

Best Insight to create an Impactful Communication Creative

Description

This award will be given to research and insights work done for creating and developing communication. Your entry should clearly establish the role of research/insight in creating the communication. The case should be of communication launched in the market in the past two years. (January 2019 to date)

Evaluation criteria

Presentation quality - written entry form and face-to-face presentation, finesse, clarity and conciseness.

Differentiation - originality and freshness of research/marketing thinking

Demonstration of the Insight process in the framing of the Advertising Brief

Demonstration of Impact of the communication

The Communication itself

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 communication. Type: Text Website Link: Yes
2	Question: Background -Advertising Brief/description of the business need for fresh communication, including contextual background if relevant Type: Text Image: Yes
3	Question: Considerations/Approach i) : Your approach to generating the insights to address the business/marketing challenge Type: Text
4	Question: Considerations/Approach ii) : Research design and methodology details Type: Text Image: Yes
5	Question: Considerations/Approach iii) : How the insight was arrived at? Type: Text Image: Yes , Website Link: Yes
6	Question: Outcome i) : How was the Research/Insight fed into the Advertising brief or creation of the communication? Type: Text
7	Question: Outcome ii) : What was the identified Consumer Truth? Type: Text Image: Yes
8	Question: Outcome iii) : How was the communication impact assessed, what criteria or metrics? Please share details of in-market performance of the Communication Type: Text Image: Yes
9	Question: Outcome iii) : Any Award or Recognition that the communication garnered. Type: Text Image: Yes
10	Question: Outcome iv) Final communication - all relevant media, please share video link, jpeg etc Type: Text Image: Yes , Website Link: Yes

Notes:

1. Text responses have a character limit of 2000 including spaces
2. **Image:** Yes – means you can upload 1 image which will be included with your text response for that question. Only 1 image can be uploaded per question if it is allowed
3. **Website Link:** Yes – means you can add 1 weblink/Youtube video link which will be available to the jury to view when evaluating your entry