



**Best Social Media Insight**  
Entry Deadline: **Friday 13<sup>th</sup> August 2021**

Please email your completed Entry & Submission Form by no later than 5.30pm to Frances Revel,  
[frevel@researchbods.com](mailto:frevel@researchbods.com) on **Friday 13<sup>th</sup> August 2021**.

This category is into its second year, and seeks to celebrate the best, most innovative and insightful use cases of the organic chatter found on social media sites from Facebook to Snapchat and everything in between. The research could use syndicated social scraping, harvesting and analysis platforms or proprietary methods developed by the agency or media owner for looking at this data in a new way.

Judges will look for entries which make sense out of big data, show how traditional or new methods can be employed to unearth insights from the online world, and those which have had a significant impact upon media strategy, planning, buying, sales or creative executions.

**Project name:**

**Company name:**

**Maximum word count of 200 words for each of the following criteria.**

**Brief overview:**

Please outline the core elements of the research initiative, highlighting any issues it sought to address or ideas it sought to challenge.



**Research Methodology:**

Please outline the research method(s) employed.

**Key take outs and application:**

Please highlight the key take outs from the research and any potential or actual application of the research.

**What we were working with:**

Set the scene for our judges, outlining – where relevant – size of the team, resources and budgets involved, any constraints or difficulties encountered and conquered.



**Impact & testimonials:**

Please highlight how significant your work has been, the impact it has made on your industry or clients over the judging period or the implications of the findings. Include any testimonials if necessary.

**Elevator Tweet:**

*In 140 characters, please outline why your project should win.*

**Name, position, phone and email contact details of person(s) who would accept award**