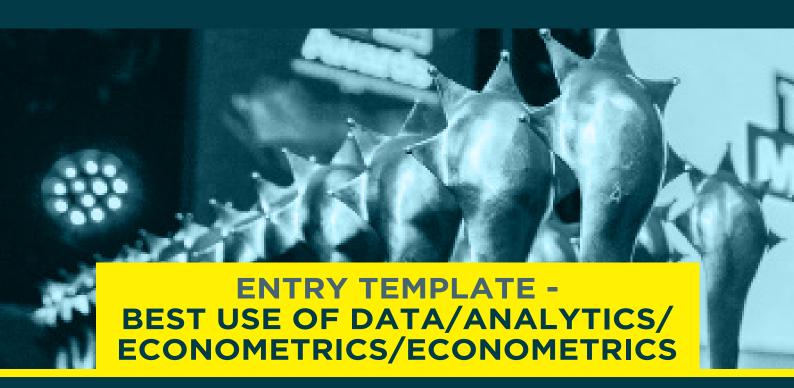
THURSDAY APRIL 25TH 2024 HALL 1 RDS DUBLIN 4





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 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 1st 2023 and March 20th 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 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.



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 |
| 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.

CLOSING DATE: THURSDAY MARCH 21ST 2024

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



CONTACT

EMAIL:

info@mediaawards.ie

WEB (LIVE CHAT)

www.mediaawards.ie

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CLOSING DATE: THURSDAY MARCH 21ST 2024