Prepare To Be Award Winning in 2024

A GUIDE TO CREATING AN AWARD-WINNING CASE STUDY
HAVE YOU WON AN AWARD BEFORE?
Hi! I’m Lee Friend

• I moved to the UK in 2020 from South Africa.
• I’ve been in Marketing for 11+ years, working for award-winning agencies and globally recognised brands.

• In 2 years, I’ve helped deliver 60 Awards events and have learnt a lil’ something about building an award-winning case study.
WHY DOES BUILDING AN AWARD-WINNING CASE STUDY MATTER?
Whether you work 40 hours a week or consult on a project, every bit of work you do matters. Why not showcase this with a tangible result?
Monthly reports are not enough to showcase the work that goes into an entire project. A case study dives into the nitty gritty and shows multi streams of data in a creative way.
Who doesn’t want to be recognised for their hard work? A trophy on your awards shelf not only boosts morale but it shows a tangible result of your effort as well as your team’s effort.

THE WHY.

WANT TO BE RECOGNISED?

3.

3.

DON’T PANIC
AN AWARD-WINNING CASE STUDY?
Start at the End.

Figure out the key message you want to leave with the person reading your case study.
Plan.

Planning is at the heart of every award-winning case study. Planning the data, what needs to be showcased, and the exact points that need to be highlighted. This brings to the surface where your energy goes for building your case study.
Objectives & Data.

When presenting your goals, it's important to have supporting data to back up your claims. This can help you to make a more compelling case for why your goals were achievable and worthwhile.
Show Evidence.

When it comes to presenting data, using numbers over percentages can provide a clearer and more precise picture. While percentages are useful for showing proportions, they can sometimes be misleading if the sample size is small or if the data is skewed.
Collaboration & Approval.

Make sure to get sign-off from clients as well as team members.
Tell a Story.

It’s all about the story. Your story goes beyond numbers and digits and helps you spotlight the culture and the heart of your business, so open yourself up to those reading your case study to see who you are.
Check Yo Self.

Check your work. Have a co-worker check it too. Better yet have an objective party look things over for you. Someone not involved in your projects can give a true reflection of your case study and can let you know if it flows well and makes sense.
AFTER DOING ALL THAT NOW WHAT?
Our team works really hard, it’s as simple as that, and entering the UK Content Awards meant we could finally give major recognition to that effort outside of just support and acknowledgement of accomplishment from internal leaders.

Recognition in these awards is a wonderful honour. Accreditation of this nature is significant because although we can say we exceeded targets, to have external review and validation of the strength of this strategy is a great boost.

The UK Paid Media Awards are something that we are very proud of and to be recognised in a room filled with our mighty industry – just makes it more special.
KEY TAKEAWAYS

1. Plan, plan, plan

2. Align your Objectives with Data.

3. Show Evidence

4. Get Approval

5. Tell YOUR Story

6. Get Recognised
A GUIDE TO CREATING AN AWARD-WINNING ENTRY
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2024 Awards Calendar