



Data Storytelling Awards

6 March 2018 | The Hurlingham Club

GUIDE TO ENTERING ONLINE

Closing Date for Entries: **Midnight Friday 8 September 2017**

datastorytelling.co.uk

Guide to entering online

Data is at the heart of every marketing success story and the prestigious Data Storytelling Awards invite both brands and agencies from all over the world to enter the marketing campaigns they have successfully influenced and shaped by data and insight.

Each of the 15 categories reflect excellence in the use of data from audience segmentation and predictive analytics to customer experience and personalisation. Additionally, the Grand Prix award will be presented to the “best of the best” use of data by a business, and the Data Professional of the Year will be crowned from a shortlist determined by Marketing Week and our judging panel. MW is also delighted to announce a new category for the 2018 Awards. The Rising Star Award aims to discover the data marketer industry talent of the future and will be open to you to nominate and vote for your company’s rising star!

Organised by MW and for the first time in conjunction with Marketing Week Live and The Insight Show; these coveted awards and the unmissable ceremony of celebration that honours them, is the only one of its kind to champion the connection between market research and data insight and how this brings the best marketing campaigns to life.

Don’t miss this unique opportunity to get your work in front of our judging panel and to join us on Tuesday 6 March 2018 for an evening of awards together with networking and partying both before and after dinner.

Winners will receive an official trophy and all shortlisted companies will enjoy extensive publicity from Marketing Week and will be showcased at Marketing Week Live and The Insight Show.

Russell

Enter before Friday 8 September to save £100 on your entry!
Closing date for entries Friday 6 October 2017
Awards Night Tuesday 6 March 2018

MW LIVE
7-8 MARCH 2018, OLYMPIA WEST, LONDON

INSIGHT SHOW
7-8 MARCH 2018
CENTRAL, LONDON

Who can enter?

The Data Storytelling Awards are open to brand marketers and anyone else involved in the collection, processing, managing, manipulation, analysis or interpretation and use of data to develop effective and engaging marketing strategies. Products are not limited to the UK and can be global.

Please bear in mind that the Awards recognise excellent data work for brands, so we can only accept entries for agencies or data providers on behalf of brands. Entries can be made independently, or as joint client/supplier submissions

Eligibility

To be eligible for the 2016 Data Storytelling Awards, activities on which entries are based must have taken place between May 2016 and August 2017.

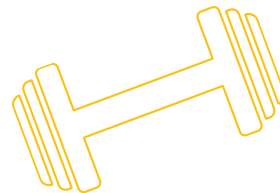
Why should you enter?



Enjoy extensive publicity from Marketing Week, Marketing Week Live and The Insight Show.



Industry recognition - Prove you're the best of the best!



Gain competitive advantage



Celebrate your success with your team, clients and peers

What are the judges looking for?

Entries are assessed by the judging panel on the following criteria:

The Brief

Were the project objectives clearly stated and did the team have an understanding of how they relate to longer-term business objectives? What strategy was used to achieve the goals? How tailored was the project activity?

The Work

Did the project team demonstrate best practice or use a new or innovative approach when addressing the brief? How effectively was the project executed and implemented to produce exceptional performance?

The Results

How successful was the project in relation to the original objectives? Results can include brand awareness, increased sales and sustainable competitive advantage. Proving effectiveness is crucial, so return on investment should be used wherever possible to allow large and small projects to compete on an equal footing. Robust data are required. If you have queries regarding commercial confidentiality, please read our policy.

Commercial Confidence

It is very important that you fully complete the entry form. In particular, details of budget and results should be provided. The more information you supply, the better the judges will be able to assess your entry.

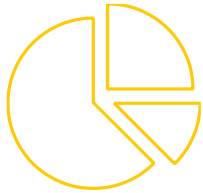
Entry and table prices for the Data Storytelling Awards are as below:

	Awards Entry	Awards Table (10 places)
Early Bird*	£195 + VAT	£2,995 + VAT
Standard	£295 + VAT	£3,450 + VAT

*Early Bird pricing available until Friday 8 September

Categories

There are 15 categories for this year's Data Storytelling Awards, each reflecting excellence in the use of data.



