

Best Research Initiative Entry Deadline: 5.30pm Monday 7th August 2023

Please email your completed Entry & Submission Form by no later than 5.30pm to Jemma Ralton, <u>jemma@tapestryresearch.com</u> on **Monday 7**th **August 2023.**

This award is all about that new 'big' idea. We are looking for a ground-breaking initiative that has changed the face of research and really made competitors sit up and take note. Given the current climate, this could be COVID-19 related, or more 'business as usual' media evaluation.

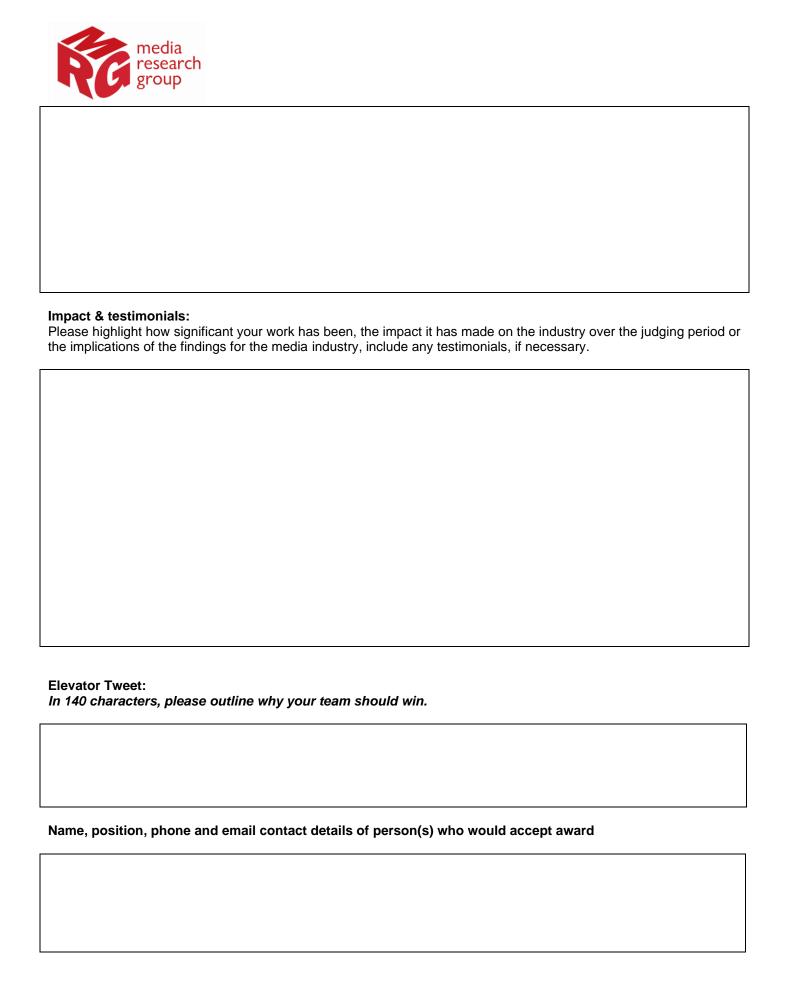
Judges will be looking for a research project that breaks the mould, challenges our accepted thinking, and has made a significant contribution to the discipline of media research.

Whether client, agency or media owner, we want to see evidence of how this initiative has changed thinking and how it has been incorporated in to strategy and tactics as well as the contribution it has made financially. Crucially, we will be looking for an overview of methodology but with a focus on outcomes rather than process.

Project name:
Company name:
Maximum word count of 200 words for each of the following criteria.
Brief overview: Please outline the core elements of the research initiative, highlighting any issues it sought to address or ideas it sought to challenge



Research Methodology:
Please outline the research methods employed
Key take-outs and application: Please highlight the key take-outs from the research and any potential or actual application of the research
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What we were working with:
Set the scene for our judges, outlining –where relevant – size of the team, resources and budgets involved, any constraints or difficulties encountered and conquered.
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Winners will receive 1 x award trophy per entry on the night of the ceremony. Additional trophies can be ordered at a cost of £180 each.

Additional quantity required	Shipping address(es)