

The 2021 Genius Awards

What You Need to Know to Win

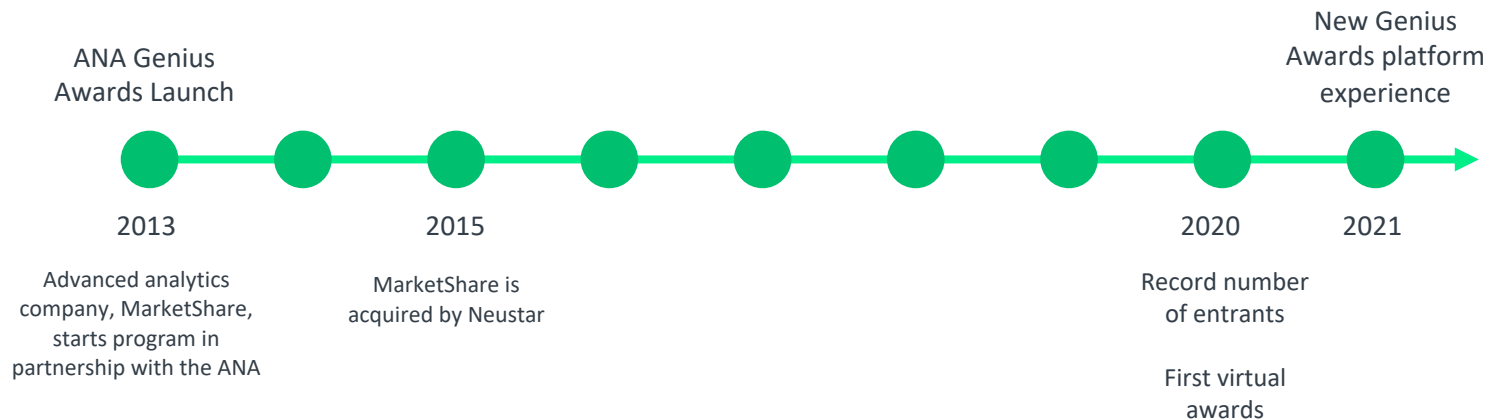
Brought to you by



Presented by

neustar.

