

# Golden Key Awards|2024

## Best Research Methodology Innovation

### Description:

This award is for developing an innovative methodology, either in primary research or in analytics. This can be either from a live research project or from a 'research on research' initiative.

Your entry should establish clear advantages of the new methodology over existing methodology through actual data or through a Proof of Concept.

The project should have been concluded between **December 2023 and December 2024.**

### 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. Innovativeness of the methodology – is it a departure from standard approaches?
2. Is it supported by a theoretical framework?
3. Robustness of the experiment design/new methodology?
4. How transferable is the methodology innovation?

### Who can apply:

1. Research Agencies
2. Client Organisations
3. Analytics Companies/Technology Companies
4. Research-Based Consulting Organisations

## Entry submission form sample

### Question Details

- 1** Question: Summary of your case and advantages of new methodology.

Type: Text

Character Limit: 1000

**Image:** Yes , **Website Link:** Yes
- 2** Question: Background: Brief description of the research/business/consumer challenge, which was mitigated by the new methodology, including contextual background if relevant.

Type: Text

Character Limit: 1000

**Image:** Yes
- 3** Question: Considerations/Approach: You ideally should have run comparative data of the new methodology vs. existing methodology. At the minimum you should have run a Proof of Concept with the new methodology. 1/ How did you arrive at this approach? 2/ How was the data was interpreted

Type: Text

Character Limit: 3000

**Image:** Yes
- 4** Question: Outcome 1: What was the verdict on the new methodology vs. the existing methodology? What were the pros and cons of each?

Type: Text

Character Limit: 1000

**Image:** Yes
- 5** Question: Outcome 2: How was the methodology innovation assessed, what evidence, criteria or metrics?

Type: Text

Character Limit: 1000

**Image:** Yes , **Website Link:** Yes
- 6** Question: Outcome 3: 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.