

Best Research Innovation Award
Entry Deadline: **Friday 14th August 2020**

Please email your completed Entry & Submission Form by no later than 5pm to Frances Revel,
frevel@researchbods.com on **Friday 14th August 2020**.

This award recognises innovation, creativity, and ingenuity within media research.

We are looking for organisations that have applied 'big thinking' to the development and application of research by pushing the boundaries of established practice and moving the industry forwards.

Entries must demonstrate originality on either a technological or methodological level or through the innovative development of existing techniques.

Judges will seek evidence of the effectiveness of the research and how the new techniques employed have added value and created impact for the client.

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. Were you looking at an existing project in a new way, employing a new methodology, using a new technology etc?

Research Methodology:

Please outline the research method(s) employed – highlighting why this method was innovative, new or different.

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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. Judges will want an idea of the scale of the project, the moving parts, factors and environments that made the project challenging and the work so innovative.

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. 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