

THURSDAY APRIL 25TH 2024
HALL 1 | RDS | DUBLIN 4



THE
MEDIA
AWARDS



**ENTRY TEMPLATE:
BEST RESEARCH INITIATIVE**

ENTER ONLINE TODAY www.mediaawards.ie

CLOSING DATE: THURSDAY MARCH 21ST 2024



*This template is for illustrative purposes only to assist you in preparing your submissions.
Entries can ONLY be submitted online via www.mediaawards.ie*

BEST RESEARCH INITIATIVE ENTRY TEMPLATE

SECTION 1: Entry Details

Entry Title: _____

Entrant Organisation: _____

Client Organisation: _____

Contact Person: _____

Email: _____

Phone: _____

*Campaigns must have been active
in the Republic of Ireland and/or
Northern Ireland between Jan 1st
2023 and March 20th 2024.*

Good quality research provides evidence that is robust, stands up to scrutiny and can be used to inform the comms/media strategy. It should adhere to principles of professionalism, transparency, accountability and auditability. This category looks for research activity that has uncovered insight(s) that have informed and led to a successful media campaign.

The research does NOT necessarily have to be a new research technique but rather it should uncover an understanding that has led to unlocking advantage for your clients' approach and business success.

Demonstrable results are key here

Entries will be submitted online at www.mediaawards.ie and will strictly follow the structure laid out in the online entry form. For guidance on preparing your entry see the sample entry templates here.

Research initiatives must have been carried out in the Republic of Ireland and/or Northern Ireland between Jan 1st 2023 and March 14th 2024.

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BEST RESEARCH INITIATIVE ENTRY TEMPLATE

| CRITERIA | WEIGHT | WORD COUNT |
|--|-------------|------------|
| Executive Summary | | 100 |
| Background - Objective and Goal of Research | | 100 |
| Design and Methodology | 20% | 150 |
| Sampling | 20% | 150 |
| Data Collection & Integration | 10% | 100 |
| Reporting that Presents the Range and Diversity of Views Expressed | 20% | 150 |
| Findings - the Direction Taken and Impact Made | 30% | 150 |
| TOTAL | 100% | 900 |

Support Materials

Required

- Company Logo (JPEG / PNG / GIF)
- Digital Presentation Image
*To be used at Awards Ceremony**

Optional

- URL (e.g: Website or Video content such as a creative reel*)
- With a maximum of five pieces of supporting content (e.g: Creative Images / Brochure / Product shot etc.*)

* Video or image content should NOT include: results; case studies; and also should not contain and confidential material or information.

Judging Overview

Entries will be judged and scored by a panel of judges based on the relevant criteria & weightings:

- On the basis of this scoring a shortlist of 6 entries will be shortlisted and published.
- These 6 shortlisted entrants will go forward to present their entries 'live' to a panel of judges.
- Gold, Silver & Bronze awards will be awarded based on these presentations.

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CONTACT

EMAIL:

info@mediaawards.ie

WEB (LIVE CHAT)

www.mediaawards.ie

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