

# 1st Award 100s DX Review Report

This report aims to understand the current status of award programs in Japan to promote digital transformation and share the challenges.

\* Remarks

The original report is in Japanese.

This English version is based on machine translation.

## Introduction

Digital transformation (DX) of the award business is progressing, which dramatically improves the performance of applicants, organizers, judges, sponsors, and other stakeholders, mainly in Europe and the United States.

This time, the "1st Award 100s DX Review" (August 8, 2023, ~ September 30, 2023) was held for various award programs that hold grand prizes, awards, contests, etc., with the aim of understanding the current status, sharing issues of award programs, and promoting DX in Japan.

In the review, a total of 18 items were defined in the evaluation of the DX level of the award programs (entry, judging, commendation, and performance), and the score of 100 award programs was evaluated based on the content posted on the award program website and the content of applications from related parties.

### 1. Review items and scoring

The review items and scores are as follows.

This review was conducted based on the content posted on the website and the content of applications from related parties (including proxy applications), both during and outside of the award program period. Some questions may be given a low score due to insufficient answers.

criteria	Evaluation item	Score
<b>Entry</b>		<b>60</b>
	Announcement of award program	10
	Explanation of award program	15
	How to entry	25
	Contact applicants	5
	Smartphone compatible	5
<b>Judge</b>		<b>60</b>
	Judging method	15
	Judging panel	10
	Evaluation Criteria	15
	Selection process	20
<b>Commendation</b>		<b>40</b>
	Publication of applications	10
	Feedback on evaluation content	10
	Introduction of award winners	10
	Holding an award ceremony	10
<b>Performance</b>		<b>40</b>
	Number of applications	10
	Prize Pool	10
	Application Fee	10
	Language support	5
	Supporting Organizations	5
	perfect score	200

## 2. Top 10 Awards

The ratings were ranked as A+ with a score of 140 or higher, A: 130 or higher, A-: 120 or higher, B+: 110 points or more, B: 100 points or more, and B-: less than 100 points, and the top 10 award programs (grand prizes, awards, contests, etc.) were as follows.

No	Name of award project	evaluation
1	Good Design Award	A+
2	Nikkei Integrated Report Award	A
3	Kids Design Award	A-
4	Japan Game Awards	B+
5	BUG Art Award	B+
6	LEXUS DESIGN AWARD	B+
7	S-Booster	B+
8	TOKYO MIDTOWN AWARD	B+
9	Nikkei Social Business Contest	B+
10	Art Award IN THE CUBE 2023	B
10	Asia Digital Art Award Exhibition FUKUOKA	B
10	Japan Management Quality Award	B
10	Campus Venture Grand Prix	B
10	Ichi Biz Award	B
10	Change Maker Awards	B
10	INTERNATIONAL STUDENTS CREATIVE AWARD	B
10	Publicity Conference Award	B
10	Tokyo Financial Prize	B
10	WIPO Global Awards	B
10	Cogeneration Grand Prize	B
10	All Japan DM Grand Prize	B
10	D&I VERDLAUN	B
	National High School Students Anything, ants.	B
10	Creative Award 2023	

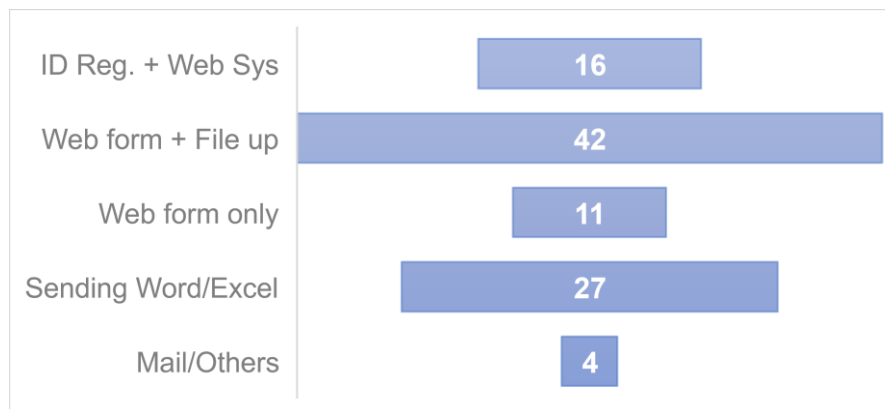
### 3. Review Summary

#### 3.1 Entry Criteria

Of the 68 award programs that have a dedicated website, 34 of them, or one-half, use SNS. There were 30 award programs set up as an award menu on the general website of business organizers, of which 10 were SNS, or 1/3. A total of 44 cases have been used in SNS, and regardless of whether the award is given to an individual or a corporation, SNS is becoming established as a method of disseminating and announcing information.

There were 34 award programs that explained the award program and application methods on the relevant pages of their websites, 44 awards that also prepared PDF files, and 18 awards that explained them in introductory videos. Many of the PDF and other files were used as booklets for distribution.

#### ●Entry method



The "ID Registration + Web System," which is the most comprehensive method of accepting applications, was adopted by 16 applications, and by accepting applications through the web system, it was possible to share the burden of document and viewing selection in the screening process and to score points for each application item. In order to prioritize the ease of application for applicants, the majority of the responses, 53 respondents, including "Web form + file upload" and "Web form input only," which utilize web forms that have been established as a simple method of acceptance.

"Sending emails such as Word/Excel" has been used for many years, and has been used in 27 cases, mainly in award programs that have been held for more than 10 years.

Due to the administrative burden of reception and the old screening process, the operation of the award business has remained in the old way to the present.

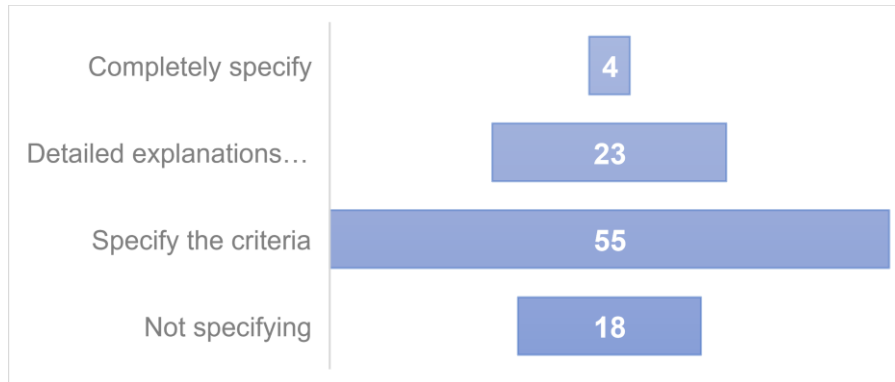
#### 3.2 Judging Criteria

The majority of 59 award programs were judged to be "documents and viewing selection only," and only the submitted content was evaluated and reviewed.

