

Golden Key Awards | 2023

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 launched and the supporting 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/marketing thinking

Award Specific

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:

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

Entry submission form sample

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

Terms and Conditions:

- 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.