



Best Trade / Industry Body Research
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**.

As a trade/industry body you will have conducted research into issues that most affect your members.

Judges will be looking for original work that not only demonstrates the power of the medium the trade/industry body represents (and its impact and interaction with other media) but also encourages smarter, more creative and efficient investment and growth within that medium.

We want to see evidence of how the research has generated a host of rich insights that have been incorporated and used by the trade/industry body members, challenged conventional industry wisdom and directed smarter planning within the advertising industry as a whole.

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 method(s) employed

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Key take outs and application:

Please highlight the key take outs from the research and any potential or actual application of the research within your industry

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 the scale of the project etc.



Impact & testimonials:

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

Elevator Tweet:

In 140 characters, please outline why your project should win.

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