In addition to "document and viewing screening," there are 41 award programs that conduct "interviews and hearings" and "presentations and on-site visits," and the format is to narrow down the candidates in stages. In this format, the coordination of each applicant and judge, and the aggregation of the evaluation results at each stage are issues, and the DX level greatly affects the work efficiency.

Regarding the Judging panel, there were 59 disclosures of both "Judging system + principal judge", and 74 disclosures were combined with any disclosure. In addition to the disclosure of judge profiles, there were many systems in which experts in specialized fields in the award category served as judging chairs. There are few award programs that disclose the judging system and the number of judges corresponding to the number of applications, and there are some small judging systems that seem to be difficult for each judge to handle, such as how the entries are allocated to the judges.

● **Evaluation Criteria**



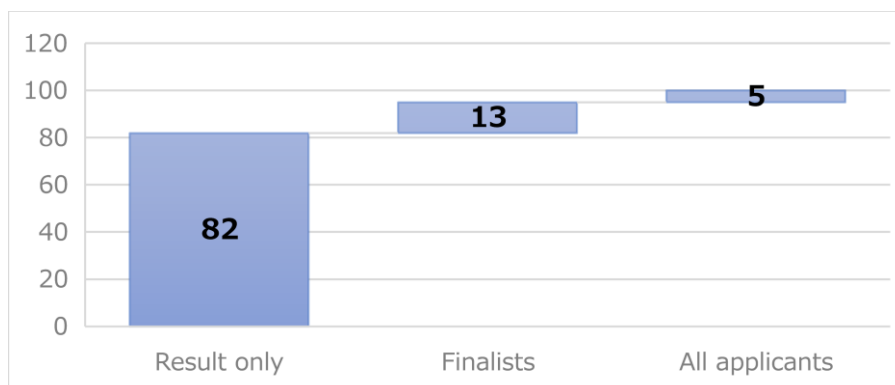
Regarding the evaluation criteria, the majority of the responses, 55, were "clearly state the criteria items." There were 18 cases of "not specifying the criteria," which undermines trust in terms of transparency, fairness, and rigor in evaluation and review. On the other hand, there are 23 cases in which detailed explanations of the criteria items are added, and the appropriate application (document preparation) for applicants and objective evaluation by the judges are encouraged.

"Completely specify the criteria items, details, and scoring" is proof that the evaluation is rigorously carried out according to them, but there were only four cases.

**3.3 Commendation Criteria**

Regarding the disclosure of the contents of the application, 66 entries were "private", which is a format that can be seen in many award programs. On the other hand, there are 29 award programs that "disclose the contents of the final selection application" and 5 "disclose the contents of all applications" to a small number of applicants, providing an opportunity for applicants to appeal their applications to as many people as possible.

● **Feedback on evaluation content**



Regarding the presence or absence of feedback on the evaluation content, there were 82 "notification of winning results only", which was a format that can be seen in many award programs.

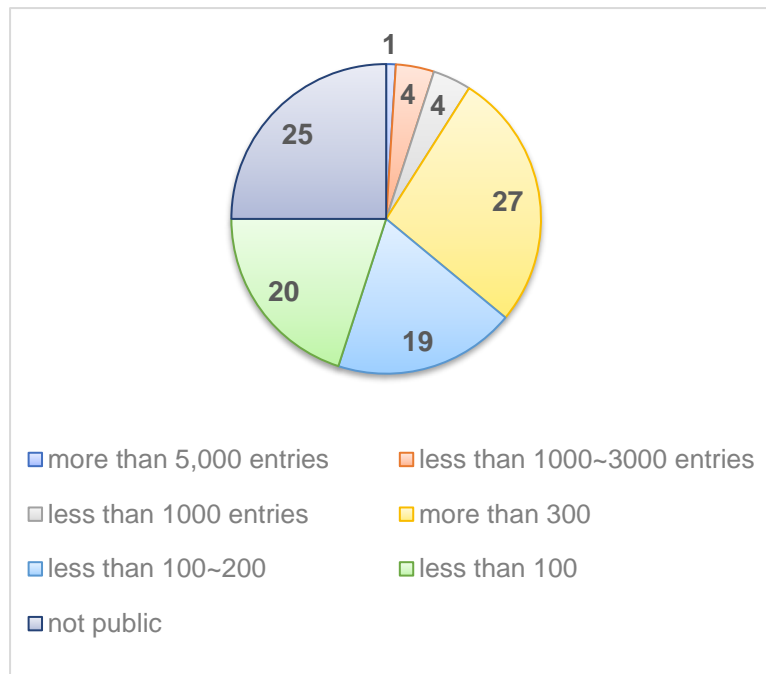
There were 13 "Notification of Finalists," and only a small number of applicants were fed back during the final selection process. Regardless of whether they won or lost, only five awards were given to all applicants.

Feedback on the content of the evaluation is an operationally burdensome initiative and highlights the current lack of digital transformation.

Regarding the method of introducing award contents, 57 awards were "award page on the web", and 75 awards included "award file such as PDF", which is a format found in many award programs. In addition, there are 22 "introductory videos", many of which have few views and the effectiveness of the promotion is questionable.

### 3.4 Performance Criteria

#### ● Number of applications



There were a total of 64 applications, including 20 applications of less than 100, 19 of less than 100~200, and 25 of which were "private", and many of them were small and medium-sized award programs with less than 200 applications, while 27 were more than 300 applications, which were often found in award programs sponsored by for-profit organizations.

The number of applications is related to various factors such as the number of potential applications, the recognition of the award project, the attractiveness of the award content, and the status, but establishing a brand is an important issue in order to increase the number of applications.

About half of the 52 cases answered "none" regarding prize money, and it was often seen in award programs that recognize companies and products. A total of 33 entries for "less than 3 million yen" and "less than 3 million ~ 5 million" are all considered to be motivated by the honor of winning the award rather than the prize money. On the other hand, the 6 programs for "less than 500~10 million" and the 7 programs for "10 million yen or more" are all awarded to individuals, and the high status of the award business leads to the motivation for applying.

