MRSI
SHAPING TOMORROW, TODAY



Best Application of Human Intelligence

Description:
This award celebrates the power of **Human Intelligence** in uncovering the deeper layers of human behaviour, experiences, emotions and motivations.

Entries should demonstrate how **human** thinking, judgement, sensitivity, interpretation and ingenuity have uncovered insights, made sense of complexity or revealed the human truths behind consumer behaviour.

This could include translating nuanced consumer understanding into sharper communication strategies, more resonant brand propositions, compelling consumer experiences or more relevant product and service innovations.

The emphasis is on the **uniquely human ability** (and not have technology or AI as the core) to make sense of complexity, appreciate context and nuance, and transform seemingly ordinary data, conversations and observations into meaningful insights.

The communication should have launched and the supporting 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. Differentiation & Creativity – Originality in the approach, exploration and application of human intelligence
3. Robustness of approach – Rigour and appropriateness of design, methodology, frameworks, data sources
4. Depth of Human understanding – going deeper, beyond surface level responses & observations
5. Impact & Application – influenced thinking, shaped decisions or created value for business or society

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

Entry Form Sample

Question Details

1	Question:	Summary of your case, highlighting how the application of human intelligence led to distinctive insights and their eventual application.
	Type:	Text
	Character Limit:	1000
2	Question:	Background : Briefly describe the problem statement, including relevant contextual background to explain the need for deeper exploration or understanding.
	Type:	Text
	Character Limit:	1000
3	Question:	Considerations/ Approach: Research approach to generate insights to address the problem statement. a) Choice of data sources? Primary/ Secondary/ Social/ First party. b) Methodology design including research design, sample design (geographic spread, sample coverage for primary data).
	Type:	Text
	Character Limit:	3000
4	Question:	Application of Human Intelligence: How was human intelligence applied during the research process to uncover deeper insights?
	Type:	Text
	Character Limit:	1000
5	Question:	Insights uncovered: What were the key insights or human truths uncovered, and how did they influence the decisions?
	Type:	Text
	Character Limit:	1000
6	Question:	Application
	Type:	Text
	Character Limit:	1000
7	Question:	Limitations : What if any are the limitations of this approach?
	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.