



**The
Marketing Society**
Research Excellence Awards

Entry Template 2026

Insight Team / Champion of the Year

This document is for guidance purposes only – Please submit your entry via our online portal

About this award: This award recognises the client-side insight team or individual whose work has done most to put customer and market understanding at the heart of their organisation's decisions. It is open to insight teams and individuals working within client organisations, not research agencies.

Eligibility: Entries should relate to work carried out in the 18 months prior to the entry deadline. Entries are judged relative to the size and resources of the team, so a single insight champion is as eligible as a large team.

Confidentiality: All entries, and in particular any commercial results, will be treated in strict confidence and seen only by the judging panel. Where figures are commercially sensitive, you may express them as percentages or indexed values (e.g. base year = 100).

Introduction & Executive Summary

Briefly introduce the team or individual being entered and summarise why they deserve to be recognised: their role, their standout achievements over the past 18 months, and the difference insight has made to the business. Detail is to be included in the subsequent sections. This section should give the judges a flavour of the overall entry.

Role, Remit & Context (10%)

Describe the role of the insight team or individual within the company. Where does insight sit in the organisation and who does it report to? What is its remit, and who are its key internal stakeholders? Please include the team size and an indication of the resources available (an approximate annual research budget band is sufficient), so the judges can assess achievements relative to scale.

Insight in Action: Driving Commercial Decisions (25%)

Over the past 18 months, how has insight helped shape the commercial decisions of the business? Give examples of the range of decisions insight has informed, the level at which those decisions were taken, and how insight from different sources (research, data, customer feedback) was brought together to guide them. This section is about breadth; one example will be explored in depth in the Case Study.

Championing Insight Across the Organisation (20%)

How have you championed insight within your organisation? Describe how you have earned a seat at the decision-making table and influenced senior stakeholders, how you have made insight accessible and used across the business, and any lasting change you have built, e.g. new processes, ways of working, capability building or customer-closeness programmes.

Case Study: Bringing Insight to Life (35%)

Select one example from the past 18 months and tell the story end to end. What was the business challenge? How was the insight generated and brought to life for the business? What action was taken as a result, and what were the benefits, whether commercial (e.g. growth, share, revenue, cost savings) or structural (e.g. changes to strategy, organisation or process)?

Evidence & Endorsement (10%)

Please provide evidence supporting the impact described in this entry. This should include an endorsement from a senior internal stakeholder (e.g. CMO, Marketing Director or Managing Director) outlining the contribution insight has made to the business and, where relevant, commercial growth indicators. All commercial results will be treated confidentially; percentages or indexed figures may be used where appropriate.

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 accompanying this entry, e.g. charts or a stakeholder endorsement letter.

NB With attachments – please include only material that supports the essence of the entry.
Please DO NOT include full research decks with your entry.
All entries must be accompanied by a completed entry form and the appropriate fee.