Shape

Description automatically generated with medium confidenceENTRY FORM

The beacon awards in association with oOh!media – ENTRY FORM

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| ENTRY ID |  |
| ENTRY TITLE |  |
| CLIENT |  |
| PRODUCT |  |
| FIRST MEDIA APPEARANCE DATE |  |
| **CATEGORY** | B.11 – Best Use of Data |
| **CATEGORY DESCRIPTION** | This category recognises media approaches that have been led by a sharp data strategy. Judges will be looking to understand how this leading data strategy drove the media approach, directly impacting on behavioural or business outcomes. Results are worth 35% as this data strategy should be able to attribute its success with proof points such as targeted response, increased engagement, incremental leads, reduction in CPA and/or improved ROI. Judges will also be looking to understand how the use of data was an agency led initiative. This category is not reliant on a specific marketing campaign (it could be a subset or always on) but will still need to contextualise for judges why this approach is award worthy. If your data source is proprietary research leading to an insight you may want to consider entering the Best Use of Insight category instead. |
|  | **WORD COUNT: 1200 MAX** |

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| |  |  | | --- | --- | | Title |  | | Client |  | | Product/Service |  | | First Media Appearance Date |  |   **In reviewing these entries judges are to look for media practice that has contributed significantly to the success/results of a campaign in the context of this entry category.**  **Please share the details of your campaign as indicated below:** |  |

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| **ENTRY SUMMARY (MANDATORY): Why should this win a Beacon award? (0%)**  Provide a short entry summary ensuring it is clear how the data strategy drove media implementation. This summary should draw judges’ attention to the data strategy and resulting media approach that you believe is worthy of recognition in this category. The word limit for this section is 150. | |
|  | Please type here.. |

The remaining entry should be no more than 1200 words.

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| 01. | **BACKGROUND & CHALLENGE: What was the underlying business context and what was the challenge(s) for marketing/communication to solve. (10%)**  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. |
|  | Please type here.. |

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| 02. | **INSIGHT & STRATEGY: What were the key insights that helped create the strategy. (25%)**  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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| 03. | **EXECUTION: How was the strategy brought to life? (30%)**  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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| 04. | **RESULTS: What results did the campaign deliver? (35%)**  Demonstrate how the results relate to the challenge and objectives set. Judges will be looking for a demonstrated relationship between the outcomes, the data strategy and the associated media approach. Please list what other marketing efforts/activities may have influenced the results. The judges will be looking to understand the following things:  o Overall achievement against objectives  o Convincing proof that the results were a direct consequence of your activity  o Return on investment |
|  | Please type here... |

**TOTAL WORD COUNT** (count only words you insert in answer boxes 1 – 4: **\_\_\_\_\_\_**

**SUPPORTING MATERIALS**

Media Schedule: Please remember to include the media schedule (compulsory). Please include ALL media however only the media that used the data solution requires % value

Examples of Advertising: You may include a maximum of 2 x A4 pages of images only with your entry. OR if you wish you can swap 1 x A4 pages of images for 1 x A4 technical explanation as below.

Technical solution/overview: You may include a maximum of 1 x A4 page of technical supporting information in place of one of your pages of creative examples. Note this supporting material is to extrapolate or explain in more detail the approach already covered in the entry for example a journey map or data collection method. It is not for adding new information & must be supplied by the agency not a third party