Excellence in Media Effectiveness
Entry Deadline: **Friday 13th August 2021**

Please email your completed Entry & Submission Form by no later than 5.30pm to Frances Revel,
frevel@researchbods.com on **Friday 13th August 2021.**

This category, introduced in 2020, offers our data and analytics colleagues the opportunity to win an MRG award!
Recognising the increasing synergy between research based effectiveness projects and the worlds of attribution,
econometrics and ROI modelling, judges in this category will want to be wowed by the numbers. The project(s) in
question could be across any media touchpoint, whether best in class use of single-channel attribution or optimisation,
or a project reviewing the media mix for a client across a longer period of time.

The judges for this award will want to see a clear and justified methodological approach, a concise but clear view of
the results from the study and the impact this has had on business decision making.

Open to all in-house client teams, media owners, media agencies, specialist research or analytics consultancies.

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 effectiveness project, highlighting any issues it sought to address or ideas it
sought to challenge.

Research Methodology:
Please outline the data collection, cleaning and analysis method(s) employed.

Key take outs and application:
Please highlight the key take outs from the project and any potential or actual application of the findings.

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