

**ENTRY TEMPLATE :
BEST RESEARCH INITIATIVE**



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Entries can ONLY be submitted online via www.mediaawards.ie*

BEST RESEARCH INITIATIVE ENTRY TEMPLATE

Entry Details

Entry Title : _____

Entrant Organisation : _____

Client Organisation : _____

Contact Person : _____

Email : _____

Phone : _____

Research initiatives must have been carried out in the Republic of Ireland and/or Northern Ireland between Jan 1st 2025 and March 19th 2026.

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.

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CRITERIA	WEIGHT	WORD COUNT
Executive Summary		200
Background - Objectives 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.

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CONTACT

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