

Golden Key Awards | 2024

Best Use of Technology

Description:

Your entry should clearly demonstrate the innovative use of technology for consumer research & insight work, showcasing the value-add that technology brought in (new/better insigthing process or output, convenience, efficiency of time or cost, etc).

The project impact data should be from the period between December 2023 and December 2024

Evaluation Criteria:

1. How well did the application of this technology meet the purpose/requirements?
2. What were the improvements attained as a result of using this technology?
3. Usability and scalability of the technology innovation

Who can apply:

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

Entry submission form sample

1	Question: Summary of your case and the successful deployment of the technology innovation. Format should be Challenge/Need, Solution, Uniqueness, Result
	Type: Text
	Character Limit: 1000
	Image: Yes , Website Link: Yes
2	Question: Background - Brief description of the challenge, including contextual background if relevant. A brief description of the technology - is it categorised as Device (hardware)/Platform/App/Computer software/Others
	Type: Text
	Character Limit: 1000
	Image: Yes , Website Link: Yes
3	Question: Considerations/Approach. Describe the reasons why this information technology was created or developed? What problem it was attempting to solve; what requirements it was attempting to meet. In what way is this information technology innovative/unique? Describe any features, methods or techniques that are special to this technology. Please make your answer as objective and factual as possible. Architecture of the technology - Please describe any standard or proprietary components, and industry standards or protocols and any underlying technology deployed in this solution.
	Type: Text
	Character Limit: 3000
	Image: Yes , Website Link: Yes
4	Question: Outcome. Applicability and Scalability - Please describe how the solution would be applicable universally for the users of Market Research and how is it able to bring in scalability. Effectiveness of the technology - in what way has the technology proved to be effective in improving the practice of research. Please state in your answer how this effectiveness can be demonstrated or measured in terms of improvements made. Please include any specific measures (cost, time or other values). User references/testimonials if any.
	Type: Text
	Character Limit: 3000
	Image: Yes , Website Link: 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.