Best Data Collection Innovation

Description

This award will be given to primary data collection work, using data collection methodology innovation or data collection process innovation.
Your entry should clearly demonstrate being better, faster, cheaper, more efficient and/or more error free than commonly used data collection. The case should be from the last two years.

Evaluation criteria

Presentation quality - written entry form and face-to-face presentation, finesse, clarity and conciseness.
Differentiation - originality and freshness of research/marketing thinking
Innovativeness of the data collection
Robustness/scalability of the technique(s) deployed
Minimisation of errors
Final impact attributable to innovation of data collection.

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

Entry submission form sample

1	**Question:**	Summary of your case and the successful deployment of the data collection innovation.
	Type:	Text
		Website Link: Yes

2	**Question:**	Background – Brief description of the data collection challenge, including contextual background if relevant.
	Type:	Text

3	**Question:**	Considerations/Approach i) : Was the innovation related to data collection methodology or data collection process, or both?
	Type:	Text

4	**Question:**	Considerations/Approach ii) : Data collection deployment details, if relevant to innovation
	Type:	Text

5	**Question:**	Considerations/Approach iii) Geography, sample size, time frame, team size/structure
	Type:	Text

6	**Question:**	Considerations/Approach iv) : Management and control structure, MIS
	Type:	Text
		Image: Yes

7	**Question:**	Considerations/Approach v) : Safeguarding against data collection errors - representativeness of data, dealing with bias and outliers, checks instituted for minimising error
	Type:	Text

8	**Question:**	Outcome i) : Demonstrate with evidence and metrics, how this data collection innovation resulted in being better, faster, cheaper, more efficient and/or more error free than the alternative data collection
	Type:	Text
		Image: Yes

9	**Question:**	Outcome ii) : What, if any, are the limitations of the approach?
	Type:	Text

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*