

Special COVID 19 Award

Description

This award will be given to a person or a team who has made an outstanding and almost heroic contribution to the business in the difficult time of COVID-19 in 2020.

The entry should provide clear details of the challenges in the organisation specifically because of COVID-19, the strategy to help the business/ employees/customers/society and the way it was executed and the results or the outcome of the efforts.

The entry could be about anything - fieldwork done in difficult circumstances, new product launch designed and implemented during COVID for the COVID situation, methodology innovation to read consumer mindset given the mandate of social distancing, insights about consumers that helped the business/organisation?you get the gist!

This category is intentionally very broad to invite and recognise excellent work that our industry has done in this unprecedented situation - and while the winner would be one entry, everyone would be applauded and encouraged to showcase to the world the contribution research has made in these difficult times!

Evaluation criteria

Presentation quality - written entry form and face-to-face presentation, finesse, clarity and conciseness.

Differentiation - originality and freshness of the thinking

Complexity and magnitude of the task

Innovativeness of the method/ solution

Final impact attributable to the efforts

Who can apply: Research Agencies, Analytics companies, Research based consulting organisations, Client organisations - private sector, Client organisations including Government Departments,PSUs,NGOs, Data collection agencies, Panel Management Companies, Technology Companies

Entry submission form sample

1	Question:	Summary of your case and resulting impact of the COVID-19 special plan
	Type:	Text
		Website Link: Yes
2	Question:	Background – Brief description of the challenge and important considerations due to the pandemic, including contextual background if relevant
	Type:	Text
3	Question:	Considerations/Approach i) : Your approach to conducting research to address the business/ marketing/ employee/ organization, or other challenge during COVID 19 related turmoil
	Type:	Text
		Image: Yes
4	Question:	Considerations/Approach ii) : How was it planned and resourced? What exceptional considerations were needed?
	Type:	Text
		Image: Yes
5	Question:	Considerations/Approach iii) How the project was managed? Any specific research considerations?
	Type:	Text
		Image: Yes
6	Question:	Outcome i) : Was the result achieved as per expectations?
	Type:	Text
		Image: Yes
7	Question:	Outcome ii) : What, if any, are the limitations of the approach?
	Type:	Text
		Image: Yes
8	Question:	Outcome iii) : Is the project/effort/launch being continued and would continue beyond the COVID-19 pandemic?
	Type:	Text
9	Question:	Outcome iv) : Recognition received from end clients?
	Type:	Text
		Image: Yes , Website Link: Yes
10	Question:	Outcome v) : Any external recognition received?
	Type:	Text
		Image: Yes , Website Link: Yes

Notes:

1. Text responses have a character limit of 2000 including spaces
2. **Image:** Yes – means you can upload 1 image which will be included with your text response for that question. Only 1 image can be uploaded per question if it is allowed
3. **Website Link:** Yes – means you can add 1 weblink/YouTube video link which will be available to the jury to view when evaluating your entry