



Research  
Effectiveness  
Awards 2010

CALL FOR ENTRIES





# What are the Research Effectiveness Awards?

The market and social research industry Research Effectiveness Awards recognise excellence in research that makes a difference to business and social policy planning performance. They provide a platform from which to demonstrate the importance of research as an integral part of successful business and social policy planning.

The Awards provide a unique opportunity to bring to light projects which demonstrate excellence and effectiveness via:

- actionability of results
- the capacity to predict financial outcomes or social impact
- a strong agency/client partnership

The Research Effectiveness Awards are supported by AMSRS and AMSRO. This commitment by both peak industry bodies reflects their focus on promotion of the value of market and social research. Winners will be unveiled and honoured at a Gala Awards Dinner on the 20th May 2010 in Sydney.

The Award winners may also be used in promotional activity for the industry after the Awards Dinner.

## Eligibility and benefits

The Awards will be open to all market and social research organisations. We welcome entries from everyone, from one person consultancies to major agencies. Winning a Research Effectiveness Award will not only be an acknowledgement of professional success, it is a demonstration of a long term commitment to better business outcomes. Few things can be better for employee morale, investors and, most important of all, the bottom line.

Client-side research managers will gain an enhanced profile and some meaty performance measures for Insight Directors, marketers, and for the Board. Government agencies and NGOs have their own Award category, measuring effectiveness in terms of social return on investment.

## Award Categories

- Award for Commercial Effectiveness
- Award for Communications Strategy Effectiveness
- Award for Social Impact

Judges will also be on the lookout for innovative and original approaches - in design, methodology or treatment of findings or recommendations. An additional Innovation Award is up for grabs for a particularly ground-breaking approach. The winner of this Innovation Award will be selected by judges from all the submissions entered into the 2010 Research Awards. We reserve the right not to present this Award if the judges so decide.

## Key dates:

- **1 July 2009** - Submission entries open
- **26 February 2010** - Submission entries close at 5pm
- **20 May 2010** - Awards Gala Dinner, Sydney

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## Award criteria for:

- **Award for Commercial Effectiveness**
- **Award for Communications Strategy Effectiveness**

Criteria	Success Weighting	Measure
Actionability of results	35%	<ul style="list-style-type: none"><li>▪ Clarity of recommendations</li><li>▪ Suitability/relevance to business needs</li><li>▪ Impact/effectiveness of results</li><li>▪ Evidence provided that a causal link exists between research outcomes and results</li></ul>
Financial outcomes to business	35%	<ul style="list-style-type: none"><li>▪ Investment vs. sales returns</li><li>▪ Investment vs. efficiency returns</li></ul>
Commercial orientation of research thinking	20%	<ul style="list-style-type: none"><li>▪ Rigorous research design</li><li>▪ Use of new thinking</li><li>▪ Research integrated into the planning and decision making process</li></ul>
Stakeholder engagement	10%	<ul style="list-style-type: none"><li>▪ Helping clients achieve objectives</li><li>▪ Relationship/account management skills</li><li>▪ Satisfaction of both parties</li></ul>



## Award criteria for:

### ▪ Award for Social Impact

Criteria	Success Weighting	Measure
Actionability of results	35%	<ul style="list-style-type: none"> <li>▪ Clarity of recommendations</li> <li>▪ Suitability /relevance to organisational needs</li> <li>▪ Impact /effectiveness of results</li> <li>▪ Evidence provided that a causal link exists between research outcomes and results</li> </ul>
Social impact for the community	35%	<ul style="list-style-type: none"> <li>▪ Degree of social change seen</li> </ul>
Orientation of research thinking to the organisation	20%	<ul style="list-style-type: none"> <li>▪ Rigorous research design</li> <li>▪ Use of new thinking</li> <li>▪ Understanding the organisations needs</li> </ul>
Stakeholder engagement	10%	<ul style="list-style-type: none"> <li>▪ Helping clients achieve objectives</li> <li>▪ Relationship/account management skills</li> <li>▪ Satisfaction of both parties</li> </ul>

### Judging process

Winning a Research Effectiveness Award is about successfully addressing a challenge and demonstrating effective outcomes. Entry requirements are demanding, as will be the judges. A blue ribbon judging panel comprised of top CEOs, marketing and research management, and advertising executives will evaluate the entries.