A little history



2020 Genius Awards judges



Greg Becker

Director | Data
Science &
Analytics, Target



Casey Cowgill

Head of
Measurement,
Google



Gayle Fuguitt

Former CEO at ARF &
VP, Global
Consumer Insights
at General Mills



Cameron Jones

GMSP - Attribution
Program Lead,
Facebook



Denise Karkos

CMO, SiriusXM
& Pandora



Leo Kluger

Principal Data
Scientist, IBM
Marketing &
Communications



Ted Prince

President,
Analytics
Solutions, Neustar



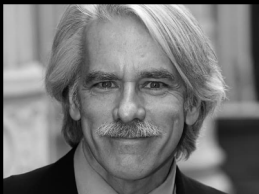
Lynn Schlesinger

CMO, Forbes



Kate Sirkin

EVP, Global Data
Partnerships,
Publicis Epsilon



Jim Spaeth

Partner,
Sequent Partners



**Vanitha
Swaminathan**

Thomas Marshall
Professor of
Marketing, University
of Pittsburgh

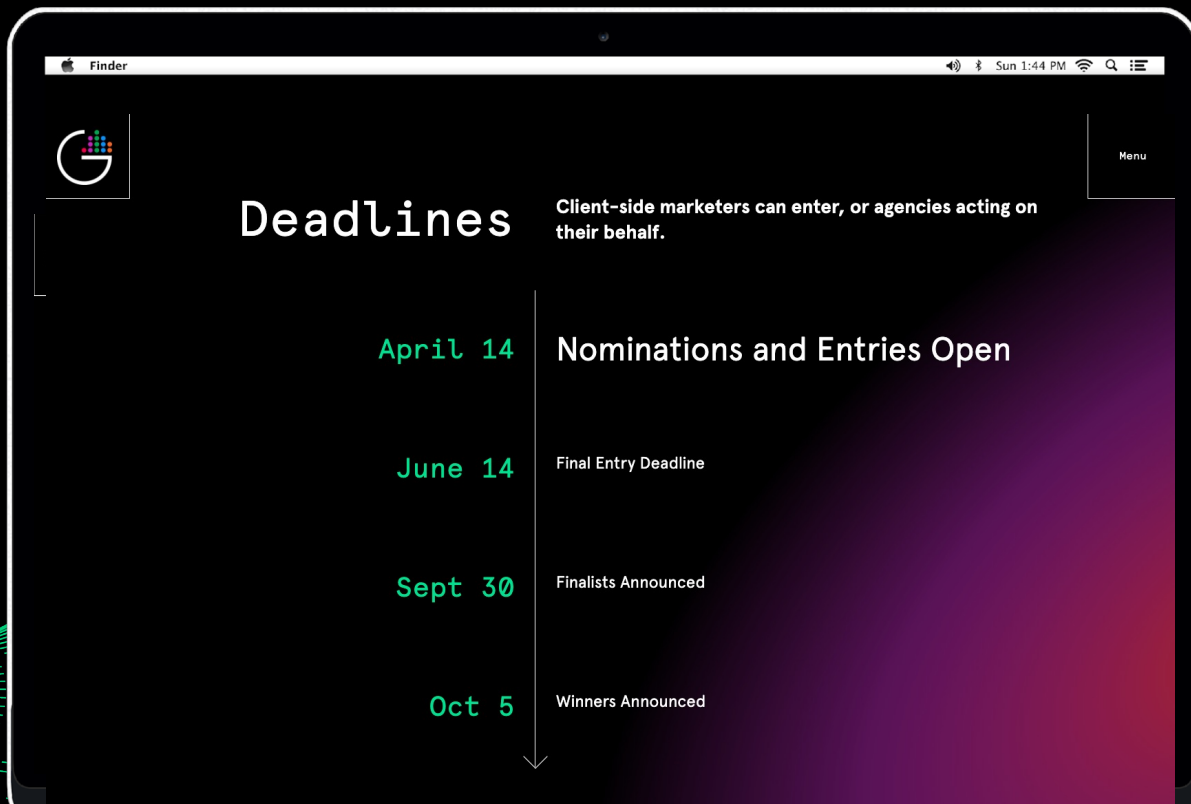


Diane Tielbur

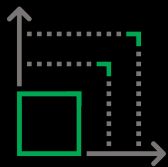
President Food
& Beverage
Consumption
Practice, NPD

2021 timeline

Winners receive their share of a \$100K prize to donate to their charity of choice



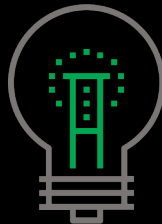
Genius Awards categories



Growth



Adoption



Innovation



Storytelling

Leading the way with Innovation: Fossil



Click to watch

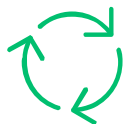
<https://www.geniusawards.com/winner/fossil-group/>

Submission process overview



Brainstorm

Align on which of your previous year's projects had the biggest impact and which category they best fit



Collaborate

Assemble a small team to provide data and detail and, possibly, creative resources to produce the entry



Plot

Consider your narrative:

- Mission
- Team
- Methods
- Challenges
- Insights
- Impact



Submit

Tell a good story. Edit. Follow the entry prompts. Share relevant visuals.

