

Press Release

Updated Awards Categories - Digital Impact Awards Africa

Maximising the Digital Dividend

Kampala, July 6, 2014: Following the launch of Digital Impact Awards Africa, #DIAA, with the theme Maximizing the Digital Dividend, HiPipo.com and Cyberplc Limited have released the official Awards categories description together with some updates and new category naming. There are 13 Awards categories for Uganda the project host country and 4 Awards Categories for Africa. The awards categories as described below cover the domains of web, mobile, social, cybersecurity and digital financial services.

Digital Impact Awards Africa Categories

1 -Digital Brand of the Year

This is a brand that overall was the exemplary user of digital and/or provider of digital solutions, during the year 2013/2014 by delivering excellent products, services or integrated digital campaigns and set great examples to follow in the digital space. The contenders for this award are organizations and brands that fulfill their objectives through the most imaginative use of digital platforms, including websites, mobiles, apps, social media, digital financial services, internet of things with effective integration of the digital communication and observance of cybersecurity for their digital offerings.

2 -Best Corporate Brand on Social Media

A corporate brand that has made the best use of social media tools such as Facebook, Twitter, YouTube, Google+, Pinterest, Instagram, Blogs, and more for its communication and customer service. Brand should have fully embraced social media for at least 3 years.

3 -Fastest Growing Corporate Brand on Social Media

A corporate brand that has seen steady recent (1-2 years) social media growth and has made the best use of social media tools such as Facebook, Twitter, YouTube, Google+, Pinterest, Instagram, Blogs, and more for its communication and customer service. Brand should have fully embraced social media for at least 2 years.

4 -Best Government Agency on Social Media

A government Agency that has made the best use of social media tools Facebook, Twitter, YouTube, Google+, Pinterest, Instagram, Blogs, and more for its communication and customer service. Government Agency should have fully embraced social media for at least 1 year.

5-Best Corporate Cybersecurity Practice

This award will recognize a corporate organization/brand that has done more to limit cybersecurity risks through its digital presence (Website, Mobile Web and Social Media) by enforcing best cybersecurity practices on its digital platforms. This category for the first year is limited to organizations in Financial services sector, Telecoms sector and Healthcare sector

6-Best Corporate Digital Marketing Campaign

This is a campaign that demonstrates best digital practice, innovation and excellence in promoting, advertising, communicating or marketing a brand, product or service. Campaigns can use a range of digital platforms and formats including but not limited to search/viral/email marketing, social media, etc.

7-Best Corporate Website

An award for well branded with useful functionality and acceptably secure website for corporate business communication and customer service. This category rewards entries based on the functionality of the site and the overall structure and navigation. The overall design and content update is also important as well as the positive results directly related to the user experience. Website traffic ranking will also be considered.

Best Corporate Websites are selected from corporate organizations with localized URLs. Organizations that share domains/ have extended domains with the group websites are not considered. Media Houses websites don't qualify for this category.

8-Best Digital Financial Service

This is an award for a digital financial services integrating mobile access, websites/applications with banking and mobile financial services. It covers mobile financial services integration with the web and other people services to match the needs and lives of customers who expect a digital experience. Entries may include mobile money products, online and mobile banking websites/applications, and other finance applications features that are embracing digital. Products should have a sizable reach and impact to the population

9-Best Digital Financial Service Innovation

This category recognizes products innovation in offering digital financial services. This category is open to digital payments websites/applications utilizing and/or integrating with mobile financial services. It covers mobile financial services integration with the web and other people services to match the needs and lives of customers who expect a digital experience. This category focus on the innovative pieces of the financial service and the potential impact this innovation currently delivers or will deliver to the population.

10-Best E-Service

This is an award for an e-service/m-service with useful functionality and acceptably secure web mobile apps/websites that offer service for e-Government, e-Education, e-Health. Mobile services using state-of-the-art technology; smart use of mobile media to promote sustainable models of living and bridging society through mobile content, applications, service fostering quality and efficiency of information exchange and/or transactions.

11-Best E-Commerce

This is for e-commerce/m-commerce product/platform with useful functionality and acceptably secure handling of online transactions fostering quality and efficiency of trade information exchange and transactions.

12-Best Mobile App

An award for well branded with useful functionality and acceptably secure mobile apps for business communication and e-services. This award recognizes excellence and innovation within the mobile web/app space. Entries demonstrate how they used mobile apps most effectively, through offering innovative, useful or engaging mobile content, applications, services or utilities.

13-People's Choice Video Commercial of the Year on YouTube

The People's Choice Video Commercial of the Year on YouTube is an award for the most entertaining, intriguing, influential and striking commercial on YouTube also distributed on other digital platforms such as Facebook.

14-Top 10 Corporate Brands on Social Media - East Africa

15-Top 10 Digital Financial Service Innovation - Africa

16-Top 10 Corporate Brands on Social Media - Africa

17- Top 10 Mobile APPs- Africa

The nominees for any awards category will have to meet the nomination criterion that is defined for the category. The winners of each category will be decided by The Awards Jury and Research Panel that comprise jurors with extensive knowledge and experience in ICT roles such as entrepreneurs, innovators, academic, consultants, policy makers and thought-leaders. One Awards category "People's Choice Video Commercial of the Year on YouTube" will be decided entirely by public vote. The General Public will further have a 30% say in the voting for some of the categories whereas cybersecurity and financial service innovation categories will be wholly decided by the jury.

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About Cyberplc Limited

We regard cybersecurity not as an end unto itself. We instead see the cybersecurity controls deployed to protect information, people and physical assets as means to an end. The end of the technical, procedural, personnel and physical security controls is to help ensure that critical information infrastructure works reliably and continues to support business processes even under attack.

We are routinely commissioned to engineer and validate security controls around systems handling vast volumes of sensitive, "Classified" or "Protectively Marked" data. Thus, we help Governments, citizens, consumers, regulators and enterprises operating critical information infrastructure (CII) to gain confidence around the adequacy of controls in place to mitigate cyber threats and risks.

We understand the benefits and limits of technical tools because our core expertise lies in the technical Internet security domain. Therefore, to help you protect against threats to core business processes, we combine technical solutions with procedural, personnel and physical security controls. Our balanced approach helps you select the security controls that match the risks, needs and circumstances of your specific organisation.

About HiPipo (U) Limited

Digital Marketing Agency

We are responsible for the strategy, design and development of some of the most influential digital experiences. We work with big and small companies to build ongoing, continuous relationships with consumers through effective use of social media and mobile platforms. We host, design and develop web and mobile applications.

Digital Consulting, Research and Advisory

Our Consulting, Research and Advisory focus on Business and Technology that spans web, mobile and social. We provide proprietary research, consumer and business data, custom consulting and online communities with advisory to guide leaders in Business, IT, marketing and strategy

Digital Media

HiPipo.com is Uganda's No.1 social entertainment services provider. HiPipo.com makes discovery and consumption of the latest and the best entertainment just a click away for any Ugandan using the Internet both on desktop and mobile platforms such as phones and tablets through <http://mobile.HiPipo.com>. HiPipo 5Star is our media arm of high quality and great value content that focuses on Business and Tech (technology)

Music and Events

HiPipo.com organizes top notch corporate and social events such as the annual HiPipo Music Awards and Digital Impact Awards Africa