

FIPP

INSIGHT 2019 AWARDS

UPM **BIOFORE**
BEYOND FOSSILS



ENTRY FORM

The FIPP UPM Insight Awards celebrate the most effective insight projects from across our industry. Open to any project that delivered results since 1 August 2018, these Awards enable media companies and media associations to highlight research-driven pieces of work that have enabled them to materially improve their business and/or the local/international magazine media market.

TO ENTER

Complete the entry form and return with supporting materials to:

Helen Bland: helen@fipp.com

Deadline for entries: **30 August 2019**

■ Presentation of FIPP UPM Insight Awards to be held at FIPP World Media Congress. Opening evening reception, **Tuesday 12 November 2019**. Las Vegas, USA date: **Wednesday 12 December 2018**

THE AWARDS

The FIPP Insight Awards will be given for the best research and insight projects which, in the opinion of the judges, demonstrate the effectiveness and/or enhance the positive image of magazine media or which have made a significant difference to the performance of an individual company or one of its products related to one or more magazine brands. The 2019 Awards will comprise the following categories:

- ▶▶ **PRIMARY RESEARCH PROJECT B2C**
- ▶▶ **PRIMARY RESEARCH PROJECT B2B**
- ▶▶ **MULTI-PLATFORM PROJECT**
- ▶▶ **USE OF INSIGHT B2C (NOT OWN RESEARCH)**
- ▶▶ **USE OF INSIGHT B2B (NOT OWN RESEARCH)**
- ▶▶ **COMMERCIAL OUTCOME AWARD**
- ▶▶ **MAGAZINE MEDIA PROMOTION**

One project can be entered into more than one category. If you enter more than one award category, use one entry form and clearly indicate your motivation for entering each category separately. The judges reserve the right to allocate the category where relevant.

Entry form



The awards

PRIMARY RESEARCH PROJECT B2C

- ▶▶ For consumer-facing research projects, meaning new research executed by and/or commissioned by your organisation

PRIMARY RESEARCH PROJECT B2B

- ▶▶ For advertiser-facing research projects, meaning new research executed by and/or commissioned by your organisation

MULTI-PLATFORM PROJECT

- ▶▶ For the best use of cross-platform research, data and insights, promoting the overall strength and use of magazine media in the consumer and/or advertising market

USE OF INSIGHT B2C

- ▶▶ For the best examples of demonstrable success in using insights (not new primary research) to acquire or retain consumers. Insights can be derived from a combination of sources, including previous own research and data and other party research and data

USE OF INSIGHT B2B

- ▶▶ For the best examples of demonstrable success in using insights (not new primary research) to acquire or retain advertisers. Insights can be derived from a combination of sources, including previous own research and data and other party research and data

COMMERCIAL OUTCOME AWARD

- ▶▶ For the best demonstrable commercial outcome directly resulting from a research/insight project

MAGAZINE MEDIA PROMOTION

- ▶▶ For the best examples of magazine media promotion (marketing and sales promotion, campaigns, events, etc.). This could be, but does not have to be based on research and/or insights



Entry form



■ **AWARD CATEGORY** *(choices detailed under on final page)*

Award category 1 and reason for entering:

Award category 2 and reason for entering:

Award category 3 and reason for entering:

■ **TITLE OF PROJECT**

Commissioning company/agency/consultancy:

Owner/organiser/agency:

Time period: _____ Date of first publication/presentation _____ :

■ **MAIN FINDINGS AND IMPLICATIONS** (approx 600 words / max 1,000 words)



Entry form



■ SYNOPSIS

550-600 word synopsis of the study, demonstrating how the project has excelled. e.g. in the following aspects (criteria outlined below): Results and Outcomes; Relevance; Technique and Innovation; Usage; Reception; and Transferability

■ METHOD:

■ NAMES AND AFFILIATIONS OF KEY INDIVIDUALS INVOLVED IN THE PROJECT:

■ SUBMITTING THIS ENTRY

First name: _____ Family name: _____

Job Title: _____ Department: _____

Email: _____ Direct telephone: _____

Company Name: _____

Address: _____

Company telephone: _____



Entry form



■ SUPPORTING MATERIAL

Please include (separate attachments, as necessary) supporting material – in English, the published report, presentation or other published materials, sufficient to explain the study in detail.

■ GENERAL JUDGING CRITERIA

- ▶▶ Results and Outcomes: the demonstrable results of the project in terms of revenue, attitude or behavior change;
- ▶▶ Relevance: the significance and relevance of the topic(s) in relation to current industry trends;
- ▶▶ Technique and Innovation: technical excellence and innovation in methods, new research or data tools, or analyses;
- ▶▶ Usage: the creative and innovative use of insights;
- ▶▶ Reception: the reception and use of the project in the marketplace;
- ▶▶ Transferability: the applicability of the project elsewhere (including in other countries), either in terms of the results, the methodology, the use of specific insights or the creative work

THE SMALL PRINT

The synopsis must be in English. The supporting material is preferred in English, and if the study is short-listed for the Awards, sufficient material must be made available in English (in electronic form) for the judges to be able to reach a conclusion.

Privacy:

It is a condition of entry that FIPP may publish on its website or elsewhere the synopsis and supporting material (where applicable) of each entry. The synopses may be published in October/ November 2019, shortly before the Awards presentation at the FIPP World Media Congress. Entering for the Insight Awards indicates acceptance of this.

- Please tick here to accept the publication of your synopsis and supporting material
- Please tick here to subscribe to the weekly FIPP World newsletter and related FIPP marketing promotions and offers
- Please tick here if you would like to receive emails from third-parties carefully selected by FIPP whose products and services are complimentary to your media interests.

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