DATA COMMS 2022

AWARDS

ENTRY AND INFORMATION GUIDE

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 and by corporate communicators.

The shortlist will be announced in January 2022 once judging has taken place. The winners will be announced at our prestigious awards ceremony in March 2022.
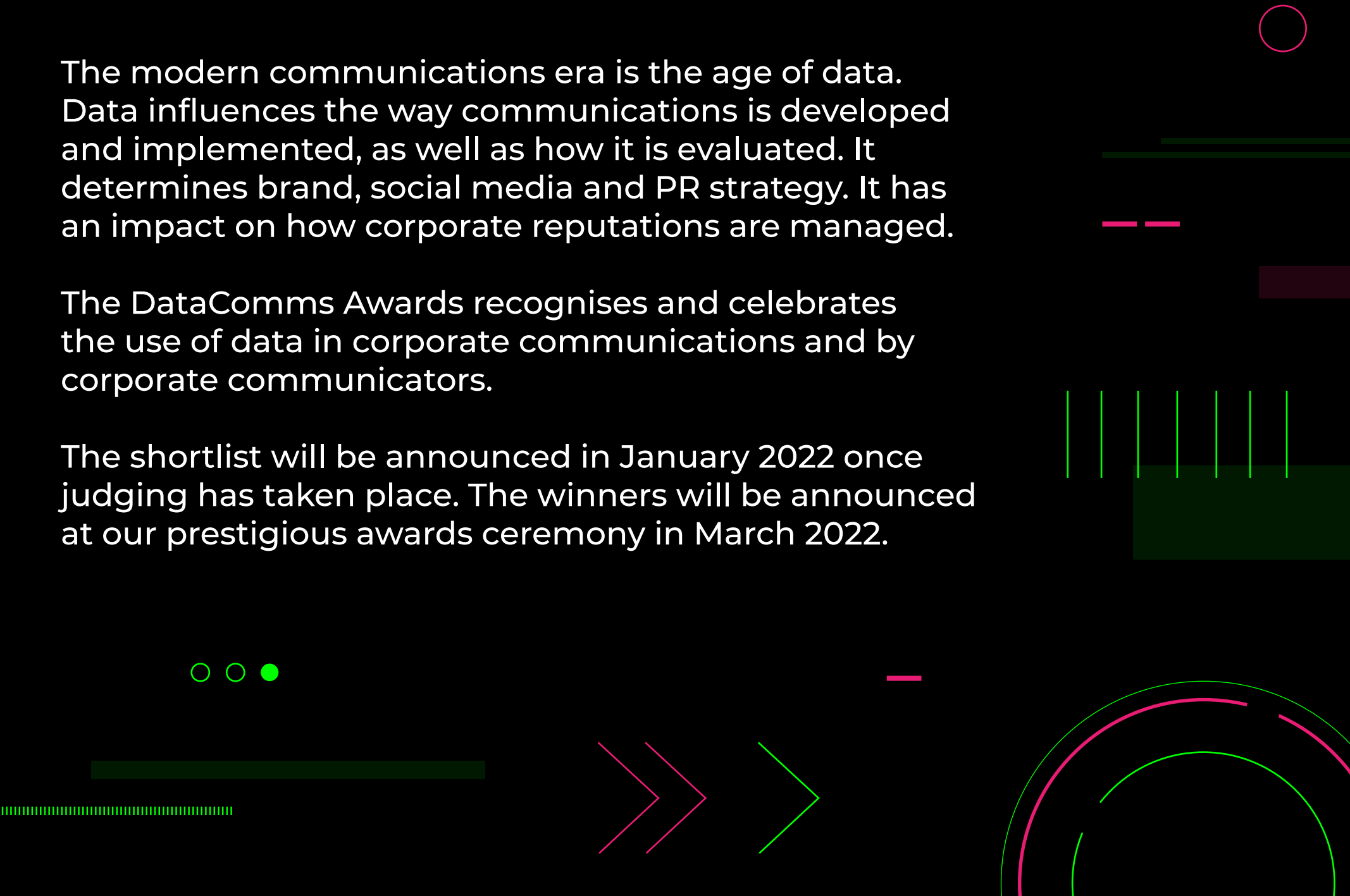
Super early entry deadline*
23 APRIL

Early entry deadline**
23 JULY

Last chance to save***
20 AUGUST

Entry deadline
22 OCTOBER

Late deadline****
5 NOVEMBER

* Enter three entries by 23 April to receive a thought leadership piece to run online on Communicate magazine.

** If you enter before 23 July, you will receive £100 off your total entry cost. You will also get your fifth entry free.

*** Last chance to get your fifth entry free.

**** Entries made after 22 October are subject to a £125 late fee.

FEES

» **£295** for the first entry from each organisation/ submitting body.

