Golden Key Awards | 2022

# Best Business Impact through Research

## Description:

This award will be given to research and insights work that resulted in value or volume growth.

Your entry should clearly demonstrate the the role of research design and execution enabling   insights that created measurable business impact.

**The project should have been initiated and concluded between Dec 2021 and Dec 2022.**

## Evaluation Criteria:

*Overall*
1.       Presentation quality – written entry form and face-to-face presentation, Finesse, clarity and brevity.
2.       Differentiation – originality and freshness of research thinking
*Award Specific*
1.       Complexity of the challenge
2.       Innovativeness of the solution
3.       Robustness of the technique(s) deployed
4.       Final impact attributable to insight on the Business

## Who can apply:

Research Agencies, Analytics companies, Research based consulting organisations, Client organisations - private sector, Client organisations including Government Departments,PSUs,NGOs, Advertising/Media agencies.

## Entry submission form sample

| | | |
|---|---|---|
| **1** | Question: | Summary of your case and resulting business growth |
| | Type: | Text |
| | Character Limit: | 1000 |
| | | **Image:** Yes , **Website Link:** Yes |

| | | |
|---|---|---|
| **2** | Question: | Background ? Brief description of the problem statement, including relevant contextual background |
| | Type: | Text |
| | Character Limit: | 1000 |
| | | **Image:** Yes , **Website Link:** Yes |

| | | |
|---|---|---|
| **3** | Question: | Considerations/Approach: Your research approach to generate insights to address the problem statement 1/ Choice of data sources ? Primary/Secondary/Social/First party 2/ Methodology details including research design, sample design (geographic spread and sample sizes for primary data) 3/ How the data was interpreted |
| | Type: | Text |
| | Character Limit: | 3000 |
| | | **Image:** Yes , **Website Link:** Yes |

| | | |
|---|---|---|
| **4** | Question: | Outcome: 1/ What decisions were taken as a result of the insights generated? 2/ How was the business impact assessed, what criteria or metrics? 3/ What was the quantum of change seen in the business (please provide numbers and source as substantiation)? 4/ What, if any, are the limitations of the approach? |
| | Type: | Text |
| | Character Limit: | 3000 |
| | | **Image:** Yes , **Website Link:** Yes |

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*Notes:*
1. Text responses have a character limit and each question has a different limit. Please check it before preparing your answer.
2. **Image: Yes** – means you can upload 1 image which will be included with your text response for the particular question. Only one image can be uploaded per question. Do not add text with very small font in the image.
3. **Website Link: Yes** – means you can add 1 weblink/ YouTube video link which will be available to the jury to view when evaluating the entry
4. Sub-questions are indicative. Please only answer what strengthens your submission/ entry.