



**RAEAWARDS**

for effective research, data and insights

**RESEARCH  
ASSOCIATION  
EFFECTIVENESS AWARDS  
2018**



**FULL  
ENTRY  
PACK**

Celebrating the  
Contribution  
of Research,  
Data & Insights  
to New Zealand

17 August 2018  
Hilton Hotel, Auckland





# FULL ENTRY PACK

## ANYONE CAN ENTER

The RAEAWARDS are designed to recognize effective research, data and insights generation. You don't have to be a research agency to enter – all types of research, evaluation, data and insights work can be entered.

There is no time limit for work completion. You can enter any project you like, no matter when it was done, but it cannot have been entered in previous RAEAWARDS, including longitudinal projects.

The scale of the research doesn't matter, the judging is based on effectiveness of the research outcomes.

## HOW TO ENTER

There's no need to pre-register your interest.

**For your final entry simply complete the submission entry template document "Awards Submission Entry Template" and send four printed copies, together with a copy on a USB stick, to the Research Association Secretary by 5pm Thursday 7th June 2018.**

Any entries received after this time will not be entered.

Email [secretary@researchassociation.org.nz](mailto:secretary@researchassociation.org.nz) for the delivery address.

Receipt of entries will be acknowledged.

To enter the Young Researcher Award, email your nomination in Word format to [secretary@researchassociation.org.nz](mailto:secretary@researchassociation.org.nz) before 5pm on Thursday 7th June 2018.

## THE COSTS OF FULL ENTRY ARE AS FOLLOWS (EXCLUDING YOUNG RESEARCHER AWARD)

- \$295 + GST for RANZ members
- \$495 + GST for non-members whose core business is not research, evaluation, data or insights
- \$995 + GST for non-members whose core business is in research, evaluation data or insights
- All non-member entrants will receive a one-year RANZ personal membership as part of their entry fee.

You will be invoiced to make an Internet banking payment. No need for a fancy look and feel, **it's all about** content. Based on feedback, we have this year extended the word count to 2,500 (not including maps, tables, graphics etc).

Any questions please contact [secretary@researchassociation.org.nz](mailto:secretary@researchassociation.org.nz).

## CATEGORIES

This year, there are eight categories, plus the Young Researcher Award. **If your entry doesn't fit easily into** one of the given categories, please talk to us.

- Consumer Products
- Consumer Services
- Business to Business
- Social and Community
- Media and Advertising
- International
- Sustained Success
- Community Advancement
- Young Researcher (judged separately)

Please note that the judges reserve the right to move an entry to another category should they consider this to be appropriate.

**There are three other awards given at the judges' discretion:**

- Supreme Award
- Innovation (please indicate if you want your entry to be considered for the Innovation award)
- Effective Partnership



## DETAILS OF CATEGORIES INTRODUCED IN 2016

### International:

This is for New Zealand based professionals working in at least one international market. The work may involve multiple partners but the lead agency or client must be based in New Zealand (an agency/client is considered lead if they determine the approach and lead the debriefs). The end client may be based in New Zealand or entirely off-shore. This may include:

- Work in New Zealand and off-shore or just off-shore
- A one-off or ongoing research programme
- Commercial, social, political or not-for-profit work.

### Community Advancement:

This is an award for work conducted primarily for the greater good of the profession or the wider community. This may include:

- Effective pro-bono work conducted for not-for-profit organisations
- Work that significantly contributes to a wider understanding of social or societal issues
- Influential work whose transparency enables the wider profession to advance.

### Sustained Success:

This is an award for work over a minimum of 3 years, showing how an ongoing research initiative leads to success. This may include:

- Multiple success points of an ongoing client-researcher partnership (success being defined by the client)
- A longitudinal or tracking programme of work.

## THE JUDGING PROCESS

Judges are selected from a range of backgrounds including clients, advertising agencies, consultants, senior researchers and academia.

