



# DATA COMMS 2023 AWARDS



## ENTRY GUIDE

Entry deadline 17 March 2023

# CONTENTS

About the awards	3
Why enter	4
Key dates	5
Fees	5
Categories	6
Writing your entry	7
Entry summary	7
Entry statement	7
Crafting a successful entry	8
Supporting materials	9
Contact details	11



# 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', 'Best investor-targeted use of data' 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\*

**10 February 2023**

Entry deadline

**17 March 2023**

Late deadline\*\*

**31 March 2023**

\* Magazine subscribers: Enter by 10 February 2023 to receive £150 off your total entry cost. You can also secure a further discount of your fifth entry for free. *Subscribe* to Communicate magazine to take advantage of this exclusive rate.

Non subscribers: Enter by 10 February 2023 to receive £100 off your total entry cost.

\*\*A late entry surcharge of £125 will be applied to each entry submitted after 17 March 2023. No entries will be accepted after 31 March 2023.

# 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

The fifth entry is free until 10 February 2023

# CATEGORIES

## DATA INSIGHT

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

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

Best data insight from communications activity (ongoing)

Best data insight from global communications activity (ongoing)

Best crisis communications data insight

Best social media data insight

Best data insight from an integrated campaign

## DATA USE

Best use of data to assist reputation management

Best corporate storytelling through data

Best data-driven change management programme

Best data-led employee engagement

Best investor-targeted use of data

Most innovative use of data

## DATA COMMUNICATIONS

Most innovative format to display data

Best interactive data display

Best use of animation

Best visualisation of data

Best visualisation of data within corporate reporting

## SPECIAL RECOGNITION

Grand prix

This award cannot be entered and the winner will be chosen by our judging panel

# 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 700-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 700 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**





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 in Europe to benchmark and reward corporate storytelling and the use of narrative to call corporate audiences, across owned, earned and bought media.



The Corporate Content Awards is the only awards programme for North American organisations 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 honours the best corporate digital communications work in Asia.



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



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.

For more information, contact Michelle Manton, head of events, Communicate: [michelle.manton@communicatemagazine.co.uk](mailto:michelle.manton@communicatemagazine.co.uk) or visit [communicatemagazine.com/awards](http://communicatemagazine.com/awards)



**ENTER HERE**

CALL  
+44 (0)20 3950 5356

EMAIL  
[emma.macdonald@communicatemagazine.co.uk](mailto:emma.macdonald@communicatemagazine.co.uk)

WEBSITE  
[datacommsawards.com](http://datacommsawards.com)

Good luck!