Powerful award-winner benefits



CSR

Supports your
business' charitable
giving mission and
goals



Talent

Helps to attract the
best analytics talent
and makes hiring
them easier



Recognition

Raises your team's
profile and
perceived value
within your
organization



Respect

Corroborates the
impact of your work
with investors and
industry orgs

Genius Awards

Submissions process step-by-step

Brought to you by

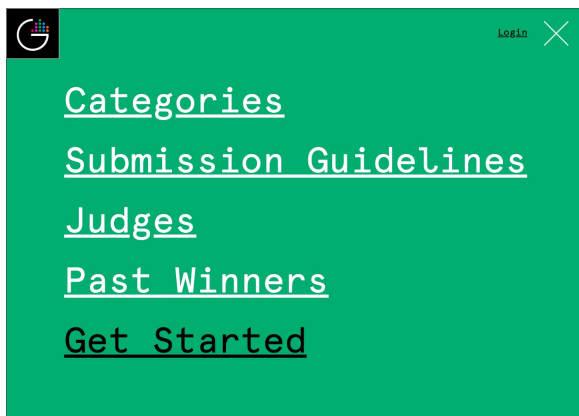


Presented by

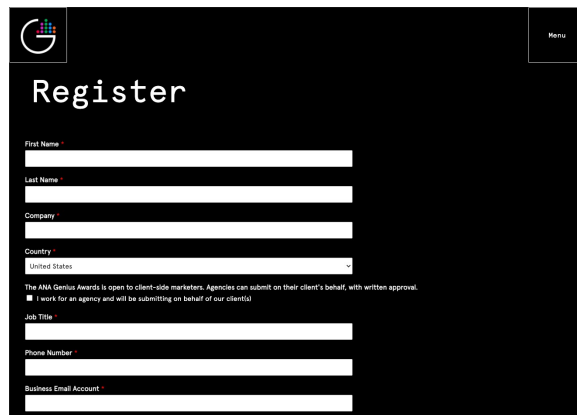
neustar.

Create account

In the menu, select 'Get Started'



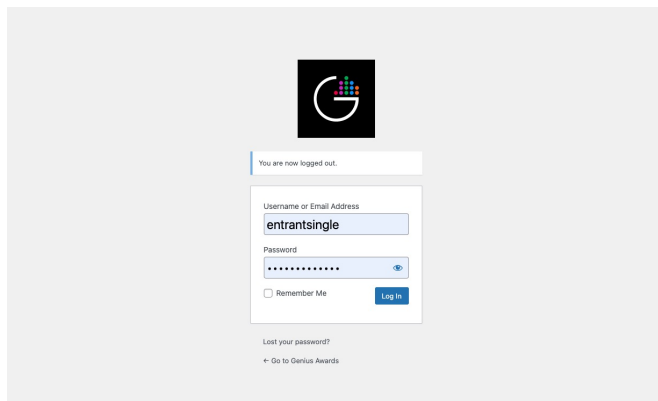
Complete registration form to set up your account

A screenshot of a dark-themed 'Register' form. The title 'Register' is in large white font at the top. Below it are several input fields: 'First Name', 'Last Name', 'Company', 'Country' (a dropdown menu showing 'United States'), 'Job Title', 'Phone Number', and 'Business Email Account'. Each field has a red asterisk indicating it is required. Below the 'Country' dropdown, there is a small disclaimer: 'The ANA Genius Awards is open to client-side marketers. Agencies can submit on their client's behalf, with written approval.' followed by a checkbox and the text 'I work for an agency and will be submitting on behalf of our client(s)'. The form is enclosed in a dark box with a logo in the top left and a 'Menu' link in the top right.

Follow the link that appears after you complete registration to begin the entry process.

