

Golden Key Awards | 2023

Best Use of Technology

Description:

Your entry should clearly demonstrate the innovative use of technology for consumer research & insight work, showcasing the value-add that technology brought in (new/better insigthing process or output, convenience, efficiency of time or cost, etc).

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

Evaluation Criteria:

1. How well did the application of this technology meet the purpose/requirements?
2. What were the improvements attained as a result of using this technology?
3. Usability and scalability of the technology innovation

Who can apply:

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

Entry submission form sample

1	Question:	Summary of your case and the successful deployment of the technology innovation.
	Type:	Text
	Character Limit:	1000
		Image: Yes , Website Link: Yes
2	Question:	Background: 1/ Brief description of the challenge, including contextual background if relevant. 2/ A brief description of the technology.
	Type:	Text
	Character Limit:	1000
		Image: Yes
3	Question:	Considerations/Approach 1: Describe the reasons why this technology was created or developed?
	Type:	Text
	Character Limit:	1000
		Image: Yes
4	Question:	Considerations/Approach 2: What problem it was attempting to solve; what requirements it was attempting to meet.
	Type:	Text
	Character Limit:	1000
		Image: Yes
5	Question:	Considerations/Approach 3: In what way is this technology innovative/unique? Describe any features, methods or techniques that are special to this technology innovation.
	Type:	Text
	Character Limit:	1000
		Image: Yes
6	Question:	Considerations/Approach 4: Architecture of the technology, if relevant - Please describe any standard or proprietary components, industry standards or protocols.
	Type:	Text
	Character Limit:	1000
		Image: Yes
7	Question:	Outcome 1: Applicability and Scalability.
	Type:	Text
	Character Limit:	1500
8	Question:	Outcome 2: Effectiveness of the technology (if relevant, please detail how this effectiveness can be demonstrated or measured)
	Type:	Text
	Character Limit:	1500
		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.