

Golden Key Awards | 2021

Best Media Planning Research

Description:

This award will be given to research and insights work done to enhance media planning.

Your entry should clearly establish the role of research/insight in influencing efficacy of media mix, media efficiency and/or other decisions pertaining to media planning for a particular campaign.

The research/insights should have been leveraged between December 2020 and November 2021.

Evaluation Criteria:

1. Presentation quality – written entry form and face-to-face presentation, Finesse, clarity and conciseness.
2. Differentiation – originality and freshness of research/marketing thinking
3. Demonstration of the Insight process in the Media planning
4. Demonstration of enhanced impact of the media plan

Who can apply:

Research Agencies, Analytics companies, Research based consulting organisations, Client organisations - private sector, Client organisations including Government Departments, PSUs, NGOs, Advertising/Media agencies

Entry submission form sample

1	Question: Summary of your case and resulting media plan that emerged.
	Type: Text
	Character Limit: 1000
	Image: Yes , Website Link: Yes
2	Question: Background – Media Brief/description of the business need for fresh insights on media planning, including contextual background if relevant.
	Type: Text
	Character Limit: 1000
	Image: Yes , Website Link: Yes
3	Question: Considerations/Approach. Indicative questions: Your approach to generating the insights to address the media planning challenge. a. Research methodology and analytics applied; b. How were the insights derived?
	Type: Text
	Character Limit: 3000
	Image: Yes , Website Link: Yes
4	Question: Outcome. Indicative questions: 1. How did the Research/Insights feed into media planning? 2. How was the media impact assessed, what criteria or metrics? Please share details of in-market performance of the campaign. 3. Benchmarking done, if relevant. 4. Any Award or Recognition that the media research garnered. 5. Final media plan ? all relevant media, please share video link, jpeg etc.
	Type: Text
	Character Limit: 3000
	Image: Yes , Website Link: Yes

Notes:

1. Text responses have a character limit and each question has a different limit. Please check it before preparing your answer.
2. **Image: Yes** – means you can upload 1 image which will be included with your text response for the particular question. Only one image can be uploaded per question. Do not add text with very small font in the image.
3. **Website Link: Yes** – means you can add 1 weblink/ YouTube video link which will be available to the jury to view when evaluating the entry
4. Sub-questions are indicative. Please only answer what strengthens your submission/ entry.