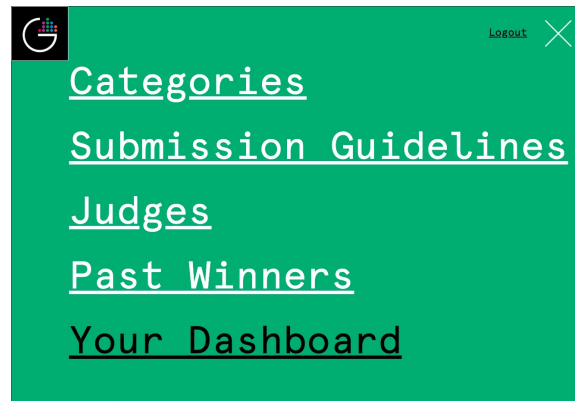
Logging in

When logged out, click 'Menu,' 'Login' to get to this page



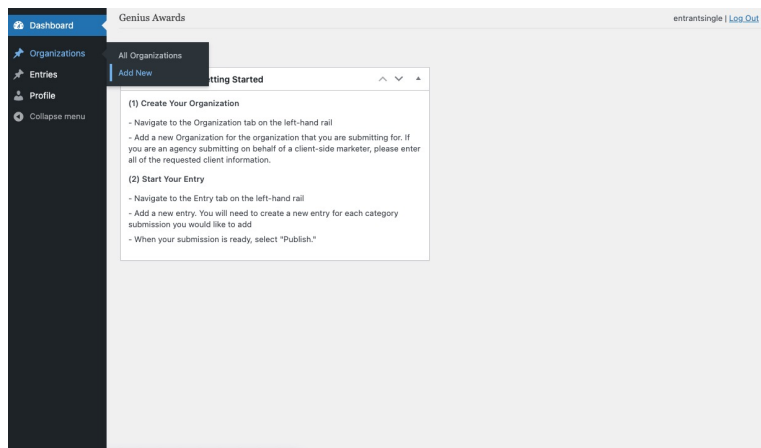
A screenshot of a login page. At the top center is a logo consisting of a stylized 'G' with a colorful bar chart inside it. Below the logo is a message: "You are now logged out." Underneath this is a login form with two input fields: "Username or Email Address" containing the text "entrantsingle" and "Password" containing a series of dots. There is a "Remember Me" checkbox and a "Log In" button. At the bottom of the form, there is a link "Lost your password?" and a link "← Go to Genius Awards".

When logged in, 'Your Dashboard' will appear in the Menu



Access your dashboard

Once logged in and viewing your Dashboard, select 'Organizations' in the left-hand rail. Choose 'Add New' from the drop down.



Complete the questions that are relevant to your entry. Select 'Publish' when you have completed your form.

A screenshot of the 'Add new Organization' form. The form is titled 'Add new Organization' and has a 'Publish' button in the top right corner. The form fields include: 'Add title', 'Organization Name *', 'Client Organization Contact First Name', 'Client Organization Contact Last Name', 'Client Organization Contact Email', 'Client Organization Contact Phone', 'Department or Business Unit Name', and 'Department or Business Unit Description'. A 'Save Draft' button is located below the 'Publish' button.

Complete your entry

Select 'Entries' on the left-hand rail.

Fill out the required questions across the four sections of the form:

- 1. Organization and Category:** Select the name of the organization that you are submitting on behalf of.
- 2. Written Description**
- 3. Additional Materials:** Add an (optional) video submission, or any supporting documentation for your entry
- 4. Release Form**

Genius Awards entrantsingle | Log Out

Add new Entry

Add title

Entries

The ANA Genius Awards Recognizes excellence in marketing analytics.

Complete an entry below to recognize the marketing analytics program of your choice for exemplary work in 2021. In addition to industry recognition, winners will also be given a share of a \$100,000 prize pool, to be donated to a charity of your choice.

Qualified marketing analytics programs must have run between January 1, 2020 and December 31, 2020.

Organization and Category | Written Description | Additional Materials | Release Form

Submitting on behalf of:

Entries for the Genius Awards can be submitted by client-side marketers, or agencies acting on their behalf. Agencies can work with their clients on their submission materials and - with written client permission - submit on their behalf. Participating brands can recognize their agencies and vendor partners in their submission materials. Please note that the agencies are responsible for getting express permission from their clients to submit on their behalf.

Select

Category

A company can submit separate entries in all four (4) categories, as long as they are materially different and align with the category of entry. When submitting across multiple categories, each entry should accurately reflect the way that the brand specifically leaned into Growth, Innovation, Adoption, or Storytelling. It is perfectly acceptable for the same brand marketers to submit entries about different marketing analytics programs conducted across varying business units and departments. The same brand, however, will not be recognized as a winner in multiple categories.

Data & Analytics Growth

Publish

You can save if you are not ready to submit

Save Draft

Publish

Enter today

geniusawards.com

Brought to you by



Presented by

neustar