



ADVERTISING
AGENCIES
ASSOCIATION OF
INDIA

MEDIA ABBY AWARDS AT GOAFEST 2019

1. Category: **CATEGORY 13 –INNOVATIVE USE OF DATA & ANALYTICS**
2. Brand Name: _____
3. Campaign Title: _____

CASE STUDY DETAILS FOR CATEGORY 13 –INNOVATIVE USE OF DATA & ANALYTICS

You will be required to answer the following questions (i) to (v) as part of your case study submission.

i) Objective for this entry: (Maximum words: 50)

ii) The Methodology: (Maximum words: 200)

**iii) The Details of Research or Tool Developed (if any):
(Maximum words: 250)**

iv) The Findings (Maximum words: 150)

v) Effectiveness: (Maximum words: 100)