MRSI
SHAPING TOMORROW, TODAY

9th Golden Key Awards

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 **January 2026 and December 2026**

Evaluation Criteria:
1. Presentation quality – Written entry form and face-to-face presentation, finesse, clarity and brevity.
2. Agency partnership:
    a) Number of agencies worked with consistently
    b) Quality of relationship with agencies
3. Relationship with internal clients (via testimonials)
4. Client Insight team and research culture

Entities who can apply:
1. Client Organisations

Nominations by the Entities and vouched for by designated Agency Representatives

Entry Form Sample

Question Details

1	Question:	Summary of your claim to Best Client Insight Team of the year
	Type:	Text
	Character Limit:	1000
		Image: Yes , **Website Link:** Yes
2	Question:	Background: Brief description of the Client Insight team and the client's work with agencies
	Type:	Text
	Character Limit:	1000
		Image: Yes
3	Question:	Considerations/Approach 1. Description of the Insight team a. Size of team b. Global company (global support) vs Local Indian company
	Type:	Text
	Character Limit:	1000
		Image: Yes
4	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)
	Type:	Text
	Character Limit:	1000
		Image: Yes , **Website Link:** Yes
5	Question:	Considerations/Approach 4: Input of Research Agencies on quality of research and relationship (Actionable Insights? Agency Inclusion? Empowerment? Visionary? Clear direction? Fun Quotient)
	Type:	Text
	Character Limit:	1000
6	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
	Type:	Text
	Character Limit:	1000

7	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
	Type:	Text
	Character Limit:	1000
8	Question:	Outcome 2. The quality of interaction and the relationship of the Client insight team with their agencies
	Type:	Text
	Character Limit:	1000
9	Question:	Additional info required Research culture of the client organisation a) How many different types of research done?
	Type:	Text
	Character Limit:	1000
10	Question:	Additional info required Research culture of the client organisation b) How much of research done via technology (percentage of spend)
	Type:	Text
	Character Limit:	1000
11	Question:	Additional info required Research culture of the client organisation c) Inhouse Data Analytics/Social listening team
	Type:	Text
	Character Limit:	1000
12	Question:	Additional info required Research culture of the client organisation d) percentage spend annually on new methods/new types of research/research on research
	Type:	Text
	Character Limit:	1000

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.