Audience Segmentation

Best use of data to segment customers or prospective customers into groups and examples of how campaigns were tailored to those groups.



Customer acquisition

Best use of data in a campaign designed to acquire new customers that delivered against clear objectives.



Customer experience

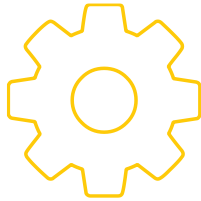
Best use of data to enhance customer experience across multiple touch points.



Customer insight

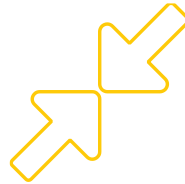
Best use of data to produce insight that increased the success of a campaign against objectives, increased customer value or had a significant impact in the development of a new product or service.

Categories



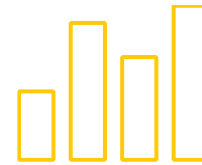
Data-driven business

The best use of data to drive a business model, tell stories internally, change how things are done and make a real and lasting contribution to turnover, profit and ways of operating.



Data integration

The most impressive example of integrating online and offline data, including social media and transactional data, to develop truly excellent campaigns and enduring business strategies.



Data interpretation/extraction

The best example of drawing out real insight from data, whether customer insight, sector insight or other varieties of valuable information, and then interpreting and using it to transform campaigns, strategies and businesses.

Categories



Loyalty and relationship marketing

Best use of data to create compelling rewards and campaigns that increased engagement, customer value and likelihood to recommend.



Personalisation

Best use of data to create a personalised experience, product or service across any touch-point that increased engagement and sales.



Predictive analytics

Best use of predictive analytics that proved to have a tangible impact on campaign and business success.

Categories

Special Awards



Programmatic

Most effective and innovative use of programmatic in a campaign.



Real-time data and automation

Best use of real-time data and automation tools to improve an eye-catching campaign that was well targeted and highly effective.



Data Professional of the Year

This is an award that will recognise brand-side data professionals who have made a significant contribution to the success of their business through innovation in data use. Further details will be released soon.



Grand Prix

The Grand Prix winner will be chosen by the judges from the winners of all categories, excluding the Data Professional of the Year.



Rising Star

The aim of this Award is to discover the data marketer talent of the future. It is open to those who have been in the industry for up to three years, regardless of age. Entrants can be in a consultancy, in-house or freelance, but must be working as in data marketing.

How to enter...

Visit the website: datastorytelling.co.uk and select 'Enter the Awards' to commence your entry/ies. You will be required to submit the following...

> PROJECT SUMMARY (up to 140 characters)

Please write a paragraph that summarises the project that you are entering.

> THE BRIEF (up to 500 words)

Explain the project's objectives, challenges and goals. Be sure to include the who, what, when, where and why.

> THE WORK (up to 500 words)

The HOW. Explain how you went about it and explain why this project stands out. Bonus points if your project demonstrates creativity and innovation.

> THE RESULTS (up to 500 words)

How successful was the project? Did it improve revenue generated, ROI, traffic, conversion rates, response rates, replies, comments, likes, retweets, shares? And by how much?

> CONFIDENTIAL INFORMATION

For judges eyes only. Include any private information that helps illustrate your project's success, such as budget or costs, the sources of funding, return on investment etc. We will not publish this commercially sensitive information.

> SUPPORTING MATERIALS/LOGOS

In this section, you can enter links to supporting materials – websites, illustrations, videos. Entrant and client logos should also be included in this section.

Please note: projects may be entered into more than one category, but a fee of £195 + VAT Early Bird or £295 + VAT standard. Judges reserve the right to re-categorise if necessary. Before entering please ensure that you have obtained client approval for your entry/ies (if applicable). Prior to 'submitting' your entry/ies you can leave and return to the site to edit them until midnight Tuesday 19 July 2016. Entries will not be considered fully submitted until you proceed to the payment stage and selects a payment method. Payments must be cleared by midnight Friday 6 October 2017. Once payment has been received your entry/ies will be passed to the judges for review. Once submitted, entries are non-refundable.

Find out more

Please visit the Awards website: datastorytelling.co.uk for more information, or feel free to contact one of our team:

Entries & Tables

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