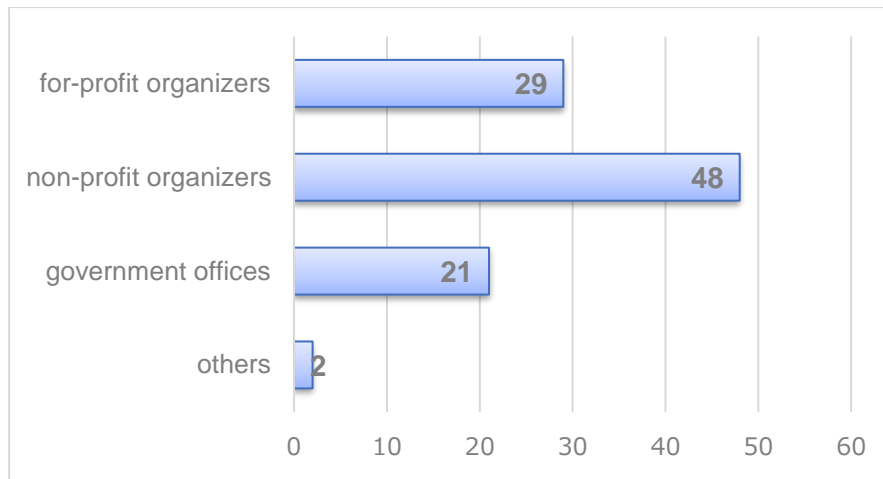
The application fee was "free" in 86 cases, which was the majority. Of the charges, "less than 5,000 yen" and "less than 5,000~10,000 yen" in 5 cases were individual award programs, and 9 "10,000 yen or more" were corporate award programs.

Regarding language support, "Japanese only" was the majority of 79 cases. There were 15 cases of "Japanese + English" and 6 cases of "multilingual", and there are few award programs that have global value.

#### 4. Attributes of the DX100 Review Award Programs

##### Type of organizer

The results of the 100 award programs reviewed this time, "Type of organizer," are as follows.



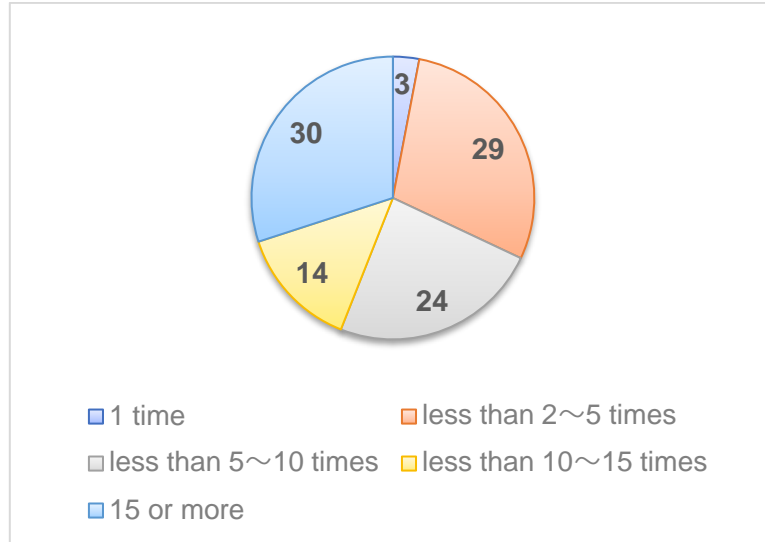
##### Analysis |

Compared to the 29 for for-profit organizers, there are 69 awards for non-profit organizers (incorporated associations, associations, academic societies, schools, etc.) and government offices and local governments.

The main purposes of the award program are: (1) to honor great achievements and to promote the progress and enlightenment of culture, civilization, society, etc., (2) to recognize excellent products and services, to raise market attention, and to support their growth and dissemination. (3) Commendation of new businesses and groundbreaking research and development of unknown start-up companies, to enhance their credibility (endorsement), and to trigger growth. Broadly speaking, public organizers are divided into (1) and (3), For-profit organizers tend to have many award programs aimed at (2).

##### Number of times held

The aggregate results of "Number of times held" of the 100 award programs that were reviewed this time are as follows.



#### Analysis |

Number of times held "1 time" and "less than 2 ~ 5 times" award programs have been started at the dawn of the market and industry. "5 ~ 10 times" and "less than 10 ~ 15 times held programs tend to be in the growth phase of the market or industry. "15 or more" times held programs are almost permanent award programs.

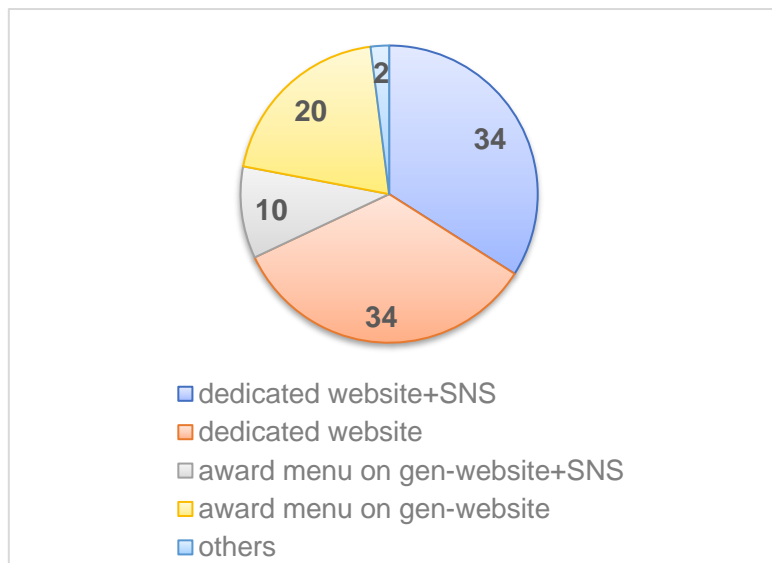


5. Review each criteria detail

## Entry Criteria

### Announcement of the award program

Announcement of award program is the first process by which applicants come into contact with the award program, and it affects the number of applications based on the reason for the application and the arouse of interest in potential applicants. The aggregate results are as follows.



