

JICREG AWARD 2006

April 2006

JICREG is continuing its successful annual awards competition for advertising agencies and media independents with an aim for its data to be used more effectively and creatively. Last year it was won by Rob Lynam, MPG for the Conservative Election Campaign.

There will be one cash prize of £3000 which will be awarded for the best entry.

To qualify, presentations - **based on JICREG data and no more than 20 slides** - made to advertisers (between September 2005 and July 2006) are invited to be e-mailed or sent on a cd to Steve Brown (steve@jicreg.co.uk) or Roger Holland (rog@jicreg.co.uk) before 28 July 2005. E-mailed presentations should be headed 'JICREG Awards' and give the name, position, company and addresses of the entrants. All entries should include a completed entry form as follows.

The presentations can be designed to gain new business, retain existing business or for other targeted purposes. The brief is to explain the objective, show the presentation and describe the result. The judges will be looking for creative use of JICREG and other (perhaps mapping) data. If more than one contestant is involved in the presentation then the prize can be shared.

The details will also be given on the JICREG website. The winner will be announced in the autumn.

As usual, the judges' decision is final.

JICREG AWARD 2006 Entry Form

Please read the rules and conditions before completing this form

Titles of entry

Company

Address

.....

.....

Postcode

Telephone

E-mail

Name(s) Position(s)

I certify that the entry is the sole work of the undersigned

Signed

Date

Presentation objective:

Results:

Date of presentation

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Rules and Conditions

1. Any employee of an agency or media independent or advertiser in the UK with a current subscription to JICREG is eligible for entry to the competition.
2. All entries must be presentations to advertisers (no more than 20 slides) from September 2005 to July 2006 using JICREG data.
3. All entries must be submitted with a fully completed entry form by the relevant executive, and shall be considered to have been submitted with the permission of the relevant management.
4. Entries should be e-mailed to Steve Brown, steve@jicreg.co.uk, or Roger Holland, rog@jicreg.co.uk, or sent on CD to: Steve Brown, JICREG, Bloomsbury House, 74-77 Great Russell Street, London WC1B 3DA
5. Entries are free.
6. The final date for the receipt on entries is 28 July 2006. Entries will not be accepted after this date.
7. JICREG reserves the right to refuse entries without explanation.
8. JICREG will appoint a panel of judges whose decision will be final.
9. The winner of the award will be the one whose entry that achieves a standard to which other users of the data should aspire – an example of best practice.
10. Entries will not be returned and may be exhibited or reproduced at the discretion of JICREG.
11. Copyright: JICREG reserves the right to publish any of the material submitted in connection with this competition