a longer period of time communities and lives?

Promoted in the following media: Please write here all types of media used to promote your project, online & offline media. Do not include links, just name the media used (e.g., social media channels – Facebook, Instagram and so on; website, online advertorials, influencers).

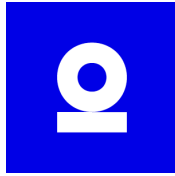
Other elements that might have influenced the results: Please write here any other details that could have contributed to the campaign's success: price changes, different public studies, special events. Write „not the case“ if no other factor has influenced the campaign.

Supporting Material 1: Do not upload here creative materials, only proofs of a research or of your results. You can upload here graphics, screenshots with results or other supporting documents for your entry. All information must be in English. All 3 files (from the Supporting Material 1, 2 and 3 fields) must not have more than 30 MB. Do not upload archives and do not include documents with the agency name or logo. Technical requirements: all videos should be strictly .mp4, images should be .png/.jpeg, documents to be only .pdf

Supporting Material 2: Do not upload here creative materials, only proofs of a research or of your results. You can upload here graphics, screenshots with results or other supporting documents for your entry. All information must be in English. All 3 files (from the Supporting Material 1, 2 and 3 fields) must not have more than 30 MB. Do not upload archives and do not include documents with the agency name or logo. Technical requirements: all videos should be strictly .mp4, images should be .png/.jpeg, documents to be only .pdf

Supporting Material 3: Do not upload here creative materials, only proofs of a research or of your results. You can upload here graphics, screenshots with results or other supporting documents for your entry. All information must be in English. All 3 files (from the Supporting Material 1, 2 and 3 fields) must not have more than 30 MB. Do not upload archives and do not include documents with the agency name or logo. All videos should be strictly .mp4. Images should be .png/.jpeg. Documents to be only .pdf

Main Link: This is the public link to your project. It will be made public on our website. The field is mandatory and you can only add one link (no other text, to keep the link clickable) – it should be the one main link of your project ex: the campaign's website, a specific Social Media post or a specific video, a YouTube playlist and so on. Please, do not use this field to provide the case study URL or



other type of URL. The link and name of the link must not include the agency name. Write „n/a” if your project is no longer active.

URL for no longer active projects: If your project is no longer active and you don't have a public URL, use this field to add a link showing your work, from a temporary web page. You can only add one link (no other text, to keep the link clickable). The link and name of the link must not include the agency name. Will not be made public, it will only be seen by the judges. Please, do not use this field to provide the case study URL. Write „not the case” if not applicable.

Access data: Use this field only if you used the previous „URL for no longer active projects” field and only if access data is needed for your URL. Please provide access data (usernames and passwords) if necessary for the judges. Write „not the case” if not applicable.

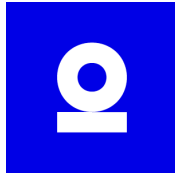
Creative Example 1: You can upload here examples with different executions from your creative work. Present the executions in the original language, as they appeared online. All 5 files (from the Creative Example 1, 2, 3, 4 and 5 fields) must not have more than 30 MB. Do not upload archives and to not include documents with the agency name or logo. Technical requirements: all videos should be strictly .mp4, images should be .png/.jpeg, documents to be only .pdf

Creative Example 2: You can upload here examples with different executions from your creative work. Present the executions in the original language, as they appeared online. All 5 files (from the Creative Example 1, 2, 3, 4 and 5 fields) must not have more than 30 MB. Do not upload archives and to not include documents with the agency name or logo. Technical requirements: all videos should be strictly .mp4, images should be .png/.jpeg, documents to be only .pdf

Creative Example 3: You can upload here examples with different executions from your creative work. Present the executions in the original language, as they appeared online. All 5 files (from the Creative Example 1, 2, 3, 4 and 5 fields) must not have more than 30 MB. Do not upload archives and to not include documents with the agency name or logo. Technical requirements: all videos should be strictly .mp4, images should be .png/.jpeg, documents to be only .pdf

Creative Example 4: You can upload here examples with different executions from your creative work. Present the executions in the original language, as they appeared online. All 5 files (from the Creative Example 1, 2, 3, 4 and 5 fields) must not have more than 30 MB. Do not upload archives and to not include documents with the agency name or logo. Technical requirements: all videos should be strictly .mp4, images should be .png/.jpeg, documents to be only .pdf

Creative Example 5: You can upload here examples with different executions from your creative work. Present the executions in the original language, as they appeared online. All 5 files (from the Creative Example 1, 2, 3, 4 and 5 fields) must not have more than 30 MB. Do not upload archives and to not



include documents with the agency name or logo. Technical requirements: all videos should be strictly .mp4, images should be .png/.jpeg, documents to be only .pdf

AI Transparency: Was AI used for any of the Creative Materials of your project? (images, videos, audio or for any other creative execution). If so, please specify.

Translation for the Creative Examples: Add here an English Translation for all the files uploaded in the Creative Examples 1, 2, 3, 4 and 5 fields. For long texts // screenshots from a website with a lot of content or other type of example with long texts included, you can summarise in English the main messages.

Campaign Case Study URL: This field is optional, but you can provide here a link to the case study of the work (with English voice over and subtitle in English for ALL the executions presented in the case study, video, audio or static format; it is allowed for stock image/footage to be used as long you mark them accordingly in order for the judges to acknowledge), should you have it prepared. Try to keep it as short as possible, max. of 3 minutes. It will be used for judging purposes only. You can only add one link (no other text, to keep the link clickable). The link and name of the link must not include the agency name. Do not use an agency social media account for the uploaded video.

Promo Image: Please upload here a generic image that best represents your work. The image must be 500x375 pixels. It will be used to illustrate your work on the website and in publicity materials in communicating the entrants, finalists and winners. The chosen image should be in the original language of the work, please do not translate it. Please do not include the agency name or logo on the Promo Image, it will be used also as a thumbnail in the judging system.