» **£195** for each subsequent entry from each organisation/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 20 August

CATEGORIES

Most innovative use of data in corporate communications

Best use of data in crisis communications

Best use of data as part of an integrated campaign

Best use of data to assist reputation management

Best corporate storytelling through data

Best data-led employee engagement

Best investor-targeted use of data

Best use of data in measurement and evaluation

Best data dashboard

Most innovative format to display data

Best interactive data display

Best use of animation

Best use of social media

Best cartographic visualisation of data

Best visualisation of data within corporate reporting

Best collation of data

Best data visualisation by sector

This award is for all round excellence and aspects in the work that demonstrates participation in their sector. The best entries should provide evidence of how the project/campaign stands out from its sector peers.

– Charity, NGO or NFP

– Education

– Energy & utilities

– Engineering & manufacturing

– Extraction (oil, gas & mining)

– Financial services

– FMCG

– Food & beverage

– Healthcare and pharmaceuticals

– Industrial and basic materials

– Professional services

– Property, construction and facilities management

– Public

– Retail

– Sports, travel, leisure and tourism

– Technology, media and telecommunications

– Transport and logistics

Special recognition awards

Please note the below categories cannot be entered directly.

– Best in-house data communicator (individual or team)

– Best agency

– Grand Prix

The Grand Prix will be awarded to the organisation who has demonstrated the best overall use of data in corporate communications.

For category descriptions **click here**

HOW TO ENTER

WRITING YOUR ENTRY

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.

To enter the DataComms Awards please prepare **a single PDF no larger than 10MB**.

## 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 an 700-word entry statement telling the judges about your work.

3. Supporting materials
Written supporting materials do not contribute towards the word count.
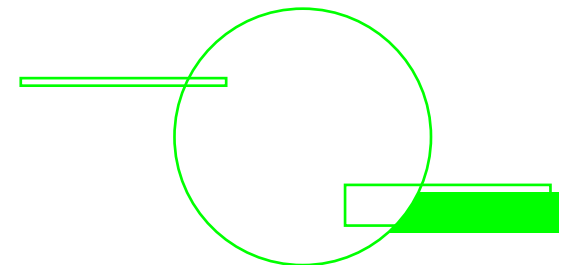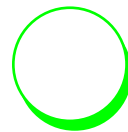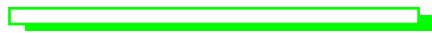
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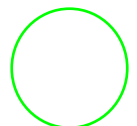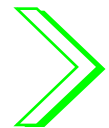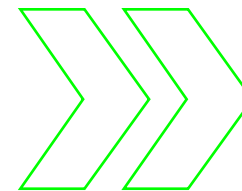
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2. ENTRY STATEMENT

Write an entry statement of up to 700 words.

The statement should cover the objective, research and planning, creativity and innovation, strategy and implementation, and results.

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

HOW TO MAKE YOUR ENTRY SUCCESSFUL

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?

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?

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?

RESULTS

- 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?

NB : The judges often ask for evidence of how the goals were met. The best entries include the ROI and ROO. Statistical data can be included in the supporting materials.
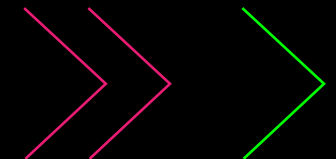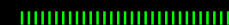
HOW TO ENTER

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

VIDEO

RELEVANT STATISTICS
(optional)

TESTIMONIALS

NB: Please send the video as a link rather than the video file.
Please ensure there are no expiration dates on video links and/or provide log in details if needed.

CRAVENHILL PUBLISHING

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 exisiting portfolio are shown below.

LENS AWARDS

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

Corporate Content Awards Europe

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.

Corporate Content Awards North America

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.

CEA The Corporate Engagement Awards

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

Corporate & Financial Awards

The Corporate & Financial Awards awards programme celebrates and showcases excellence in financial communications and provides recognition for the efforts of staff, companies, agencies and beneficiaries.
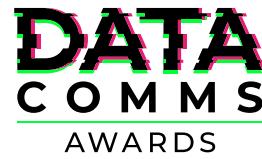
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New for 2021
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DIGITAL IMPACT AWARDS ASIA

New for 2021
The Digital Impact Awards will honour the best corporate digital communications work in Asia.

DIGITAL IMPACT AWARDS EUROPE

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

EBMA Employer Brand Management Awards

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.

INTERNAL COMMUNICATIONS AND ENGAGEMENT AWARDS

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

For more information, contact Michelle Manton, head of events : michelle.manton@communciatemagazine.co.uk

ENTER HERE

Contact Frankie Adams for more information at
frankie.adams@communicatemagazine.co.uk
or call +44 (0)20 3950 5356