

Golden Key Awards | 2023

Best work in emerging sectors: Automotive, BFSI, eCommerce, Pharma, Telecom

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. Innovativeness 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 Organisation

Entry submission form sample

1 Question: Summary of your case and resulting business growth.

Type: Text

Character Limit: 1000

Image: Yes , Website Link: Yes

2 Question: Background: Brief description of the problem statement, including relevant contextual background.

Type: Text

Character Limit: 1000

Image: Yes

3 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

Image: Yes

4 Question: Outcome 1: What decisions were taken as a result of the insights generated?

Type: Text

Character Limit: 1000

Image: Yes

5 Question: Outcome 2: How was the business impact assessed, what criteria or metrics?

Type: Text

Character Limit: 1000

Image: Yes , Website Link: Yes

6 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

Image: Yes , Website Link: Yes

7 Question: Outcome 4: What, if any, are the limitations of the approach?

Type: Text

Character Limit: 1000

Image: 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.