

# Golden Key Awards | 2023

## 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 role of research design and execution enabling insights that created measurable business impact.

The project impact data should be from the period between **December 2022 and December 2023**.

### **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. Uniqueness of the solution
3. Robustness of the technique(s) deployed
4. Final impact attributable to insight on the Business

### **Who can apply:**

1. Research Agencies
2. Client Organisations
3. Analytics Companies
4. Research-based Consulting Organisations

## Entry submission form sample

<b>1</b>	Question:	Summary of your case and resulting business growth.
	Type:	Text
	Character Limit:	1000
		<b>Image:</b> Yes , <b>Website Link:</b> Yes
<b>2</b>	Question:	Background: Brief description of the problem statement, including relevant contextual background
	Type:	Text
	Character Limit:	1000
		<b>Image:</b> Yes
<b>3</b>	Question:	Considerations/Approach: Your research approach to generate insights to address the problem statement ? a/ Choice of data sources ? Primary/Secondary/Social/First party. b/ Methodology details including research design, sample design (geographic spread and sample sizes for primary data). c/ How the data was interpreted?
	Type:	Text
	Character Limit:	3000
		<b>Image:</b> Yes
<b>4</b>	Question:	Outcome 1: What decisions were taken as a result of the insights generated?
	Type:	Text
	Character Limit:	1000
		<b>Image:</b> Yes
<b>5</b>	Question:	Outcome 2: How was the business impact assessed, what criteria or metrics?
	Type:	Text
	Character Limit:	1000
		<b>Image:</b> Yes
<b>6</b>	Question:	Outcome 3: What was the quantum of change seen in the business (please provide numbers and source as substantiation)?
	Type:	Text
	Character Limit:	1000
		<b>Image:</b> Yes
<b>7</b>	Question:	Outcome 4: What, if any, are the limitations of the approach?
	Type:	Text
	Character Limit:	1000
		<b>Image:</b> 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.

**Terms and Conditions:**

- The decision of the selection committee would be final and the MRSI will not be liable for any inconvenience/ disputes resulting from the selection committee's decision.
- MRSI retains the right to make changes to the award categories.