

Introduction & Executive Summary

This section should, briefly, outline the purpose, aims, methodology, results and leanings of the piece of research. Detail is to be included in the subsequent sections. This section should give the judges a flavour of the overall piece.

Research Objectives and Delivery Against Same

This section should clearly state the goals of the research and why it was commissioned

Methodology

THIS SECTION ACCOUNTS FOR 30% OF TOTAL MARKS

This section should clearly detail the method chosen, give detail on all fieldwork and data collection

Outcome & Learnings

THIS SECTION ACCOUNTS FOR 35% OF TOTAL MARKS

This section should detail the results, findings, key insights etc as a result of the project being undertaken.

Impact on Business

THIS SECTION ACCOUNTS FOR 35% OF TOTAL MARKS

This section should give details on how the piece of research impacted on the client's business.

Detail any changes to strategy and/or tactics as a result of the project.

Attachments

You may include a maximum of two attachments. Please do NOT include video or audio files but rather upload them to YouTube or Vimeo and include the link (and password if necessary) Please list all attachments that are accompanying this entry. E.g. Charts,

**NB Please include only material that conveys the essence of the research.
Please DO NOT include the entire research deck with your entry.**

All entries must be accompanied by a completed entry form and the appropriate fee.