Golden Key Awards 2024

Best Developmental Research

Description:

This award will be given to research work done in the Developmental/Social sector for Governmental or not-for-profit or other developmental sector organisations. Your entry should clearly demonstrate how the research addressed the complex issue of society.

Evaluation Criteria:

Overall

1. Presentation quality – Written entry form and face-to-face presentation, finesse, clarity and brevity.
2. Differentiation – Originality and freshness of research/marketing thinking

Award Specific

1. Complexity of the research task
2. Scale of the research
3. Robustness of the methodology
4. Quality of Project management
5. Innovativeness of the research approach.

Who can apply:

1. Research Agencies
2. Analytics companies/ Technology Companies
3. Research based consulting organisations

Submission form sample

Question Details

1	Question:	Summary of your case and resulting impact of the social cause/organisation?s endeavours.
	Type:	Text
	Character Limit:	1000
		Image: Yes , **Website Link:** Yes

2	Question:	Background: Brief description of the social marketing challenge, including contextual background if relevant.
	Type:	Text
	Character Limit:	1000
		Image: Yes

3	Question:	Considerations/Approach: Your approach to conducting research to address the social challenge. a/ Key Methodology challenges such as researching the target group, scale, time constraints, sensitive nature of information required, sample size, sampling frame, research instruments, etc. b/ How was the project planned/managed? Any unique research considerations?
	Type:	Text
	Character Limit:	3000
		Image: Yes

4	Question:	Outcome 1: Any decisions or course corrections taken because of the research?
	Type:	Text
	Character Limit:	1000
		Image: Yes

5	Question:	Outcome 2: How was the social impact assessed, what criteria or metrics?
	Type:	Text
	Character Limit:	1000
		Image: Yes

6	Question:	Outcome 3: Was there any change (e.g. efficiency, improvement in process/SOP, efficacy) in the organisation's way of working as a result of this research (please provide details/numbers and source as substantiation)?
	Type:	Text
	Character Limit:	1000
		Image: Yes

7	Question:	Outcome 4: Any rewards or recognition received from the Government/other bodies?
	Type:	Text
	Character Limit:	1000
		Image: Yes , **Website Link:** Yes

8	Question:	Outcome 5: What, if any, are the limitations of the approach?
	Type:	Text
	Character Limit:	1000
		Image: Yes

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.