Entries will be judged in March/ April 2010 and the Award winners will be announced and presented at the Awards Dinner on Thursday 20 May 2010 in Sydney.

### Confidentiality

All materials will remain confidential to the Judging Panel. Case studies may be published based on the materials provided; permission to publish will be sought from the entrants. Submission materials will be destroyed under secure conditions after the Gala Awards Dinner on 20th May 2010.



# Rules of entry and submission guidelines

## Rules of entry:

- All entries must reach AMSRS National Office by 5pm on Friday 26<sup>th</sup> February 2010 electronically via the REA email address: [amsrs@amsrs.com.au](mailto:amsrs@amsrs.com.au)
- Submissions may be entered for more than one Award category but must be tailored to meet each specific category
- Entries may be submitted by individuals, teams or organisations but there must be a nominated primary contact
- Entries must not overtly 'sell' any organisation
- Receipt of entries will not be acknowledged
- No materials will be returned but they will be securely destroyed after the Awards presentation ceremony
- AMSRS & AMSRO have the right to request permission to publish submissions in whole or in part to provide case studies promoting best practice. Permission may not be unreasonably withheld
- The primary contact must ensure that permission to enter the Awards is obtained from all parties involved including clients and/or any suppliers

## Submission guidelines:

1. Each submission must include a completed Entry Form and a completed Client Approval Form.
2. All submissions must be submitted electronically – by emailing them to [amsrs@amsrs.com.au](mailto:amsrs@amsrs.com.au)
3. There is a **maximum** of 2000 words per entry and the submission should include the following:
  - a. A summary of the project's objectives and methodology (innovative or creative data collection, analytics, reporting method or technique etc),
  - b. Scale or scope of project,
  - c. Topic(s) investigated,
  - d. Relationship between, and roles of, the client and supplier/consultant,
  - e. Evidence of the success of the project and
  - f. Any other details that make this research endeavour "above & beyond" the norm.
4. Provide an executive summary of no more than 200 words. This must be approved by the client for media release.
5. Create a pdf of your entry that includes entry form and submission and email to [amsrs@amsrs.com.au](mailto:amsrs@amsrs.com.au)
6. Entries close at 5pm on 26 February 2010. Entries submitted after the deadline of 5pm, 26<sup>th</sup> February 2010 will not be accepted.



### **REA entry tips:**

- tell a clear and complete story
- show the link between the research and its outcomes
- be concise: 2000 words is all you need
- include business results/outcomes wherever possible
- presentation and clarity is important

## **The Awards Night**

The Awards will be presented during a Gala Dinner on Thursday 20th May 2010 in Sydney.

## **Prizes**

There is one winner in each of the 3 categories. The winners will each receive a prestigious Research Effectiveness Awards trophy.

The judges may also present an additional Innovation Award.

## **For more information**

**To discuss your participation in the Research Effectiveness Awards, please contact:**

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## Contact Information:

Please supply contact details for **the primary contact** and signatory for this submission

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Job Title: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: (landline) \_\_\_\_\_ (Mobile) \_\_\_\_\_

## Declaration:

***I confirm that:*** The statements made in the submission are a true and fair representation of the work carried out. Permission to enter the Awards has been obtained from all parties involved in the research. The research in this submission was carried out after 1st October 2007.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**The purpose of this section is to verify the accuracy of the information and research data presented in your 2010 Research Effectiveness Awards submission.**

**All submissions must have client approval.**

The Award will be presented to the person named as **primary contact** on the entry form.

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## Client Authorisation:

Title of submission: \_\_\_\_\_

I declare that this submission involves research conducted for this organisation after 1 October 2007  
I give permission for this submission to be entered in the Research Effectiveness Awards.

Client name: \_\_\_\_\_

Position: \_\_\_\_\_

Company: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## Primary Contact Verification:

I declare that the above signed was the client for the research on this REA submission.

Primary contact name: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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