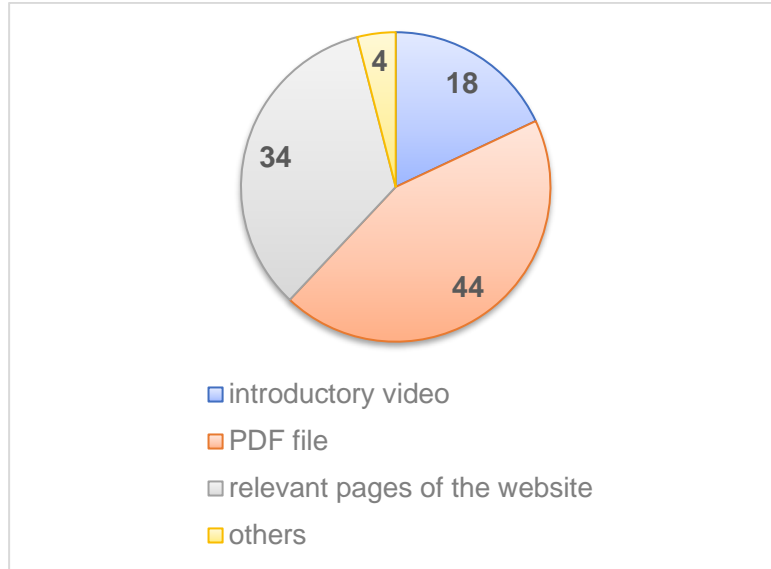
### Analysis |

There are 68 award programs that have dedicated websites, and the sites are maintained and operated throughout the year, regardless of the period or time of the event. There were 30 award programs that were set up as an award menu on the general website of the business organizer, and many of them were award programs that had a limited target for awards.

The use of SNS has reached a total of 44 cases, 34 on a dedicated site and 10 on the award menu on a comprehensive site, and SNS is becoming established as a method of disseminating and announcing information, regardless of whether the award is targeted by an individual or a corporation. However, many of the content sent out is the same as the announcement section of the website, and the frequency of transmission is small, and it is not necessarily an effective initiative.

### Explanation of the award program

"Explanation of the award program and application method" affects the increase or decrease in the number of applications as a process that increases the motivation for application based on an appropriate understanding of the content of the award and encourages judgment and consideration of the appropriateness of the application conditions. The aggregate results are as follows.

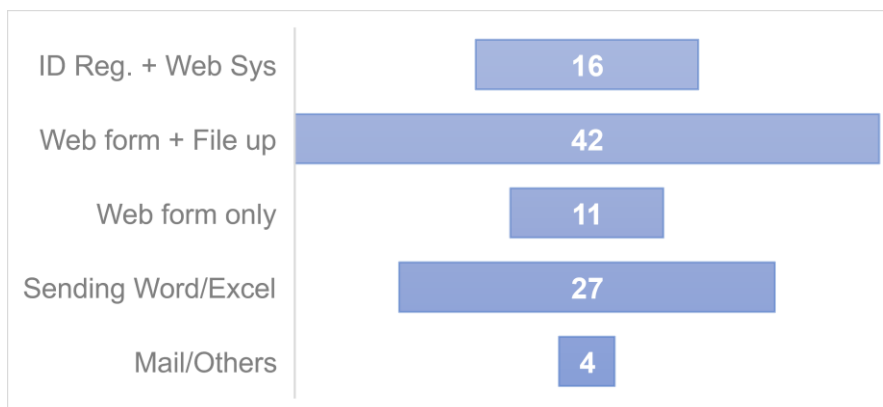


**Analysis |**

There were 34 award programs explained on the relevant pages of the website, 44 sites (less than half) also provided PDF files, etc., and 18 sites explained in the introductory video. Award programs with a large number of potential applicants and award programs aimed at increasing the number of applicants have a full range of content, but there are some cases where the UI design and content design that encourages the acceptance of applications are insufficient. In addition, many of the PDF and other files are used as booklets for distribution, making it difficult to refer to them on smartphones.

**Entry method**

"Entry method" is the most important process for applicants to participate in the award project, and it is related to the impression, difficulty, and willingness to apply for the award, and together with the clarity of the content of the award, it affects the increase or decrease in the number of applications. The aggregate results are as follows.



**Analysis |**

The most comprehensive application method, the "ID Registration + Web System," was adopted by 16 applicants, and by accepting applications through the web system, it was possible to share the burden of document and viewing selection in the screening process and to score points for each application item.

In order to prioritize the ease of application for applicants, the majority of the responses, 53 respondents, including "Web form + file upload" and "Web form input only," which utilize web forms that have been established as a simple

method of acceptance. In the case of this method, the DX of the screening process is limited, so it tends to be adopted in many award programs with up to 200 applications.

"Sending emails such as Word/Excel" has been used for many years, and has been used in 27 cases, mainly in award programs that have been held for more than 10 years. Due to the administrative burden of reception and the old screening process, the operation of the award business has remained in the old way to the present.

On the other hand, the contents of the "ID registration + web system" and "web form + file upload" applications have not changed much from the contents created in the WORD/EXCEL file format, and it seems that they have not been revamped from the perspective of DX. In addition, in the case of "web form input only," there were some award programs that seemed to have insufficient information in the evaluation and screening because they prioritized ease of application (ease of creation).

**For issues where applications are concentrated near the deadline, we did not see any award programs implementing measures to encourage early entry.**

### Highlights ||

- **From the method of accepting applications, you can understand the scale of the award project and the DX level of the operation process.**
- **From the method of accepting applications, the brand power (recognition, status, etc.) of the award project can be understood.**
- **From the method of accepting applications, the digital literacy level of the award program organizers can be understood.**

### Contact applicants

"Contact applicants" is the process by which applicants deepen their relationship with the award business, which affects the impression and credibility of the award content and affects the number of applications.

The aggregate results are as follows.

Inquiry Web Form + Telephone / E-mail	17
Telephone / E-mail	59
Contact Web Form	22
Inquiry web form + chat, LINE, etc.	2

### Analysis |

There were 59 phone calls and e-mails, and 17 sites that also had a web form for inquiries, for a total of 76 cases. On the other hand, there were only 22 inquiries through the web form, which was often seen in award programs with a large number of applications. There were also some email-only sites. The use of tools such as chat and LINE is only 2 cases, which is a very small number.

