

THURSDAY APRIL 25<sup>TH</sup> 2024  
HALL 1 | RDS | DUBLIN 4



THE  
**MEDIA**  
AWARDS

**ENTRY TEMPLATE -  
BEST USE OF DATA/ANALYTICS/  
ECONOMETRICS/ECONOMETRICS**

**ENTER ONLINE TODAY** [www.mediaawards.ie](http://www.mediaawards.ie)

**CLOSING DATE: THURSDAY MARCH 21<sup>ST</sup> 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](http://www.mediaawards.ie)*

## BEST USE OF DATA/ANALYTICS/ ECONOMETRICS 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 1<sup>st</sup>  
2023 and March 20<sup>th</sup> 2024.*

Data Analytics and Econometrics are used for the discovery, interpretation, and communication of meaningful patterns in data. This also entails applying data patterns towards effective decision-making.

Entrants should demonstrate here how using Data Analytics and/or Econometrics have improved and / or revolutionised the media strategy and the business performance.

Evidence of how use of Data Analytics has led to improved planning and forecasting are key here.

Entries will be submitted online at [www.mediaawards.ie](http://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.

Campaigns must have been active in the Republic of Ireland and/or Northern Ireland between January 1st 2023 and March 14th 2024.

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## BEST USE OF DATA/ANALYTICS/ ECONOMETRICS 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	10%	100
Reporting & Analysis Techniques	20%	150
Findings & Results - the Direction Taken	30%	150
<b>TOTAL</b>	<b>100%</b>	<b>900</b>

### 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](mailto:info@mediaawards.ie)

**WEB (LIVE CHAT)**

[www.mediaawards.ie](http://www.mediaawards.ie)

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