**Entry Form Experimentation Heroes 2025**

**Category: Experimentation Culture**

Deadline for Entry: September 19th, 2025

*This default document contains 4 pages*

* The organisation will use the input below to determine the nominees for “Experimentation Heroes 2025”.
* Ownership of an entry must lie with brand/advertiser side (**NOT agency side**) – If nominated, the agency is welcome to join the online jury call on October 7th to provide support. However, the presentation on the award day itself **must be given by the brand.**
* Your entry must cover all requested information below. Complete 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
* Please submit this format as PDF.
* You’re allowed to add one additional document (PDF) that creatively explains your case in your own way — for example, a one-pager or a few slides with visuals. Preferably just one extra document. Please submit these files in PDF format whenever possible, except for file types that cannot be converted to PDF, like video files.
* 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.

*Check all rules and requirements* [*here*](https://experimentationheroes.com/regels-en-criteria-voor-inzending/)*.*

**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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**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. What problem was there to be solved? What led to the urgency to make the change?*

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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 privacy in consideration in your experiment(s). Do you ask for consent? How do you inform people about the use or their data for these purposes? Do you use any privacy enhancing technologies (e.g. hashing)? How do you secure your data (e.g. ISO27001)? How do you prevent using dark patterns? How do you approach the ethical aspect of experimentation?*

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**WHY DO YOU CONSIDER YOUR CASE AWARD WORTHY MATERIAL AND WHAT ADVICE WOULD YOU GIVE TO OTHER EXPERIMENTATION SPECIALISTS?**

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