### Smartphone compatible

"Compatible with smartphone display" is related to the referentiality of smartphones and affects the increase or decrease in the number of applications. The aggregate results are as follows.

Compatible with smartphone display	75
PC only	25

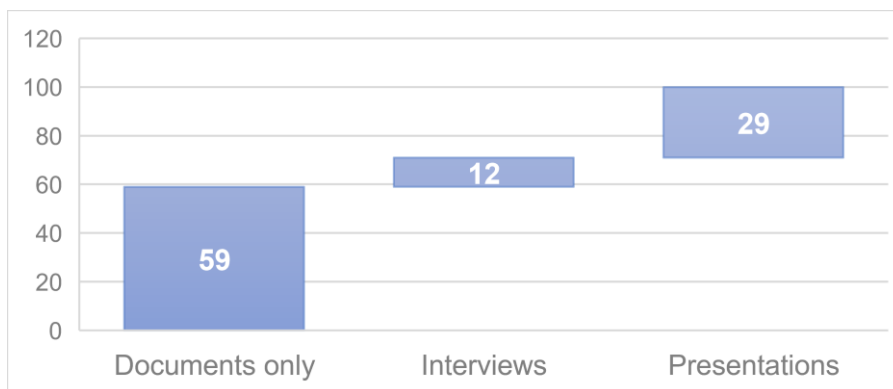
Analysis |

There were 75 websites that also considered smartphone display. It is expected that websites that do not support smartphone display will be renewed sooner or later. In addition, there were some half-baked sites where only the TOP page was compatible with smartphone display.

## Judging Criteria

### Judging method

Depending on the expertise of the award content, various stages are set up for evaluation and screening, from "document and viewing selection only" to "presentation and on-site inspection," and the appropriate selection know-how of the award recipients is tested. The aggregate results are as follows.



Analysis |

The majority of 59 applications were judged to be "documents and viewing selection only," and only the submitted content was evaluated and reviewed.

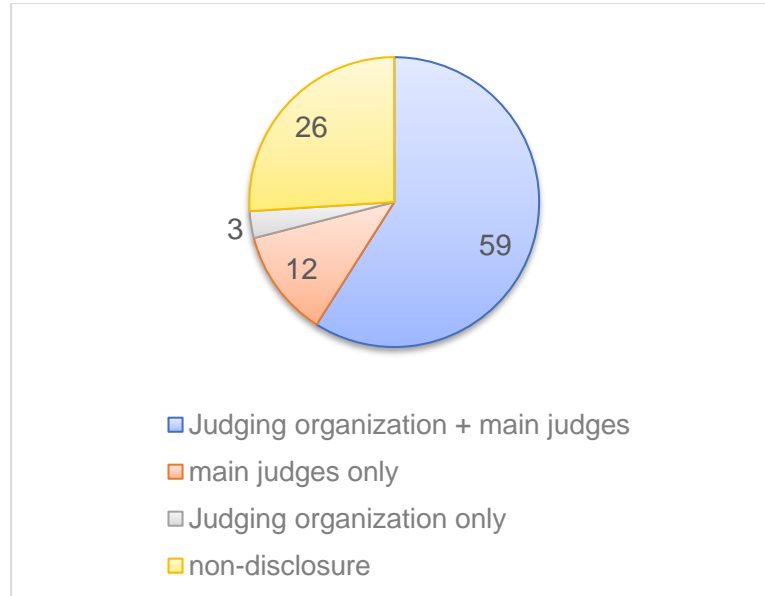
In addition to the explanatory content, many of the submitted documents are in the form of additional editing such as images and videos, and the degree of content, skillful editing and proofreading, and quality affect the evaluation.

In addition to "document and viewing screening," there are 41 award programs that conduct "interviews and hearings" and "presentations and on-site visits," and the format is to narrow down the candidates in stages. This format has the advantage of providing information that cannot be obtained only through "document and viewing screening" and points of interest and oversight during selection, but the coordination of each applicant and judges and the aggregation of evaluation results at each stage are issues, and the DX level greatly affects work efficiency.

**We did not see any award programs that set up a flow to review the appropriateness of the content of the application as a pre-screening step.**

## Judging panel

The "Judging panel" is related to the credibility and authority of the judgement results, and appropriate disclosure is required from the perspective of transparency of evaluation and judgement. The aggregate results are as follows.



### Analysis |

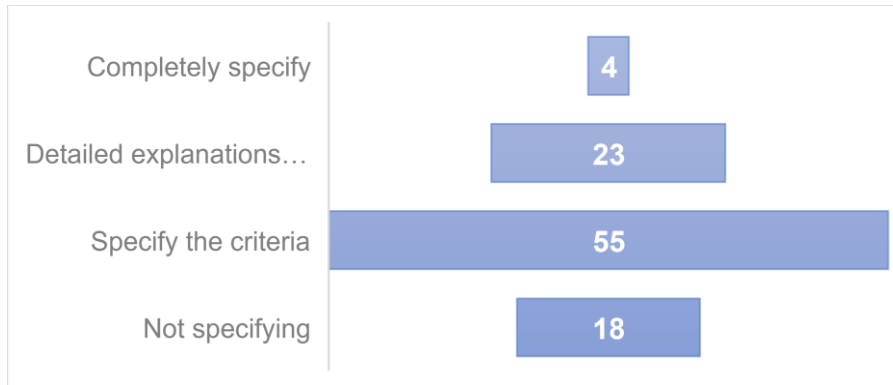
Regarding the Judging panel, there were 59 disclosures of both "Judging system + principal judge", and 74 disclosures were combined with any disclosure. In addition to the disclosure of judge profiles, there were many systems in which experts in specialized fields in the award category served as judging chairs.

There are few award programs that disclose the judging system and the number of judges corresponding to the number of applications, and there are some small judging systems that seem to be difficult for each judge to handle, such as how the entries are allocated to the judges.

**There were no award programs that explained the judging system and the role of the judges in each judging method.**

## Evaluation Criteria

The "evaluation criteria" are based on what kind of perspective and how they are evaluated, whether the fairness and rigor of the evaluation and judgement are guaranteed, and the relationship and consistency of the application content and the screening process. The aggregate results are as follows.



