

DATA COMMS ²⁰²⁴ AWARDS

ENTRY GUIDE

Late deadline 15 March 2024

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ABOUT THE AWARDS

The modern communications era is the age of data. Data influences the way communications is developed and implemented, as well as how it is evaluated. It determines brand, social media and PR strategy. It has an impact on how corporate reputations are managed.

The DataComms Awards recognises and celebrates the use of data in corporate communications whether that be through measurement and evaluation or in communications strategies.

With a vast selection of categories to choose from including 'Best data insight from an integrated campaign' and 'Best visualisation of data' to name a few, the DataComms Awards celebrates a plethora of ways data is being communicated, visualised and evaluated in corporate communications.



WHY ENTER

Celebrate and reward innovation

This is a chance to promote your excellent data communications work, as judges will determine the strongest and most effective work using, analysing and visualising data

Gain a benchmark for data communications excellence

Discover the most effective strategies in this space and gain criteria through which you can measure your next projects

Improve credibility, retain clients and acquire new business

The scrupulous shortlisting process gives prominence to companies that are pioneering in this field, offering you the chance to recognise internal teams and encourage positive stakeholder relationships



KEY DATES

Early entry deadline*

1 December 2023

Entry deadline

26 January 2024

Late deadline**

15 March 2024

* Magazine subscribers: Enter by 1 December 2023 to receive £150 off your total entry cost and your fifth entry for free. *Subscribe* to Communicate magazine to take advantage of this exclusive rate.

Non- magazine subscribers: Enter by 1 December 2023 to receive £100 off your total entry cost.

**A late entry surcharge of £125 will be applied to each entry submitted after 26 January 2024. No entries will be accepted after 15 March 2024.

FEES

£295 for the first entry from each organisation or submitting body

£195 for each subsequent entry from each organisation or submitting body

£195 for all entries by or on behalf of a charity, NGO or other NFP organisation

Please call the events team on +44 (0)20 3950 5356 if you think you may be eligible

CATEGORIES

Data insight

Best data insight from a communications campaign (one-off)

Best data insight from communications activity (ongoing)

Best data insight from an integrated campaign

Best real-time response

Best media coverage impact assessment

Best data-driven competitive intelligence

Data use

Best use of data to assist reputation management

Most innovative use of data

Best data-driven corporate storytelling

Best data-driven corporate reporting

Best data-driven internal communications

Data communications

Most innovative format to display data

Best interactive data display

Best visualisation of data

Best use of animation

Grand accolade

Grand prix

WRITING YOUR ENTRY

Components of your entry

1. Entry summary

Please provide a short description of your entry in no more than 300 words. Please include a sentence or two regarding why your project fits in the category entered

2. Entry statement

Please provide a 800-word entry statement telling the judges about your work

3. Supporting materials

Written supporting materials do not contribute towards the word count

Please include these in your entry and prepare **a single PDF file no larger than 10MB.**

1. Entry summary

There are no boundaries on the design, branding or format of the entry. The submission can be formatted portrait or landscape. Feel free to include the DataComms Awards branding.

Judges often prefer entries that don't have too much text on one page as it makes them easier to read. The most successful entries have a clear narrative. They include details of why the work was carried out, how the strategy was developed and implemented, and how the results fit the initial objectives.

2. Entry statement

Write an entry statement of up to 800 words.

The statement should cover:

- a. Objective
- b. Research and planning
- c. Creativity and innovation
- d. Strategy and implementation
- e. Results

On the next page are some points on how to expand on each area.

CRAFTING A SUCCESSFUL ENTRY

Objective

- ▷ What were the goals/targets?
- ▷ What did you want to achieve?
- ▷ Why were the objectives necessary?
- ▷ What prompted the project/campaign to be carried out?
- ▷ What was the brief? (optional)

Research and planning

- ▷ What research was conducted?
- ▷ How did it represent the target audience?
- ▷ Did the research expose any problems or additional challenges?
- ▷ Were changes needed to meet the objectives?

Creativity and innovation

- ▷ How was the project innovative?
- ▷ What made the work stand out?
- ▷ How did the project/campaign creatively engage with the target audience?
- ▷ Were there any creative restrictions?
- ▷ How did you get around them?

Strategy and implementation

- ▷ How was the research incorporated into the strategy?
- ▷ How did the project reach its target audience?
- ▷ How was the strategy implemented?
- ▷ Were there any unexpected problems or unforeseen circumstances?

Results

The judges often ask for evidence of how the goals were met. The best entries include the ROI and ROO.

- ▷ How did you meet your objectives?
- ▷ Were there any unexpected outcomes?
- ▷ What was the ROI? (optional)
- ▷ Is there any evidence to support the outcomes?
- ▷ How was the project received internally?

WRITING YOUR ENTRY

3. Supporting materials

Please include a selection of supporting materials that strengthen your entry by providing evidence of your achievements. Materials should illustrate your work and aid the narrative of your entry statement. It is best to include only those materials that are directly relevant to the specific category you are entering into.

