

Sample form, not for offline completion.

Visit <https://thecma.awardsplatform.com> to enter.



Special Award: Environics Analytics Data-Driven Marketing Award

A special award, recognizing the best use of data and analytics in marketing.

The **Environics Analytics Data Marketing Award** is free to enter. Please review the requirements carefully to ensure your entry is eligible.

Overview

The volume of available data, deeper analytics capabilities and innovations in technology allow marketers to connect more effectively with their customers and markets than ever before.

Whether aiding in the development of an overall marketing strategy, informing the planning of a campaign or evaluating the success of a specific promotion, data analytics is an essential tool in every marketer's portfolio.

The Data-Driven Marketing Award, sponsored by Environics Analytics, recognizes innovative, creative and exemplary applications of data and analytics in the development of or as key elements in executing marketing campaigns that produce exceptional results.

Who Should Enter

For a marketing campaign or initiative to be considered for the DATA MARKETING Award, it must make use of data-driven analytics in a significant or meaningful way, whether in the development, execution or assessment of the campaign.

A panel of judges, appointed by Environics Analytics and CMA, will select one winner based on the following criteria:

- Creative planning and execution involving data analytics, such as developing a segmentation model to determine the best audiences to test-market a new product; combining purchase history and social values to produce more relevant or personalized messaging for an effective direct marketing campaign; or measuring the current and prospective value of customers to increase product sales per customer.
- Strategic thought, such as analyzing past data on behaviour and preferences to identifying high-value target customers; determining knowledge gaps and accessing additional data to create a more comprehensive view of customers; or evaluating metrics within the marketing mix to allocate budgets more effectively and efficiently.
- Results: Innovative engagement, such as leveraging consumer segmentation information to identify and service pockets of underserved markets; offering sponsorship and reward program opportunities to partners that offer products of interest to current customers as determined by their lifestyles and purchase histories; or using social media data to identify and address health-related concerns within specific populations, such as recent immigrants and new parents.



1. Choose a **category**
2. **Name** your entry
3. Select a **discipline**

If you would like to enter into multiple categories, feel free to copy your entry via *My entries*.

Campaign Name

Company name

Country

▼

CAN

USA

Province (of Applicant)

▼

Ontario

Alberta

British Columbia

Manitoba

New Brunswick

Newfoundland and Labrador

Northwest Territories

Nova Scotia

Nunavut

Prince Edward Island

...

Phone Number

Only entries whose campaign start and end dates fall within **December 1, 2023 through June 1, 2025** will be accepted. Should the campaign continue after June 1, 2025, you may still submit as long as the results entered are within the above dates.

Campaign Start Date

Campaign End Date

Agency Details

Agency Name

Agency Country

CAN
USA

Agency Phone Number

Client Details

Client Company

Client Country

CAN
USA

Client Phone Number

Client Approver Name

Client Approver Email

Social Media

Agency Twitter Handle (Put N/A if not available)

Client Twitter Handle (Put N/A if not available)

Please ensure accuracy as these credits will be used on the awards website.

EXAMPLE: Chief Creative Officers: First Name Last Name - Executive Creative Director: First Name Last Name - Creative Directors: First Name Last Name

If you have multiples names under a title please seperate with a comma.

Team Members

DO NOT include the agency name in the body of text entered in the fields below. **DO NOT** include if this campaign was done pro bono.

Background and Marketing Challenge/Objectives

1300 characters

- Identify the key business challenge, market and competitive insights that led to this campaign. Could also be driven by an internal business challenge.
- Clarify if this campaign was a new initiative or an extension of a previous program.
- What were the quantifiable core business objectives (ex: "generate a lift of 2% in gross sales")?
- Provide KPI's that support the business challenge that this campaign set out to address.
- What were the campaign specific communication objectives (ex: "generate an increase in brand awareness of 5% points etc.)?
- Include any key market and competitive insights.

