

## Best Developmental Research

### Description

This award will be given to research work done in the Developmental/Social sector for Governmental or not-for-profit organisations.

Your entry should clearly demonstrate the impact of research on the social cause/organisation. 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/social marketing thinking

Complexity of the research task

Scale of the research

Robustness of the methodology

Quality of Project management

Final impact attributable to research on the Social Cause

Innovativeness of the research approach

**Who can apply:** Research Agencies, Analytics companies, Research based consulting organisations, Client organisations - private sector, Client organisations including Government Departments, PSUs, NGOs, Technology Companies

## Entry submission form sample

1	Question:	Summary of your case and resulting impact on the social cause/organisation's endeavours
	Type:	Text
		<b>Website Link:</b> Yes
2	Question:	Background - Brief description of the social marketing challenge, including contextual background if relevant
	Type:	Text
3	Question:	Considerations/Approach i) : Your approach to conducting research to address the business/marketing challenge
	Type:	Text
4	Question:	Considerations/Approach ii) : Key Methodology challenges such as researching the target group, scale, time constraints, sensitive nature of information required, sample size, sampling frame, research instruments, etc.
	Type:	Text
5	Question:	Considerations/Approach iii) : How the project was managed? Any specific research considerations?
	Type:	Text
		<b>Image:</b> Yes
6	Question:	Outcome i) : What decisions or course corrections taken as a result of the research?
	Type:	Text
		<b>Image:</b> Yes
7	Question:	Outcome ii) : How was the social impact assessed, what criteria or metrics?
	Type:	Text
		<b>Image:</b> Yes
8	Question:	Outcome iii) : Was there any change (e.g. more efficient, improvement in process/SOP) in the organisation's way of working as a result of this research (please provide details/numbers and source as substantiation)?
	Type:	Text
		<b>Image:</b> Yes
9	Question:	Outcome iv) : Rewards or recognition received from the Government/other bodies?
	Type:	Text
		<b>Image:</b> Yes , <b>Website Link:</b> Yes
10	Question:	Outcome v) : 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