

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



THE  
**MEDIA**  
AWARDS



**ENTRY TEMPLATE:  
BEST RESEARCH INITIATIVE**

**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 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 1<sup>st</sup>  
2023 and March 20<sup>th</sup> 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](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.

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		200
Background – Objective and Goal of Research		200
Design and Methodology	20%	150
Sampling	20%	150
Data Collection & Integration	10%	100
Reporting and Analysis that Presents the Range and Diversity of Views Expressed	20%	150
Findings - the Direction Taken and Impact Made	30%	150
<b>TOTAL</b>	<b>100%</b>	<b>1100</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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