### Analysis |

"Specify the criteria" was the majority, 55 cases. In addition, there were 18 cases of "non-disclosure of criteria," and although the evaluation criteria may be implied or inferred from the name of the award category and the content of the application, it is a way to undermine trust from the perspective of transparency and fairness. On the other hand, there are 23 cases in which detailed explanations of the criteria items are added, and the appropriate application (document preparation) for applicants and objective evaluation by the judges are encouraged.

"Specification of standard items, details, and scoring allocation" is proof that the evaluation is rigorously carried out according to them, but there were only four cases.

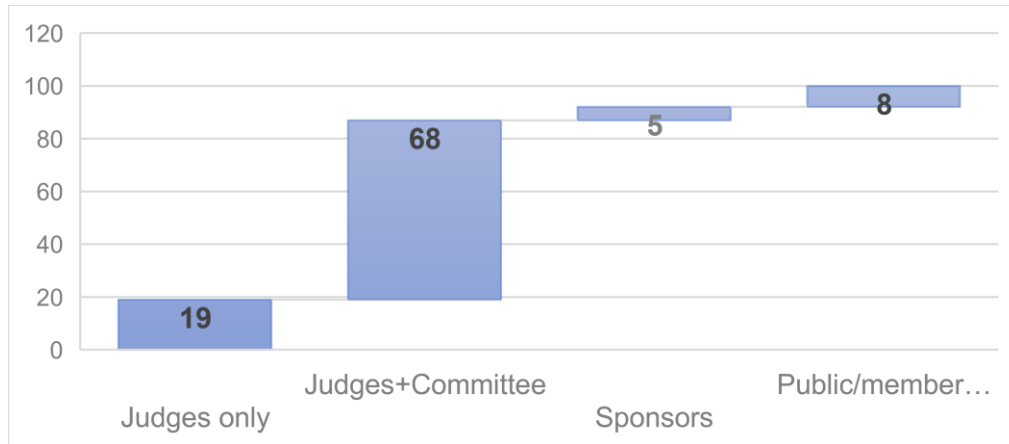
**In order to ensure the fairness and rigor of evaluation and judgement, it is necessary to stipulate evaluation rules that enable objective and quantitative evaluation, but there are very few award programs that stipulate evaluation rules, and we can glimpse the current situation where evaluation methods have not been renewed.**

### Highlights ||

- **From the evaluation criteria, the fairness and rigor of evaluation and judgement can be understood.**
- **From the degree of substantiality of the evaluation rules, the scale of the award project and the level of DX in the evaluation process can be determined.**
- **From the evaluation criteria, the brand value (rarity, status, etc.) of the award business can be determined.**

### Selection process

The "Selection process" is a question of what kind of person is selected, how it is selected, objectivity in evaluation and screening, and ensuring diverse perspectives. The aggregate results are as follows.



Analysis |

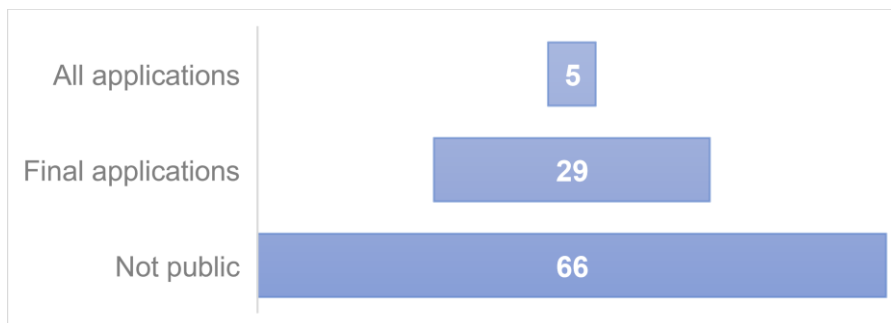
Combined with 19 cases for "judges only" and 68 cases for the "judging committee," the number of cases was 87. Although there are only 13 sponsors and public/member votes in total, it is on the rise, which is common in large-scale awards programs sponsored by for-profit organizations and where DX is advancing, and it is an opportunity for applicants to receive evaluations from people in a different position than the judges.

**Selection by sponsor and public/member voting is an initiative that has a high appeal effect on award programs, sponsors, and applicants as an open selection method that involves many stakeholders, and is expected to become popular as a brand strategy for the award business in the future.**

## Commendation Criteria

### Publication of applications

"Publication of applications" is expected to have the effect of increasing the level of attention and sharing of the contents of the application. It is also related to the final selection and the selection method of the public/member vote. The aggregate results are as follows.



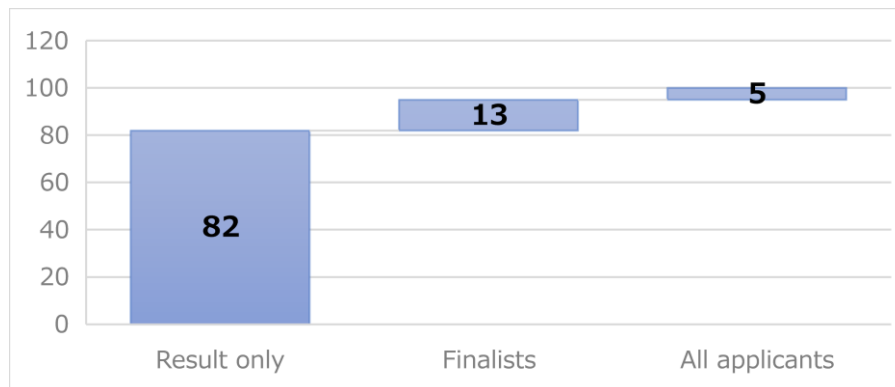
Analysis |

There were 66 "Not public", which is a format that can be seen in many award programs. On the other hand, there are 29 award programs that public "the final selection applications," and the open screening process attracts a lot of attention, and there tends to be a large number of award programs sponsored by for-profit organizations. Although there are a small number of "publication of all application details", there are 5 cases, providing an opportunity for applicants to appeal their applications to as many people as possible.

In order to "disclose all application contents", it is essential to use DX by adopting an "ID registration + web system" for accepting applications so that the application data can be diverted to the data posted at the time of publication.

### Feedback on evaluation content

Regardless of whether the applicant wins or loses, the applicant is most interested in how the content of the application is evaluated by the judges, and the presence or absence of feedback on the evaluation content affects the increase or decrease in the number of applications. The aggregate results are as follows.



