

2021 Acquia Engage Awards: Submission Preparation Document

Use this 2021 Submission Preparation Document to make it easier for your team to draft, edit, and collaborate on your Acquia Engage Award Submission. All nominations must be submitted through the online [Acquia Engage Award Nomination Form](#).

Doers

Reimagining Customer Experience: We want to see proof that “if you dream it, you can build it.” How has your team created flexible, open solutions that help your organization reinvented customer experience? We want to celebrate solutions that allow organizations to personalize, engage, and connect with customers in new ways.

- What customer gap were you working to close and what were the business goals for developing this project?
- What challenges were your organization aiming to solve for?
- What are the necessary steps (from strategy changes, to internal training and processes, to technology implementations) has your team made to better understand your customers, break down silos and deliver the experience your customers want -- and keep them coming back?
- How did you measurably move the needle with customers, resulting in a more positive perception of your brand among customers and increased satisfaction?
- What advantages were gained with Acquia solutions?

Best Campaign: Have you launched a great campaign that spoke to your customers and delivered results? Let us know how you organized and executed your campaign, and the metrics that back it up.

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Most Impactful Insights: When you drilled down into your customer data, did you find something that made you markedly shift how your organization does business? Tell us how your customer insights and/or analytics changed the game at your organization.

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Leader of the Pack: We want to hear from organizations that are setting the bar for digital experiences in their field or industry.

→ Please select vertical: Financial Services / Health / Higher Education / NGO or Non-profit / Public Sector / Commerce / Technology / Travel & Transportation / Media & Entertainment / Retail / Utilities / Manufacturing

- What were the business goals for developing this project?
- What digital challenges did your organization face before starting the project?
- What was your approach? How did you plan to achieve your business goals?
- Please describe the key results that were achieved with this project.
- What advantages were gained with Acquia solutions?

Builders

Quickest to Launch: Got things up and running at top speed in no time? We want to know how your team expertly leveraged Acquia to bring your solution from vision to fruition, fast.

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Open Source Giants: Strongest contribution to the Drupal ecosystem, through Drupal.org or GitHub code contributions, event sponsorship, community mentorship, or technical excellence.

- What were the business goals for developing this project?
- What was your approach? How did you plan to achieve your goals?
- Please describe the key results that were achieved with this project.
- What are the significant contributions your organization has made to Drupal, and how are other organizations benefiting from your contributions today?

Scale: Scaling to accommodate online growth is tough: today it requires a meaningful change in the delivery model and adoption of new technologies, often in a way that changes the way organizations do business. Show us how you rose to the challenge and delivered amazing solutions at scale.

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Best Return on Investment: Organizations that have implemented strategies that ensure governance and reduce cost and time-to-market...and have the results to prove it.

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Dreamers

Building A Better Tomorrow: Applauding organizations that used their platform to make a difference, provide essential resources for their communities, and design a new path forward.

- What did your business aim to provide for customers?
- What obstacles did your team need to quickly overcome?
- What was your approach? How did you plan to achieve your business goals?
- What essential information did you work to provide?
- Please describe the key results that were achieved with this project.
- What advantages were gained with Acquia solutions?

Pandemic Problem-Solver: As physical doors closed, digital doors opened. This past year, teams made quick decisions that impacted business, and changed the game in the face of COVID-19. We want to showcase innovative change, quick pivots, and customer experiences that met shifting demands.

- What challenges and opportunities did world events bring to your organization?
- What was your approach? How did you plan to achieve your goals?
- How did your team act quickly; what pivots needed to be made?
- Please describe the key results that were achieved with this project.
- What advantages were gained with Acquia solutions?

Best of Both Worlds: We want to recognize organizations making the most of both Marketing Cloud and Drupal Cloud. How are you crafting the best digital experience out there through use of content and customer insights?

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- What was your approach? How did you plan to achieve your business goals?
- Please describe the key results that were achieved with this project.
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Radical Innovator Award: We're changing it up this year and recognizing an individual. This individual defined their organization's digital strategy and saw it through to execution and results. Their work has completely shifted the experience for their organization's customers.

Regional Excellence: This award showcases the work of different regions across the globe.

→ Please select region: North America / Europe, Middle East & Africa (EMEA) / Asia Pacific and Japan (APJ) / Latin America

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