

Golden Key Awards | 2023

Best Client Insight Team of the Year

Description:

This award will be given to the Client Insight team/person who go(es) the extra mile to valorise research within the Business and work exceptionally well with Agencies. Your entry should clearly demonstrate the quality of research commissioned, the integration of work done by agencies within the Business, and the appreciation of the Insight/research partnership by the agencies and by the business teams in the client organisations.

The performance should be for the period between **December 2022 and December 2023**.

Nominations by Entities and Vouched for by designated Agency Representatives

Evaluation Criteria:

Overall:

Presentation quality – written entry form and face-to-face presentation, Finesse, clarity and brevity.

Award Specific

1. Agency partnership:
 - a. Number of agencies worked with consistently
 - b. Quality of relationship with agencies
2. Relationship with internal clients (via testimonials)
3. Client Insight team and research culture

Who can apply:

Client Organisation

Entry submission form sample

1	<p>Question: Summary of your claim to Best Client Insight Team of the year</p> <p>Type: Text</p> <p>Character Limit: 1000</p> <p>Image: Yes , Website Link: Yes</p>
2	<p>Question: Background: Brief description of the Client Insight team and the client's work with agencies</p> <p>Type: Text</p> <p>Character Limit: 1000</p> <p>Image: Yes</p>
3	<p>Question: Considerations/Approach 1: Description of the Insight team. a/ Size of team. b/ Global company (global support) vs Local Indian company</p> <p>Type: Text</p> <p>Character Limit: 1000</p> <p>Image: Yes</p>
4	<p>Question: Considerations/Approach 3: Research agencies - number of agencies worked with consistently (each agency defined by x percentage of business or number of projects in past 24 months).</p> <p>Type: Text</p> <p>Character Limit: 1500</p> <p>Image: Yes</p>
5	<p>Question: Considerations/Approach 4: Input of Research Agencies on quality of research and relationship (Actionable Insights ? Agency Inclusion? Empowerment? Visionary? Clear direction ? Fun Quotient)</p> <p>Type: Text</p> <p>Character Limit: 1500</p> <p>Image: Yes , Website Link: Yes</p>
6	<p>Question: Considerations/Approach 5: Input of Client Insight team's stakeholders/internal clients within the client organisation (via testimonials). a/ Trust in the Client Insights team. b/ Joint ownership vs. traditional demand-supply relationship.</p> <p>Type: Text</p> <p>Character Limit: 1500</p> <p>Image: Yes , Website Link: Yes</p>
7	<p>Question: Outcome 1: How was quality of research elevated as a direct result of Client Insight team? This could include - what new research adopted and supported, clarity of direction to the Research agency, the Research project process including presentation of results, inferences.</p> <p>Type: Text</p> <p>Character Limit: 1000</p> <p>Image: Yes , Website Link: Yes</p>
8	<p>Question: Outcome 2: The quality of interaction and the relationship of the Client insight team with their agencies</p> <p>Type: Text</p> <p>Character Limit: 1000</p> <p>Image: Yes</p>

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.