



Marketing Society Research Excellence Awards 2016

How to Enter

The Awards are open to all Market Research practitioners (including Research / Insight / Marketing Managers in client-side organisations) operating in the Republic of Ireland whether they be research agencies OR 'Clients;

Research organisations **MUST** enter with the permission of the relevant client where appropriate.

You **MUST** be a member of the Marketing Society to enter the awards.

Research fieldwork must have taken place between January 1st 2015 and October 31st 2016.

Winners will be required to present a case study of their winning entry at our Research Excellence Showcase event in January 2017

Categories

Entries will be accepted in the following categories:

1. Advertising Research
2. Excellence in Qualitative Research
3. Innovation in Research Approach
4. Brand Development & Strategy
5. Public Policy and Social Research
6. Excellence in Data Analytics
7. Excellence in Customer Experience Research

Provided that it is relevant, a single piece of research **CAN** be entered into multiple categories.

N.B As per the awards entry template if a single piece of research is entered into more than one category it must clearly state in the Executive Summary why the submission is appropriate for the particular category.

The Entry Process

Submissions should not exceed 1,500 words.

A maximum of two attachments - Images/charts/ etc. can be submitted as part of an entry provided they are relevant.

Please DO NOT attach video / audio files but rather upload them to YouTube or Vimeo and provide us with the link to same.

Complete Entries

A complete entry should contain the following elements.

- One completed entry form for each entry
- The appropriate fee
- Your submission
- Any relevant attachments – charts, images, etc (Please keep these to a max of 2 per entry and attach a list of any attachments)

Entry Format

Completed entries (including attachments) will only be accepted in **Hard Copy** format.

Please include **5 copies** of all printed material.

A complete entry should contain the following elements:

- One completed entry form for each entry
- The appropriate fee
- Your submission
- Any relevant attachments – charts, images, audio, video etc. (Please keep these to a minimum and attach a list of any attachments)

Entries will NOT be accepted for submission until the appropriate fee has been received.

Entry Fee

One entry	:€200
Two entries	:€400
Three Entries	:€500
Subsequent entries	€150 each.

All entries are subject to VAT @ 23%.

Payment can be made by cheque, and should be made payable to “Alchemy Event Management”.

For Credit Card Payments please call Ben on 01-284 6096.

Invoices will be issued for all entries received.

<http://www.marketingsociety.ie/awards/view/Marketing-Society-Research-Excellence-Awards>