

# Golden Key Awards | 2021

## Best Communication Crafting Research

### **Description:**

This award will be given to research and insights work done for creating and/or enhancing communication. Your entry should clearly establish the role of research/insight in the creation/curation of communication.

The Communication should have been launched between December 2020 and November 2021

### **Evaluation Criteria:**

1. Presentation quality – written entry form and face-to-face presentation, Finesse, clarity and brevity.
2. Differentiation – originality and freshness of research/marketing thinking.
1. Demonstration of the Insight process in refining the Advertising Brief.
2. Demonstration of Impact of the refined communication.
3. The Communication itself.

### **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	<b>Question:</b> Summary of your case and resulting communication.
	<b>Type:</b> Text
	<b>Character Limit:</b> 1000
	<b>Image:</b> Yes , <b>Website Link:</b> Yes
2	<b>Question:</b> Background ? Advertising Brief/description of the business need for fresh communication, including contextual background if relevant.
	<b>Type:</b> Text
	<b>Character Limit:</b> 1000
	<b>Image:</b> Yes , <b>Website Link:</b> Yes
3	<b>Question:</b> Considerations/Approach. Indicative questions: Your approach to generating the insights to address the communication development challenge. a. Research design and methodology details; b. Key takeaways identified?
	<b>Type:</b> Text
	<b>Character Limit:</b> 3000
	<b>Image:</b> Yes , <b>Website Link:</b> Yes
4	<b>Question:</b> Outcome. Indicative questions: 1. How was the Research/Insight fed into the Advertising brief or creation of the communication? 2. What was the identified Consumer Truth that would enhance the efficacy of communication? 3. How was the Consumer Truth/Insight translated into communication assessed, on what criteria or metrics? Please share details of in-market performance of the refined/retuned communication. 4. Any Award or Recognition that the communication garnered. 5. Final communication ? all relevant media, please share video link, jpeg, etc.
	<b>Type:</b> Text
	<b>Character Limit:</b> 3000
	<b>Image:</b> Yes , <b>Website Link:</b> 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.