Golden Key Awards | 2024

Best Client Insight Team of the Year

Description:

This award will be given to the Client Insight team/person who go(es) the extra mile to valorise research within the Business and work exceptionally well with Agencies. Your entry should clearly demonstrate the quality of research commissioned, the integration of work done by agencies within the Business, and the appreciation of the Insight/research partnership by the agencies and by the business teams in the client organisations.

The performance should be for the period between **December 2023 and December 2024.**

Evaluation Criteria:

Overall
1. Presentation quality – Written entry form and face-to-face presentation, finesse, clarity and brevity.

Award Specific
1. Agency partnership:
   a) Number of agencies worked with consistently
   b) Quality of relationship with agencies
2. Relationship with internal clients (via testimonials)
3. Client Insight team and research culture

Who can apply:

1. Client Organisations

Entry submission form sample

1	Question:	Summary of your claim to Best Client Insight Team of the year.
	Type:	Text
	Character Limit:	1000
	Website Link: Yes	

2	Question:	Background – Brief description of the Client Insight team and the client's work with agencies.
	Type:	Text
	Character Limit:	1000
	Image: Yes	

3	Question:	Considerations/Approach: 1. Size and structure of the team, is global support available to the team or purely an Indian set –up.
	Type:	Text
	Character Limit:	1000
	Image: Yes	

4	Question:	Considerations/Approach: 2. How was quality of research elevated as a direct result if Client Insight team? This could include – what new research adopted and supported, clarity of direction into the Research agency, the Research project process including presentation of results, inferences.
	Type:	Text
	Character Limit:	2000

5	Question:	Considerations/Approach: 3. How was quality of research/ research culture elevated as a direct result of Client Insight team? This could include – what new research adopted and supported, clarity of directions to the Research agency, the Research project process including presentation of results, inferences
	Type:	Text
	Character Limit:	2000
	Image: Yes	

6	Question:	Feedback from key stakeholders (internal users)/ Testimonials
	Type:	Text
	Character Limit:	3000
	Image: Yes , Website Link: Yes	

7	Question:	Please share 2 key contact from agencies you work with and 2 internal client contacts. MRSI may reach out to them for their feedback on the team.
	Type:	Contact

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.