### Analysis |

There were 82 "notification of winning results only", which was a format found in many award programs. There were 13 "Notification of Finalists," and only a small number of applicants were fed back during the final selection process. Regardless of whether or not they won or lost, only five awards were given to all applicants.

Feedback on the content of the evaluation requires a flow in which the judges write the comment evaluation and notify the eligible applicants of the recorded contents, and some award programs respond at additional costs, which is an operationally burdensome initiative, highlighting the current situation that many award programs have not been digitally transformed.

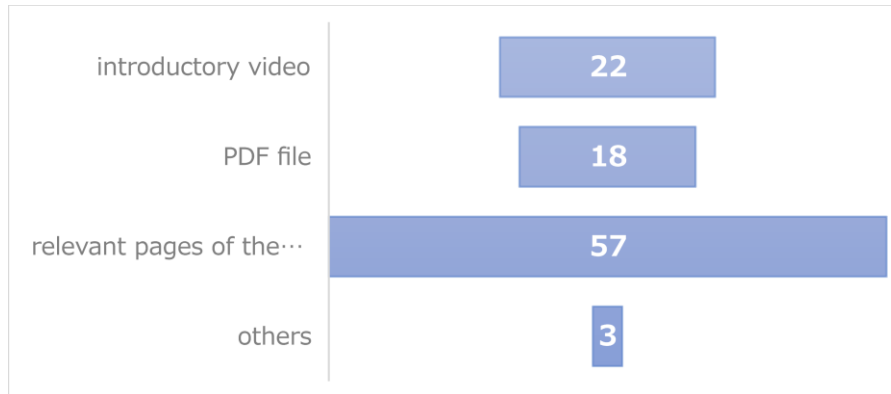
### Highlights ||

- From the feedback on the content of the evaluation, we can understand the attitude of the award program provider toward the applicant.
- From the substantial level of feedback on the content of the evaluation, the level of DX in the overall process of the award project can be understood.
- From the feedback on the evaluation content, the brand strategy (differentiation, loyalty, etc.) of the award business can be understood.

### Introduction of awards winners

The "Introduction of awards winners" will lead to promotional effects such as improving the recognition and credibility of the award-winning content and brand power. The aggregate results are as follows.



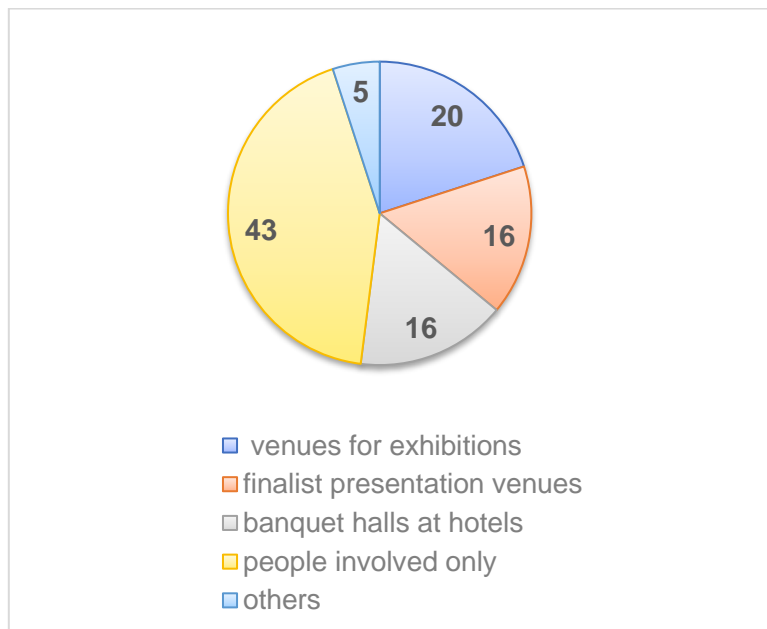


**Analysis |**

There were 57 "award-winning pages on the website," and 75 were included in "PDF files," a format that can be seen in many award programs. Substantial content has been created as an introduction, such as details of the award and interviews with the winners, but there has been little use of SNS for information sharing. In addition, there are 22 "introductory videos", many of which have few views and the effectiveness of the promotion is questionable.

**Holding the award ceremony**

The method of holding the award ceremony is expected to have a promotional effect, such as improving the recognition, credibility, and brand power of the award content, as well as increasing the loyalty of applicants to the award project. The aggregate results are as follows.



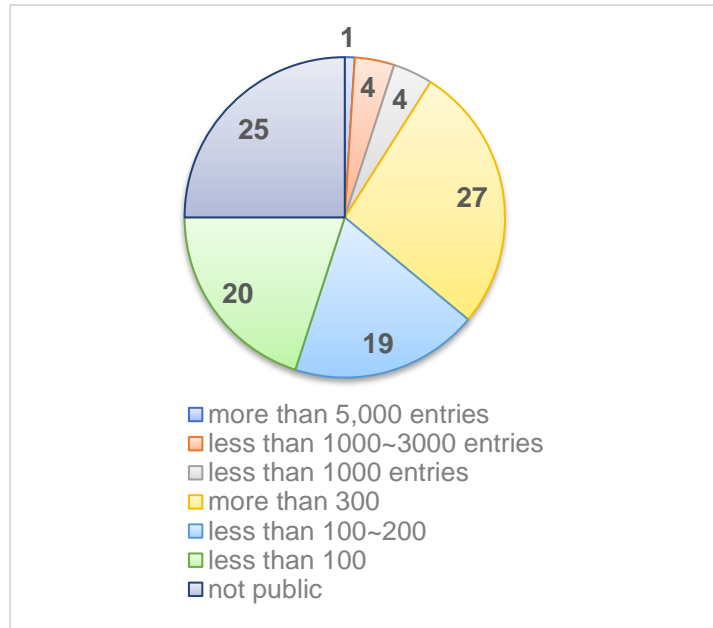
**Analysis |**

The largest number of awards were held at 43 for people involved only, and this is considered to be an issue for future improvement from the perspective of the promotion effect of the award program and the loyalty of applicants. There were 20 venues for exhibitions, 16 for finalist presentation venues, and 16 for banquet halls at hotels, all of which are expected to appeal to applicants and those who are interested in the content of the awards, as well as to have a promotional effect, and the number of hybrid events held online is also on the rise.

