MRSI
SHAPING TOMORROW, TODAY

9th Golden Key Awards

Best Research Methodology Innovation

Description:
This award is for developing an innovative methodology, either in primary research or in analytics. This can be either from a live research project or from a 'research on research' initiative.

Your entry should establish clear advantages of the new methodology over existing methodology through actual data or through a Proof of Concept.

The project should have been concluded between **January 2026 and December 2026**

Evaluation Criteria:
1. Presentation quality – written entry form and face-to-face presentation, finesse, clarity and brevity.
2. Differentiation – originality and freshness of research/marketing thinking
3. Innovativeness of the methodology – is it a departure from standard approaches?
4. Is it supported by a theoretical framework?
5. Robustness of the experiment design/new methodology?
6. How transferable is the methodology innovation?

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 advantages of new methodology.
	Type:	Text
	Character Limit:	1000
		Image: Yes , **Website Link:** Yes
2	Question:	Background: Brief description of the research/business/consumer challenge, which was mitigated by the new methodology, including contextual background if relevant.
	Type:	Text
	Character Limit:	1000
		Image: Yes
3	Question:	Considerations/Approach: You ideally should have run comparative data of the new methodology vs. existing methodology. At the minimum you should have run a Proof of Concept with the new methodology. 1/ How did you arrive at this approach? 2/ How was the data was interpreted
	Type:	Text
	Character Limit:	3000
		Image: Yes
4	Question:	Outcome 1: What was the verdict on the new methodology vs. the existing methodology? What were the pros and cons of each?
	Type:	Text
	Character Limit:	1000
		Image: Yes
5	Question:	Outcome 2: How was the methodology innovation assessed, what evidence, criteria or metrics?
	Type:	Text
	Character Limit:	1000
		Image: Yes , **Website Link:** Yes
6	Question:	Outcome 3: 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.