Judges will not judge any entries which are a conflict of interest and all sign a non-disclosure agreement. Please note that the Young Researcher Award will be judged separately.





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# GUIDELINES FOR ENTRY

You will not be judged on the look of your entry, **it's all about content and effectiveness**. Please follow these guidelines to make it simple for yourself and the judges:

- Entry in MS Word or PDF format only
- Stapled not bound
- Maximum word count 2500 excluding maps, graphics and executive summary
- Minimum font size 10 point
- Four A4 copies of the entry and a USB, must be sent by courier by 5pm Thursday 7th June 2018

Email [secretary@researchassociation.org.nz](mailto:secretary@researchassociation.org.nz) for the delivery address.

Please state whether you would like your entries to be destroyed or returned.



## JUDGING TEMPLATE (EXCLUDING YOUNG RESEARCHER AWARD)

This template is used as a guide for judges. However, the process is flexible enough to allow for entries that **don't exactly fit the template**.

Marketing/Client background – 15% (Suggested word count: 300-400)

- Marketing challenge (how difficult etc)
- Marketing objectives (demanding, properly quantified, timing, clearly communicated etc)
- Role of research/evaluation/insights within the overall plan (understands what the work **can and can't do**, tough but fair expectations etc.)

Project Plan – 15% (Suggested word count: 300-400)

- Difficulty of the challenge
- Focus on actionable outcomes
- Methodology chosen and why

Project Outcomes and Effectiveness – 65% (Suggested word count: 1,000-1,300)

- Quality of insights
- Presentation strategy (impact, guidance for end client etc)
- Impact on relationship
- Level and quality of impact on marketing or other organisation plans

Other impacts of the project – 5% (Suggested word count: 300-400)

- Future role of research in the organisation
- Role of researchers within the organisation
- Other

## TIPS FOR ENTERING

Use plain and simple language. Be concise, **you don't have to use the entire word limit**. Judges read the executive summary first so ensure this makes your strongest points. Use graphs, maps and other diagrams where appropriate. Be clear about how effective your work was and give evidence of this effectiveness. Some tips on what effectiveness can be:

- Financial/commercial
- Social/community
- Company changes/decisions/practices
- Innovation impacts



## JUDGING YOUNG RESEARCHER

At the judges' discretion all or up to five shortlisted candidates from the nominations may be interviewed. Three finalists will be picked following the interviews and these finalists will be invited to attend the Awards night.

The judging format may not be the same for each candidate, as candidates drive much of the discussion on the judging day. Although the judges will ask some standard questions, the candidates will be encouraged to manage the interview. Judges will not judge any candidates from within their own organisation.

The winner will be announced at the Research Association Effectiveness Awards at the Hilton on Friday 17<sup>th</sup> August and their biography may be published by interested media and made available on the Research Association website.

NOTE: Finalists are responsible for organising and paying for their own travel arrangements and accommodation if travelling from outside of Auckland.

## THE PRIZE

The Young Researcher of the Year will receive:

- Framed certificate recognizing their achievement
- **Research Association membership for one year (if they aren't already a member)**
- Registration to the 2019 Research Association NZ conference

## YOUNG RESEARCHER ENTRY GUIDELINES

Nominated Young Researchers must:

- Have less than 3 years research experience
- Be below Account Manager level
- Be nominated by a senior researcher
- Have made significant contribution towards research and business effectiveness
- Of course, be exceptional, extraordinary, passionate and committed to research!

Your nomination should:

- Use plain and simple language
- **Be concise, you don't have to use the 500-word limit**
- Be clear about how effective your Young Researcher is and give evidence of this effectiveness.

The entry fee is \$195 + GST. You will be invoiced to make an internet banking payment.

To enter the Young Researcher, simply email your nomination in Word format to [secretary@researchassociation.org.nz](mailto:secretary@researchassociation.org.nz), by 5pm on Thursday 7th June 2018.