- Images illustrating the project or campaign
- Social coverage (up to five examples)
- Press coverage (up to five examples)
- Client feedback
- Relevant statistics (optional)
- Video (up to three minutes, please include a link in your entry rather than the video file)
- Testimonials

ENTER HERE



FAQS

What is the time frame for eligible work? Can I enter work from last year?

The time frame for eligible work is ordinarily 18 months prior to the final deadline. Please refer to the *Eligibility and rules section* on the *DataComms Awards website*, for more details and specific dates.

Can I enter more than one category?

If so, do I need to submit more than one PDF?

There is no limit to the number of categories that can be entered. If multiple categories are being entered, multiple PDFs must be submitted. As our entry form only allows one PDF to be entered at a time, you will need to go back and resubmit the form, making sure to change the category field. Although not compulsory, we strongly recommend tailoring each submission according to the category being entered.

I'm not sure which category to enter.

How shall I decide?

If you are struggling to categorise your project, please email Aaron at aaron.alderton@communicatemagazine.co.uk

How can I ensure that budgets disclosed on the entry will remain confidential?

Don't worry – as long as you clearly mark the entry where relevant letting us know that you do not wish information on certain budgets (or any other information) to be shared, we will ensure that all such information is kept strictly confidential.

Is it ok if the word count is exceeded?

The word count is set as a guide, and exceeding it slightly will not be penalised. However, considering the volume of materials read by the judges, a more concise and collected approach to ensure your entry stands out is advised.

How should I include my supporting materials?

All supporting materials should be included within the document. Please hyperlink your videos in your PDF entry, rather than embedding the video. Embedded videos can often increase the size of your entry above the 10MB limit. Besides the supporting materials included within your entry, no other separate materials are required.

Can I only include images in the supporting materials section?

Your submission can be designed and branded as you wish. Previous submissions have included imagery alongside the entry summary and statement to add to the entry narrative. At the end of the entry, further imagery can be included in the supporting materials section to showcase the project. We ask that you limit the pages of images, as our judges have a large number of submissions to go through, so be concise, clear and make sure what you are sharing is relevant.

FAQS

On the 'Enter now' section of the website, what is the difference between the fields 'company' and 'entering company?'

Often, agencies enter their clients into our awards (i.e. company = agency, entering company = client). If this does not apply to you and you are entering independently, simply fill in both fields with your company name.

Can previous entries be sent to potential entrants?

As per our rules section on the *DataComms Awards website*, we cannot send out previous entries as they may contain sensitive and/or confidential material and figures that cannot be disclosed.

Is there a cost to enter?

Yes. Rates are available on the *Fees and payments page* on the DataComms Awards website. There are also discount rates available for charities and an early entry discount for those who enter before a certain date.

Why won't my entry send?

Please ensure that the document format is PDF. If you are receiving an error message telling you that supporting materials are required, you have exceeded the 10MB size limit. If your entry is within the size limit but you are still receiving that error message, contact our office on +44 (0)20 3950 5356.

How do I pay for my entries?

After you submit your entry, you will be prompted to pay via PayPal (owning an account is not necessary to complete payment). If an alternative payment method is preferred, please contact our office on +44 (0)20 3950 5356 where one of our team can explain other payment options.

I want to enter more entries at a later date, how do I get the reduced entry cost?

Entries submitted at a later date are charged at the additional entry cost, however, please note that our payment gateway will not bring up this rate. Please call the team on +44 (0)20 3950 5356 to pay by card over the phone (we do not accept AMEX over the phone) or let us know if you would like to be invoiced.

Can't find the answer to your question?

Please contact Aaron at aaron.alderton@communicatemagazine.co.uk or call our office at +44 (0)20 3950 5356.

Cravenhill publishing, publisher of Communicate magazine organises a number of industry leading awards programmes that seek to benchmark and reward best practice in the fields in which they operate. The awards programmes within our existing portfolio are shown below.



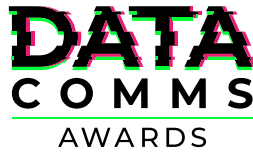
The Corporate Content Awards is the only awards event to benchmark and reward corporate storytelling and the use of narrative to call corporate audiences, across owned, earned and bought media.



The Corporate Engagement Awards recognises the most successful and innovative corporate partnerships and sponsorships, and the communication strategies around those collaborations.



The Corporate & Financial Awards programme celebrates and showcases excellence in financial communications and provides recognition for the efforts of staff, companies, agencies and beneficiaries.



The DataComms Awards recognises and celebrates the use of data in corporate communications and by corporate communicators.



The Digital Impact Awards sets the industry-wide benchmark in digital stakeholder engagement. The event honours the best corporate digital communications work.



The Employer Brand Management Awards programme compares and contrasts the different aspects of successful employer branding, rewarding excellence and celebrating the campaigns and the organisations that are excelling in this field.



The Internal Communications and Engagement Awards recognises and rewards excellence in internal communications.



The Lens Awards celebrates organisations using film and video by setting the standard for excellence in visual communications.

ENTER HERE

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Good luck!