

Press Release

Nominees for Digital Impact Awards Africa

Maximising the Digital Dividend

Kampala, July 7, 2014: Digital Impact Awards Africa, #DIAA, has today announced the nominations for its inaugural awards ceremony to be held on 22 August 2014. Under the theme, Maximizing the Digital Dividend, the awards seek to recognize and appreciate different organizations that are spearheading the use of digital mediums.

The nominations list has 14 Awards categories for Uganda, the project's host country, and 4 Awards Categories for Africa. For the Africa categories, research will be conducted to rank the top 10 brands on Social Media, Apps and Financial service innovations. The research findings will be released on the Awards gala night.

Digital Impact Awards Africa Nominations	
1 -Digital Brand of the Year	
1	Airtel Uganda
2	Centenary Bank
3	Daily Monitor
4	MTN Uganda
5	The New Vision
2 -Best Corporate Brand on Social Media	
1	Airtel Uganda
2	Bukedde
3	Daily Monitor
4	MTN Uganda
5	NTV Uganda
6	The New Vision
3 -Fastest Growing Corporate Brand on Social Media	
1	Bell Lager
2	Centenary Bank
3	Club Pilsner
4	Huawei Uganda
5	NBS Television
6	The Observer
7	The Red Pepper
8	WBS Television
4 -Best Government Agency on Social Media	

1	URA
2	Bank of Uganda
3	KCCA
4	NSSF Uganda
5	Uganda Police Force
5-Best Corporate Cybersecurity Practice	
1	Bank of Uganda
2	DFCU Uganda
3	Standard Chartered Bank Uganda
4	URA
6-Best Corporate Digital Marketing Campaign	
1	Airtel Uganda Cranes Together We Can
2	CokeStudioAfrica The world's ours video contest
3	MTN Egg Hunt
4	Smart Telecom: Give Us a name
7-Best Corporate Website	
1	Bank of Uganda
2	Centenary Bank
3	DFCU
4	MTN Uganda
5	NSSF
6	Orange Uganda
7	Smile Uganda
8	Stanbic Bank Uganda
9	Uganda Telecom
8-Best Digital Financial Service	
1	Airtel Money
2	Centenary Bank E-banking (CenteMobile,PC Banking Services)
3	MTN Mobile Money
4	Stanbic Bank Uganda E-banking (Internet Banking, Mobile Banking)
5	Standard Chartered Bank 24hrs Banking (Online Banking, Mobile Banking, VISA Cards)
9-Best Digital Financial Service Innovation	
1	Payments- Airtel Uganda and Total Uganda
2	Bulk Payments - Beyonic - http://beyonic.com/
3	JPESA- http://www.jpesa.com/en/
4	Life Care Insurance MTN Mobile Money, AON and Jubilee
5	Mobile Bulk Payments Solution- Airtel Money and Barclays
6	Money Transfer - Remit Uganda - https://remit.ug/

7	Money Transfer - Yo Payment https://payments.yo.co.ug
10-Best E-Service	
1	URA E-TAX
2	AAR Health Services
3	National Water - E-Water Payment System
4	NSSF Uganda - GO SMART - E-Service
5	TCMG Uganda
11-Best E-Commerce	
1	http://www.cheki.co.ug/
2	http://www.eyetrade.ug/
3	http://www.hellofood.ug/
4	http://www.jumia.ug/
5	http://www.kaymu.co.ug/
6	http://www.olx.co.ug/
12-Best Mobile App	
1	BodaPay
2	Mafutago
3	Matatu
4	NBS News App
5	The New Vision News App
6	The Pearl Guide - Experience Premium Uganda
13-People's Choice Video Commercial of the Year on YouTube	
1	Meet Mr. Money https://www.youtube.com/watch?v=weNzkyC_gnM
2	MTN Oh, the things you'll learn. https://www.youtube.com/watch?v=l1CBeiHv31w
3	Orange Uganda TOKOTA https://www.youtube.com/watch?v=yXJtdMwCc5s
4	Riham https://www.youtube.com/watch?v=c_9L7MhsSnM
5	Uganda Telecom Airtime for life https://www.youtube.com/watch?v=KDPaatBCTmA
14- Best Radio Station on Social Media	
104.1 Power FM	
106.5 DIGIDA FM	
88.2 Sanyu FM	
91.3 Capital FM	
93.3 KFM	
97FM Radiocity	
CBS	

Galaxy FM 100.2
HOT 100
XFM 94.8
14-Top 10 Corporate Brands on Social Media - East Africa
To be released with research report at awards night
15-Top 10 Digital Financial Service Innovation - Africa
To be released with research report at awards night
16-Top 10 Corporate Brands on Social Media - Africa
To be released with research report at awards night
17- Top 10 Mobile APPs- Africa
To be released with research report at awards night

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. The table below offers details of how the winners will be decided.

Digital Impact Awards Africa - How Winners are Decided		
Category	Jury Vote	Public Vote
1 -Digital Brand of the Year	70%	30%
2 -Best Corporate Brand on Social Media	70%	30%
3 -Fastest Growing Corporate Brand on Social Media	70%	30%
4 -Best Government Agency on Social Media	70%	30%
5-Best Corporate Cybersecurity Practice	100%	
6-Best Corporate Digital Marketing Campaign	70%	30%
7-Best Corporate Website	70%	30%
8-Best Digital Financial Service	100%	
9-Best Digital Financial Service Innovation	100%	
10-Best E-Service	100%	
11-Best E-Commerce	70%	30%
12-Best Mobile App	70%	30%
13-People's Choice Video Commercial of the Year on YouTube		100%
14-Best Radio Station on Social Media		100%
15-Top 10 Corporate Brands on Social Media - East Africa	Research Based Ranking	
16-Top 10 Digital Financial Service Innovation - Africa	Research Based Ranking	
17-Top 10 Corporate Brands on Social Media - Africa	Research Based Ranking	
18-Top 10 Mobile APPs- Africa	Research Based Ranking	

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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 (HiPipo.com)

HiPipo.com is a full service digital agency offering the following

1. Digital Marketing

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, web and mobile platforms. We design and develop web and mobile applications.

2. 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

3. Digital Media: Music, Business and Technology

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)

4. Events

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