



Best Use of Insight

This award celebrates campaigns or projects shaped by real audience insight, not assumptions. Winning entries will show a clear understanding of audience behaviour, needs, or motivations—and how those insights directly influenced decisions and outcomes.

JUDGING CRITERIA

Judges will score entries on:

- **Depth of Insight** – How well was the audience understood?
- **Application** – How clearly did insight inform the strategy or execution?
- **Impact** – Did using insight lead to better results or engagement?
- **Clarity** – Is the thinking explained clearly and logically?

ENTRY QUESTIONS

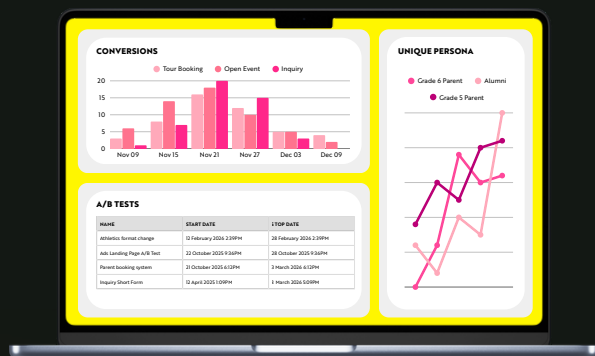
1. **What audience insight did you uncover?**
 - *(Include data sources such as CRM, surveys, analytics, interviews, or behavioural patterns.)*
2. **How did this insight challenge assumptions or change your approach?**
 - *What would you have done differently without it?*
3. **How was the insight applied in practice?**
 - *(Messaging, channel choice, timing, content, UX, journeys, etc.)*
4. **What impact did this insight-led approach have?**
 - *Share measurable results or meaningful outcomes.*



AWARDS

Best Use of Insight

SUPPORTING EVIDENCE (OPTIONAL)



- Audience research summaries
- Survey results or insight dashboards
- CRM or analytics screenshots
- Before-and-after messaging examples
- Campaign performance reports

WHAT OUR JUDGES LOVE

Clear “we learned → we changed → we improved” storytelling.



If your team has delivered work you're proud of for your school, we encourage you to enter and celebrate what you've achieved!

 **Entries close:** 20 February

 **Shortlist announced:** 24 February

 **Winners announced:** at Ubiq X LIVE on 5 March

We look forward to reviewing your submission.