



**RAEAWARDS**

for effective research, data and insights

**RESEARCH  
ASSOCIATION  
EFFECTIVENESS  
2021 AWARDS**



**FULL  
ENTRY  
PACK**

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

9 April 2021

Fish at The Hilton, Auckland





RESEARCH  
ASSOCIATION  
EFFECTIVENESS  
AWARDS  
2021

# ENTRY PACK

## INTRODUCTION

RANZ is delighted to introduce the 21<sup>st</sup> year of the RAEAWARDS for 2021! There are thirteen awards overall this year with seven Category Awards, three Industry Recognition Awards and three Special Judges' Awards. They include four completely new awards: Small Budget and Financial Services (Categories), and Insight Organisation of the Year and Insight Communication Award (Industry Recognition Awards).

## 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

For your category entry simply follow the guidelines on page 5 below, "Category Entry Guidelines", and email it to the Research Association Secretary at [secretary@researchassociation.org.nz](mailto:secretary@researchassociation.org.nz) by **5pm Thursday 18<sup>th</sup> February 2021**.

To enter the Insight Organisation of the Year Award, Insight Communication Award or Young Researcher of the Year Award, email your nomination in Word format to [secretary@researchassociation.org.nz](mailto:secretary@researchassociation.org.nz) before **5pm on Thursday 18<sup>th</sup> February 2021**.

Receipt of entries will be acknowledged. If you do not receive acknowledgement by midday Friday 19<sup>th</sup> February, please contact [secretary@researchassociation.org.nz](mailto:secretary@researchassociation.org.nz). Late entries will not be accepted.

## CATEGORY AWARDS

This year, there are seven categories, if your entry doesn't fit easily into one of the given categories, please talk to us.

- Business to Business
- Consumer Products
- Consumer Services
- Financial Services (new)
- Media
- Social, Community and Not for Profit
- Small Budget (new)

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

## SPECIAL JUDGES' AWARDS

There are three other awards given at the judges' discretion. These are selected from entries to the categories listed above.

- Supreme Award
- Innovation
- Sustained Impact and Effective Partnership Award

### COSTS FOR CATEGORY ENTRY

- \$220 + GST for current RANZ members
- \$395 + GST for non-RANZ members

You will be invoiced to make an internet banking payment. No need for a fancy look and feel, it's all about content. **The word count is 2,500** (not including executive summary, maps, tables & graphics).

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

## INDUSTRY RECOGNITION AWARDS

We also have the Insight Organisation of the Year, Insight Communication and Young Researcher of the Year awards which will be judged separately.

- **Insight Organisation of the Year Award (new)**

The Insight Organisation of the Year will be awarded to an Organisation that has successfully championed the effective use of insights within their organisation. The organisation uses evidence based decision making and deep customer / stakeholder insight to make decisions that benefit their businesses, stakeholders and customers. Their strategic and engaging use of insights have helped elevate the use of insights into a core strategic “must have” function within their organisation.

- **Insight Communication Award (new)**

This award celebrates fantastic communication of insights in a way that is integral to driving decisions and change within an organisation. (This award replaces the DIVA from previous awards).

- **Young Researcher of the Year Award**

The Young Researcher of the Year will be awarded to a researcher of less than three years’ experience. They will have made a significant contribution to the effectiveness of research, data or insights projects and have the potential to develop into a leader within their chosen area.

### **COST FOR INDUSTRY RECOGNITION AWARD ENTRY**

The cost of entering these awards is \$150 + GST per entry.

The nominees/entrants must be current paid-up members of RANZ.

## 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 Insight Organisation of the Year, Insight Communication and Young Researcher of the Year awards will be judged separately.

## CATEGORY 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
- Maximum word count 2500 (not including executive summary, maps, tables & graphics)
- Minimum font size 10 point
- **Email to [secretary@researchassociation.org.nz](mailto:secretary@researchassociation.org.nz) by 5pm Thursday 18<sup>th</sup> February 2021.**

## 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

## CATEGORY ENTRY GUIDELINES

### (EXCLUDING INSIGHT ORGANISATION OF THE YEAR, INSIGHT COMMUNICATION AND YOUNG RESEARCHER OF THE YEAR AWARDS)

Although these guidelines are to assist judging, the process is flexible enough to allow for entries that don't exactly fit the guidelines.

Executive Summary – this should be suitable for release to the media.

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

## INSIGHT ORGANISATION OF THE YEAR ENTRY

Insight Organisation nominees should:

- To be nominated by either a senior executive in their organisation or a senior level RANZ member.
- To have put quality, actionable, effective use of insights at the core of evidence-based decision making across their organisation.
- Have shown a commitment to insight training, development and use across their organisation.
- Demonstrate development of a successful Insights team.

Your nomination should:

- Provide a short background on the organisation. **(100 words)**
- Explain the reason for nominating this organisation for Insight Organisation of the Year. **(200 words)**
- Highlight what you believe to be the most significant achievements of the organisation that have been driven by the successful use of insights in the last three years. **(250 words)**
- Highlight how the organisation develops and encourages the use of insights across their organisation. **200 words)**
- Provide details of anything else you wish the judges to know about this nomination. **(optional) (50 words)**
- Use plain and simple language
- Be concise, you don't have to use the 800-word limit.

## INSIGHT COMMUNICATION ENTRY

The Insights Communication Award is a special award that is designed to highlight the role that outstanding communications makes in helping drive insights effectiveness. This award replaces the DIVAs. The judges will consider:

- How well the audience, messages and channels were defined in order to deliver key insights messages.
- The clarity and impact of any call to action.
- The quality and impact of specific communications tools including:
  - Visual and/or audio elements
  - Originality/innovative approach
- The degree of originality and innovation shown.
- The scale of the communications challenge.
- The role of communications in the overall success of the insights programme or project.

## YOUNG RESEARCHER OF THE YEAR ENTRY

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 will be the same for each candidate. 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 winners will be announced at the Research Association Effectiveness Awards at the Hilton on Friday 9<sup>th</sup> April 2021 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 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 next Research Association NZ conference.

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.

### **COST FOR INSIGHT ORGANISATION, INSIGHT COMMUNICATION AND YOUNG RESEARCHER OF THE YEAR AWARDS**

The entry fee is \$150 + GST per entry/nomination. You will be invoiced to make an internet banking payment.

To enter the Insight Organisation, Insight Communication or Young Researcher of the Year awards, simply email your entry/nomination in Word format to [secretary@researchassociation.org.nz](mailto:secretary@researchassociation.org.nz), by 5pm on Thursday 18<sup>th</sup> February 2021.