

**ENTRY TEMPLATE:
BEST RESEARCH INITIATIVE**



THE
MEDIA
AWARDS

ENTER ONLINE TODAY www.mediaawards.ie

CLOSING DATE: MONDAY MARCH 24TH 2025

**THURSDAY MAY 8th 2025
THE MANSION HOUSE | DUBLIN 2**



*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 2024 and March 14th 2025.

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 2024 and March 14th 2025.

ENTER ONLINE TODAY www.mediaawards.ie

CLOSING DATE: **MONDAY MARCH 24TH 2025**



BEST RESEARCH INITIATIVE ENTRY TEMPLATE

CRITERIA	WEIGHT	WORD COUNT
Executive Summary		200
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%	1000

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.*)

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.

ENTER ONLINE TODAY www.mediaawards.ie

CLOSING DATE: **MONDAY MARCH 24TH 2025**

**THURSDAY MAY 8th 2025
THE MANSION HOUSE | DUBLIN 2**



CONTACT

EMAIL:
info@mediaawards.ie

WEB (LIVE CHAT)
www.mediaawards.ie

ENTER ONLINE TODAY www.mediaawards.ie

CLOSING DATE: MONDAY MARCH 24TH 2025