MRSI
SHAPING TOMORROW, TODAY

9th Golden Key Awards

Best 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 **January 2026 and December 2026**

Evaluation Criteria:
1. Presentation quality – written entry form and face-to-face presentation, finesse, clarity and brevity.
2. Complexity of the challenge
3. Uniqueness of the solution
4. Robustness of the technique(s) deployed
5. Final impact attributable to insight on the Business Who can apply:

Entities who can apply:
1. Research Agencies
2. Client Organisations
3. Analytics Companies/Technology Companies
4. Research-based Consulting Organisations

Entry Form sample

Question Details

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
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
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.