# Performance Criteria

## Number of applications

The "Number of applications" is a KPI that measures the recognition of the award project, its brand power, and the motivation of applicants to apply. The aggregate results are as follows.



### Analysis |

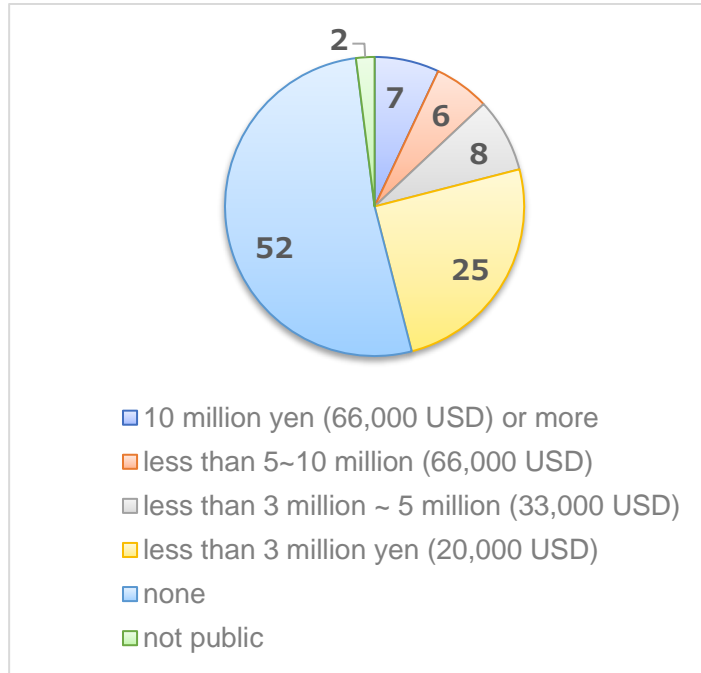
There were a total of 64 awards, including 20 applications of less than 100, 19 of less than 100~200, and 25 of which were "not public", and there were many small and medium-sized award programs with less than 200 applications, while 27 awards were more than 300, which were often found in award programs sponsored by for-profit organizations.

In addition, in the award program, which is operated in a format that allows applicants to apply for multiple applications, there was an award project that stood out with more than 5,000 entries in one.

**The number of applications is related to various factors such as the number of potential applications, the recognition of the award project, the attractiveness of the award content, and the status, but the award business with a sluggish number of applications is considered to be an issue to establish a brand.**

### Prize Pool

The "total prize money" is one of the reasons for application, and it is especially important in terms of status in the award business that recognizes individuals, such as the art related award programs. The aggregate results are as follows.



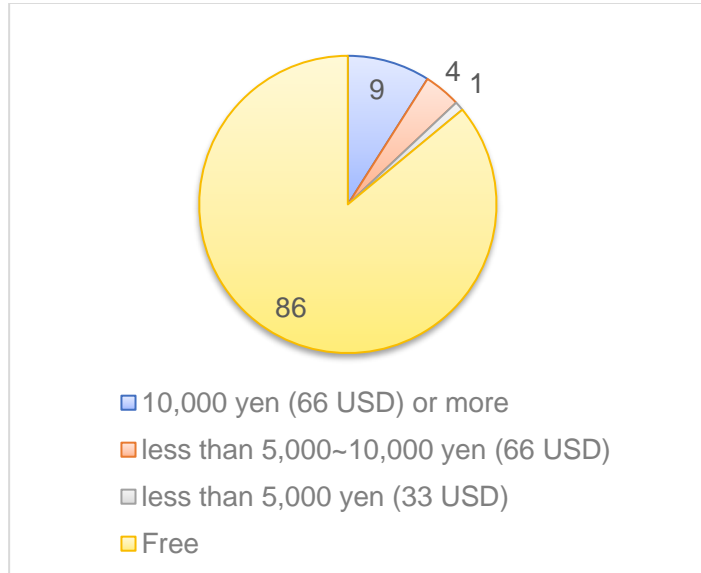
### Analysis |

About half of the responses, 52 respondents, were "none," and many of them were in the award program that commends companies and products. There were 25 cases of "less than 3 million yen (20,000 USD)", and the prize money was positioned as a supplementary prize, and 8 cases were "less than 3 million ~ 5 million (33,000 USD)", and it seems that the purpose is to improve the presence of the award business by the prize amount, and in all cases, the honor of winning the award is considered to be the motivation for application. On the other hand, the 6 programs for "less than 5~10 million (66,000 USD)" and the 7 programs for "10 million yen or more" are all awarded to individuals, and the high status of the award business leads to the motivation for applying.

**In the award business, where the number of applicants is small compared to the prize money, there seems to be a gap in the brand awareness of the award programs between organizers and applicants.**

### Application Fee

"Application fee" is a KPI that measures the cost effectiveness of the award project for applicants and the profit opportunity for organizers. The aggregate results are as follows.



#### Analysis |

"Free" was the majority with 86 cases. Of the charges, "less than 5,000 yen (33 USD)" and "less than 5,000~10,000 yen (66 USD)" were individual award programs, and 9 "10,000 yen or more" were corporate award programs. Currently, many of the small and medium-sized award programs are "free," and if the effect is not commensurate with the cost of holding the event, its continuity will be in jeopardy.

**In order to hold the award project on a sustainable basis, it is necessary to strengthen the brand (recognition, value, reputation, and status) of the award business, and to secure various revenue sources, such as charging for applications and acquiring sponsors.**

### Language support

"Language support" is an operation that requires a lot of effort from application ~ screening ~ award, and it is a question of whether it is an award business that has global value. The aggregate results are as follows.

Japanese only	79
Japanese + English	15
Multilingual	6

#### Analysis |

Regarding language support, "Japanese only" was the majority of 79 cases. There were 15 cases of "Japanese + English" and 6 cases of "multilingual", and there are few award programs that have global value.

### Supporting Organizations

"Supporting Organizations" are related to the brand, the status of the award program, and the continuity of the award program, and the number of stakeholders is important. The aggregate results are as follows.

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Sponsors + Cooperation	24
Cooperation	26
Sponsors	9
None	41

#### Analysis |

The most complete organizational structure was "Sponsors + Cooperation organization" with 24 cases, followed by "Cooperation organization" with 26 cases.

"None" was answered in 41 cases, which tends to be the most common among non-profit organizations.