Best Research Initiative
Entry Deadline: **Friday 13th August 2021**

Please email your completed Entry & Submission Form by no later than 5.30pm to Frances Revel, frevel@researchbods.com on **Friday 13th August 2021.**

This award is all about that new 'big' idea. We are looking for a ground-breaking initiative that has changed the face of research and really made competitors sit up and take note. Given the current climate, this could be COVID-19 related, or more 'business as usual' media evaluation.

Judges will be looking for a research project that breaks the mould, challenges our accepted thinking, and has made a significant contribution to the discipline of media research.

Whether client, agency or media owner, we want to see evidence of how this initiative has changed thinking and how it has been incorporated in to strategy and tactics as well as the contribution it has made financially. Crucially, we will be looking for an overview of methodology but with a focus on outcomes rather than process.

Project name:

Company name:

Maximum word count of 200 words for each of the following criteria.

Brief overview:
Please outline the core elements of the research initiative, highlighting any issues it sought to address or ideas it sought to challenge

Research Methodology:
Please outline the research methods employed

Key take-outs and application:
Please highlight the key take-outs from the research and any potential or actual application of the research

What we were working with:
Set the scene for our judges, outlining –where relevant – size of the team, resources and budgets involved, any constraints or difficulties encountered and conquered.

Impact & testimonials:
Please highlight how significant your work has been, the impact it has made on the industry over the judging period or the implications of the findings for the media industry, include any testimonials, if necessary.

Elevator Tweet:
In 140 characters, please outline why your team should win.

Name, position, phone and email contact details of person(s) who would accept award