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| ENTRY TITLE |  | | |
| CLIENT |  | | |
| FIRST MEDIA APPEARANCE DATE |  | | |
| **CATEGORY** | B.12 - Data | | |
| **CATEGORY DESCRIPTION** | This category seeks to recognise media approaches where data was the fundamental driver or significant influencer of strategy and campaign results.  Your entry must clearly articulate a specific data insight or novel approach to data usage and demonstrate how it directly influenced or fundamentally changed the media approach (e.g. targeting, channel mix, or personalisation). Success must be demonstrated through results where the impact is attributable solely to the data-led insight or use of data itself, separate from any technology used for activation. Additionally, entries must show that this innovative use of data was an agency-led initiative.    The entry does not need to be confined to a single campaign (it may cover an always-on strategy or a subset), but its overall award-worthiness must be clearly contextualised for the judges.    This category is structured and scored as follows: | | |
|  | **1. ENTRY SUMMARY** | Why should this win a Beacon award? | Not scored |
| **2. BACKGROUND & CHALLENGE** | What was the underlying business context and what was the challenge(s) for marketing/ communication to solve? | /20 |
| **3.**  **INSIGHT, STRATEGY AND DATA SOLUTION** | What were the key insights that helped create the strategy? | /40 |
| **4. EXECUTION** | How was the strategy brought to life? | /20 |
| **5. RESULTS** | What results did the campaign deliver? | /20 |
| **REFERENCING** | Data sources should be referenced, but not using any agency logos or names (e.g. ‘Agency research’ would be acceptable but don’t name the agency. Research company names are acceptable).  We recommend footnoting sources. Referencing will not be checked during scrutineering, and no opportunity to correct inadequate or incorrect sources is provided after submission. | | |
| **PLEASE NOTE** | You may include a maximum of 1 x A4 page of technical supporting information in place of one of your pages of creative examples. This supporting material is to extrapolate or explain in more detail the approach already covered in the entry for example an architecture diagram, user journey map. It is not for adding new information & must be supplied by the agency not a third party. | | |
| **WORD COUNT** | ***TYPE YOUR WORDCOUNT HERE*** | Wordcount limits only include written entry for sections 1 through 5.  This entry may not exceed 1500 words. | |

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| **1. ENTRY SUMMARY (MANDATORY): Why should this win a Beacon award? (0%)**  Provide a short entry summary ensuring the media thinking at the core of the entry is clear. This summary should draw judges’ attention to the use of media or media thinking that you believe is worthy of recognition in this category. |
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| **2. BACKGROUND & CHALLENGE: What was the underlying business context and what was the challenge(s) for marketing/communication to solve? (20%)**  What were the underlying business conditions that framed the need for this activity? Was the category and/or the brand’s market share growing or shrinking? Were there any commercial or cultural issues that made this activity more significant?  In this section judges are looking for a clear, concise definition of the problem to be solved, how hard the challenge was and the objectives to be met. You should also explain why the objectives were set at the levels stated. |
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| **3. INSIGHT, STRATEGY & DATA SOLUTION: What were the key insights that helped create the strategy? (40%)**  What was the consumer or business insight that determined the need for a data led approach? Explain the data strategy and how it led the media approach. This should address the challenge, drive execution and clearly outline how the media approach would not have been possible or as successful without the data strategy. |
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| **4. EXECUTION: How was the strategy brought to life ? (20%)**  The judges are looking to understand how the implementation of the data strategy addressed the marketing or business challenge and enhanced the media approach. Explain the role of channels which were able to utilise the data approach and the degree of difficulty involved in executing.  Clearly explain the role of the agency and any third parties. In particular, judges are looking to understand how the use of data was instrumental in how the strategy was executed. You may reference a technical illustration in the appendix see notes re what this can include. |
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| **5. RESULTS: What results did the campaign deliver? (20%)**  Demonstrate how the results relate to the challenge and objectives set Judges will be looking for a demonstrated relationship between the outcomes, the technology solution, the strategy and the impact on the media campaign or approach. Please list what other marketing efforts/activities may have influenced the results. The judges will be looking to understand the following things:   * Overall achievement against objectives * Convincing proof that the results were a direct consequence of your campaign * Return on investment |
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