Golden Key Awards 2021

Best Developmental Research

Description:

This award will be given to research work done in the Developmental/Social sector for Governmental or not-for-profit organisations.

Your entry should clearly demonstrate the impact of research on the social cause/organisation.

The project should have been concluded between Dec 2020 and Nov 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.   Complexity of the research task.
2.   Scale of the research.
3.   Robustness of the methodology.
4.   Quality of Project management.
5.   Final impact attributable to research on the Social Cause.
6.   Innovativeness of the research approach.

Who can apply:

Research Agencies, Analytics companies, Research based consulting organisations, Client organisations - private sector, Client organisations including Government Departments,PSUs,NGOs, Technology Companies.

Entry submission form sample

1   **Question:**   Summary of your case and resulting impact of the social cause/organisation's endeavors.

     Type: Text

     Character Limit: 1000

     Image: Yes , **Website Link:** Yes

2   **Question:**   Background - Brief description of the social marketing challenge, including contextual background if relevant.

     Type: Text

     Character Limit: 1000

     Image: Yes , **Website Link:** Yes

3   **Question:**   Considerations/Approach. Indicative questions: Your approach to conducting research to address the business/marketing challenge. a. Key Methodology challenges such as researching the target group, scale, time constraints, sensitive nature of information required, sample size, sampling frame, research instruments,etc. b. How was the project planned/managed? Any unique research considerations?

     Type: Text

     Character Limit: 3000

     Image: Yes , **Website Link:** Yes

4   **Question:**   Outcome. Indicative questions: 1. Any decisions or course corrections taken because of the research? 2. How was the social impact assessed, what criteria or metrics? 3. Was there any change (e.g. efficiency, improvement in process/SOP, efficacy) in the organisation?s way of working as a result of this research (please provide details/numbers and source as substantiation)? 4. Any rewards or recognition received from the Government/other bodies? 5. What, if any, are the limitations of the approach?

     Type: Text

     Character Limit: 3000

     Image: Yes , **Website Link:** Yes

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.