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amec

AWARDS | 2025

GLOBAL COMMUNICATION EFFECTIVENESS

Best crisis comms measurement and reporting

This award recognises those entries which demonstrate best practice in communication during a crisis. Entries should reflect the use, direction and insight gained from the use of reporting, data and analysis during a crisis.

Entering Company Name

Name of person entering

Campaign Title

This will appear on the awards website if the entry is shortlisted. We reserve the right to shorten entry titles if necessary.

Client

This will appear on the awards website if the entry is shortlisted. Please ensure you have the client name correct for publishing.

Country

Summary

100 words

Please provide a 100 words summary of your entry

Objective/Brief

200 words

Show an understanding of the communications challenge, and how measurement approaches can help to answer them (10 out of 100 points)

Strategy

250 words

Recommended measurement and reporting approach and level of planning to answer the brief considering any use of integrated touch points and how each will be measured to determine their contribution to overall results. (20 out of 100 points)

Execution/Implementation

300 words

Design of measurement approaches including their originality, innovation, appropriateness of the methods used as they apply to one or more channels used and use of any partners or client stakeholders in the process. (30 out of 100 points)

Effectiveness of Assignment

400 words

Quality of recommendations provided to meet objectives and any business outcomes set and understanding of which channels drove results (where relevant). Examine the reliability of research results. Did the client act on the report and obtain good commercial value from the evaluation? How this work will impact future communications planning. The measurement and evaluation should be In line with AMEC's commitment to the Barcelona Principles framework and the integrated evaluation framework <https://amecorg.com/amecframework/> (40 out of 100 points)

Supporting information may be supplied as follows:

1. Maximum file size is 20MB per piece.
2. One supporting information document of a maximum of 4 sides (file types - doc, docx, pdf, ppt, pptx) and one video (file types - mov, mp4, mpeg, mpeg4) can be uploaded.
3. Please do not upload any further written material as the judges will not consider these. The written component of your entry should be fully explained within the provided form fields.