



**Excellence in Media Effectiveness**  
Entry Deadline: **5.30pm Monday 7<sup>th</sup> August 2023**

Please email your completed Entry & Submission Form by no later than 5.30pm to Jemma Ralton, [jemma@tapestryresearch.com](mailto:jemma@tapestryresearch.com) on **Monday 7<sup>th</sup> August 2023**.

This category 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**

**Winners will receive 1 x award trophy per entry on the night of the ceremony. Additional trophies can be ordered at a cost of £180 each.**

Additional quantity required	Shipping address(es)