2021 Genius Awards: Entry Kit
The ANA Genius Awards recognizes excellence in marketing analytics.
Complete an entry to recognize the marketing analytics program of your choice for exemplary work in 2021.

Complete the three steps below to enter today!

(1) Select the category you would like to submit for:

Data & Analytics GROWTH
Entries should focus on achievement in business growth driven by specific marketing data and analytics efforts.

Data & Analytics INNOVATION
Entries should feature the use of forward-thinking, analytics-based tactics to solve business challenges or embrace new opportunities.

Data & Analytics ADOPTION
Entries should highlight outstanding achievements in the adoption of data and analytics-driven marketing methods to boost business outcomes.

Data & Analytics STORYTELLING
Entries should present the noteworthy successes in the use of data and data visualization that resulted in businesses taking action on insights.

(2) Provide a written answer for each question associated ONLY with your selected category.

Please note that there are 4 questions associated with each category. A separate entry must be submitted if you would like to place an entry for multiple categories.

Remember, keep it brief!
More words don't necessarily tell a better story. Notable submissions feature a balanced recap that sets the stage for why a particular data and analytics approach was taken. It also recounts the positive outcomes. Exceptional Genius Awards entries define the ways that data-driven insights gained support amongst senior leadership and drove actionable impact for the organization.

Data & Analytics GROWTH:

(1) Growth can be a short game or a long one. Sometimes, "winning" requires passing on short-term revenue gains in order to capture larger ones in the future. Explain how marketing analytics and measurement positively impacted your brand's growth, in regard to short-term or long-term ROI, improved enterprise value, customer acquisition, or other signs of growth. [250-500 words]
(2) What were the analytic approaches you used and/or adopted to help solve your business problem(s) and drive growth? What KPIs were determined to be key to measuring success? [250-400 words]
(3) Which team(s) and/or stakeholder(s) were pivotal to enabling analytics to drive this growth? And describe how. [250-400 words]
(4) How did your analytics-driven approach drive growth for the organization and/or business unit? Please include any qualitative and quantitative measures that demonstrate success. [Up to 500 words]

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Data & Analytics INNOVATION:

(1) Innovation is often considered as something applied to products or business models. However, analytics innovation can unlock its own business value, too. It can help you measure what you couldn't before or do so in new ways, resulting in insights that lead to more impact for your organization. With that in mind, tell us about an innovative measurement approach you developed within your company. [250-500 words]

(2) Detail what methodologies were implemented to support this innovation. Were there data transformation, acquisition, or application innovations? Were these techniques manual or automated? [Up to 500 words]

(3) Explain, in terms of business performance or operational agility and excellence, how this innovation drove results for your organization, giving both qualitative and quantitative measures. [Up to 500 words]

(4) Which business units within your organization were most notably impacted by this analytics-driven innovation and how? [150-200 words]

Data & Analytics ADOPTION:

(1) One of the biggest, and unspoken, challenges marketers face is to know which individual analytics products, tools, and services offer the most value when leveraged through holistic, well-integrated, and solution-focused adoption. Share how your organization unlocked the key to successful analytics adoption. [250-500 words]

(2) How and why did you choose the analytics solutions you adopted? What organizational changes were required to successfully implement them? [Up to 500 words]

(3) Explain how successful analytics adoption drove positive results for your organization. What actions were verified or directly impacted by the adoption of these methods and/or solutions? Provide both qualitative and quantitative examples. [Up to 500 words]

(4) Which business unit(s) within your organization were most notably impacted by this analytics-driven innovation and how? [150-200 words]

Data & Analytics STORYTELLING:

(1) Data alone is not meaningful. We create measurable value, however, when we leverage data to tell an analytical story that explains, enlightens, and engages. Through a narrative, visuals, and insights, along with data of course, marketers' understanding of consumers, their brands, and their business is greatly enhanced. This combination paints a complete picture, open new doors and results in action. So, what's your story? [250-500 words]

(2) What problem were you trying to solve and/or decision were you trying to make with the story you told through your data visualization and insights? [250-400 words]

(3) Provide examples of information, analysis and insights you incorporated into your storytelling. What systems, workflows, methods, and/or activities did you use to tell the story/create a data-driven visualization? [Up to 500 words]

(4) Which business units within your organization were most notably impacted by this analytics storytelling and how? [150-200 words]

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(3) Submit Your Entry:

1. Log into your account <u>HERE</u>.
   a. If you don't have an account, you can register <u>HERE</u>.
2. Select <u>Organizations</u> in the left hand rail and then select 'Add New'
   a. Complete the related fields for the marketing analytics program you are submitting for.
3. Select <u>Entries</u> in the left hand rail then select 'Add New' Entry
   a. Choose your organization from the drop down list and your chosen category.
4. Select the <u>Written Description</u> tab
   a. Paste your responses into the fields for each question or upload a PDF or word doc with your responses at the bottom of the page.
5. [Optional] Add any additional materials, including any videos to the <u>Additional Materials</u> tab.
6. On the <u>Release Form</u> tab agree to the terms and conditions and provide your digital signature.
7. Select **Publish** in the box on the right side of your screen.

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