Strategy/Insights

1600 characters

- What was the strategic impetus and key consumer insight that shaped the campaign's direction?
- What problem were you trying to solve and how did this strategic insight shape this campaign?
- What was unique and different about your approach?
- Who was the core target market/audience?
- What behaviour or attitude were you trying to invoke?
- Research, insights, statistics, and any data supporting the strategy are key.

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Creative idea

1600 characters

- How did your strategy manifest into a creative look and feel?
- What was the inspiration behind the creative idea (can be tied to insights)?
- How did you leverage the many platform/media options to further amplify your creative product? And how did the creative idea manifest itself across various channels?
- What made it stand out and be noticed by your target?

Data-driven Creative and Execution

1600 characters

- Please describe some of the unique insights you gained and how they influenced your creative strategy?
- Describe how the data-driven insights made the message relevant to your target market?
- How did the use of data inform your media selection?

Results

1200 characters

- Confirm how your campaign performed against the numbers provided in the objectives section in Question 1. Did you reach your objectives?
- Identify KPIs (key performance indicators) that proved your marketing initiative delivered a positive business impact for the advertiser.
- Understanding that some results are confidential, try to provide at minimum, comparisons like industry benchmarks, past results from the company, showing growth % etc.
- Highlight the use of data and analytics in driving and measuring marketing effectiveness

Website Write Up:

350 characters

Should your campaign win GOLD, please include a write-up for the public CMA website. Please use full sentences.

EXAMPLE: Destination Pride launched globally with over 100 geographically individualized Facebook Ad campaigns running in 92 countries and in 46 languages. Each ad campaign targeted people interested in LGBTQ+ topics, groups and events, and travel. Ads were also contextual to local news events, such as the cancellation of the Pride parade in Uganda.

Provide Result Sourcing Details (optional)

1000 words

To support the validity of your results, please provide details on data sources (e.g., third-party validation, internal metrics, research reports, etc.). This information will be reviewed by the judging panel but will remain confidential and will not be made public.

Provide a Public Link to Help Showcase Your Campaign (If Selected as a Gold Winner) (optional)

CMA regularly receives requests from members and attendees who want to explore winning campaigns in more depth. To help support this, we're collecting optional public links that may be used to further showcase your work if your entry is selected as a Gold winner.

If applicable, please provide a public link (e.g., video, case study, article, PDF, or campaign webpage) that offers additional context about your campaign. If your entry wins Gold, CMA may feature this link alongside your campaign summary on our website.

Note: Providing a link is entirely optional and is not part of the judging process.

Accepted File Formats

PLEASE NOTE: Agency names MUST NOT appear on any submitted materials, except in the **Information** tab. Please check document headers and footers carefully before submitting files and set up an alias for website URL's hosted by an agency. Client hosted URLs are accepted.

- Video (.avi .m4v .mov .mp4 .mpeg .mpg .srt)
- Audio (mp3)
- Image (.pdf, .jpg, .png)
- Website (URL) – website URLs are accepted. For websites that cannot be accessed publicly (i.e. intranet websites), entrants are recommended to take screenshots and assemble them in a multi-page PDF file. Please be sure to alias your website URL's away from addresses that identify the submitting agency. Client URLs are accepted.
- Documents (pdf)

Important:

- No video attachment required to enter.
- Maximum size for any upload is 1GB and no longer than 2 minutes in length.
- Should your entry have a commercial, please upload the commercial as it would have aired with sound and no added result overlays.
- When uploading attachments please include only the most relevant creative examples that are supporting this entry.

NO MORE THAN 6 CREATIVE ELEMENTS WILL BE ACCEPTED

(this includes file attachments **and** URLs.)

Are you open to being contacted to provide input on definition updates for next year's Awards program?

If yes, we may reach out as we begin planning for the 2026 cycle.

Yes
No

☐ I consent to receive communications from the Canadian Marketing Association (CMA) about CMA initiatives, including events, membership, and professional development opportunities. I understand that I may unsubscribe at any time, as outlined in the CMA's Privacy Policy. (optional)