**Entry Form Experimentation Heroes 2023**

**Categorie: Experimentation Culture**

Deadline for Entry: 15 September 2023

*This default document contains 3 pages*

* The organisation will use the input below to determine the nominees for “Experimentation Heroes”.
* Ownership of an entry must lie with brand/advertiser side (NOT agency side)
* Your entry must cover all requested information below. Completed and well documented entries have a greater chance of nomination.
* The organisation will be looking for:
  + Creativity & Innovation
  + Tangible and statistically sound data and results
  + Responsible & privacy-minded data use
* You can add attachments (for additional data and imagery) by using the same form to upload this entry form.
* Please note that the organisers reserve the right to publish/exhibit screen grabs and/or submitted entries in relation to the awards and nominated/winning reports will be published on experimentationheroes.com. **Note:** **If your report includes sensitive, NOT for re-publication information, please state this clearly!**
* We ask for contact details in order to have the possibility to get clarifying questions and to have an in depth conversation with the nominees.

**NAME OF YOUR CASE**

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**YOUR DETAILS**

1. Your organisation

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1. Contact name

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1. Job Title

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1. Telephone

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1. Email address

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1. Organisations/partners & tools involved in this case

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**EXECUTIVE SUMMARY (MAX. 250 WORDS)**

Provide an executive summary about your case

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**COMPANY & EXPERIMENTATION PROGRAM OUTLINE: (MAX 150 WORDS)**

*Describe - in short - the purpose of your company and the status of your experimentation program.*

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**BEFORE SITUATION (MAX. 1000 WORDS)**

*Describe the state of the (experimentation) culture before you developed specific initiatives to improve or change the (experimentation) culture within your organisation.*

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**EXPERIMENTATION CULTURE CHANGE (MAX. 1000 WORDS)**

*Describe what you have done to improve or change the experimentation culture within your organisation.*

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**AFTER SITUATION (MAX. 500 WORDS)**

*Explain what happened throughout the organisation after you took these (experimentation) culture changes.*

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**RESPONSIBLE & PRIVACY-MINDED DATA USE (MAX 500 WORDS)**

*Explain how you take legal & privacy into consideration in the processes of your experiments and culture.*

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**ADVICE FOR OTHER EXPERIMENTATION SPECIALISTS (MAX 150 WORDS)**

*What initiatives would you recommend other Experimentation Specialists to copy? And why? What organisational units or departments would benefit most from your ideas?*

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**WHY DO YOU CONSIDER YOUR CASE AWARD WORTHY MATERIAL?**

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