



REAWARDS
For effective research, data and insights

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

2023 ENTRY PACK

REAWARDS CELEBRATION 30 MARCH 2023

MANTELLS TAMAKI DRIVE, AUCKLAND

INTRODUCTION

RANZ is delighted to introduce the 2023 REAWARDS. There are thirteen awards overall this year with eight Category Awards, three Industry Recognition Awards and two Special Judges' Awards.

ANYONE CAN ENTER

The REAWARDS are designed to recognize effective research, data, and insights generation. You do not have to be a research agency to enter, all types of research, evaluation, data, and insights work can be entered. However, at least one party submitting the entry must be a current RANZ member.

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 REAWARDS, including longitudinal projects.

The scale of the research does not 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 by **5pm Wednesday 22 February 2023**.

To enter the Insight Organisation of the Year Award, Insight Communication Award, Innovation Award or Rising Star Award, email your nomination in Word format to secretary@researchassociation.org.nz before **5pm on Wednesday 22 February 2023**.

Receipt of entries will be acknowledged. If you do not receive acknowledgement by midday Friday 24 February, please contact secretary@researchassociation.org.nz. **LATE ENTRIES WILL NOT BE ACCEPTED.**

CATEGORY AWARDS

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

- Business to Business
- Consumer Products
- Consumer Services
- Financial Services
- Media
- Social, Community and Not for Profit
- Small Budget – up to \$35k

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

- Supreme Award
- Sustained Impact and Effective Partnership Award

COSTS FOR CATEGORY ENTRY

- \$250 + 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 is all about content. **The word count is 2,500** (not including executive summary, maps, tables & graphics).

Any questions please contact secretary@researchassociation.org.nz.

INDUSTRY RECOGNITION AWARDS

We also have the Innovation, Insight Organisation of the Year, Insight Communication and Rising Star awards which will be judged separately.

- **Innovation Award**

The Innovation Award is awarded to a project that has not only been effective, but which has shown innovation in doing so. Innovation could be at any stage of a more traditional design or demonstrate completely out-of-the-box thinking in its overall approach.

- **Insight Organisation of the Year Award**

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** 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).

- **Rising Star Award**

The Rising Star 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 \$195 + 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 Innovation, Insight Organisation of the Year, Insight Communication and Rising Star 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 by 5pm Wednesday 22 February 2023**

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 INNOVATION, INSIGHT ORGANISATION OF THE YEAR, INSIGHT COMMUNICATION AND RISING STAR AWARD AWARDS)

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

Project title

Parties involved

Name of organisation submitting entry

Name of other organisations involved

Category for entry

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

INDUSTRY RECOGNITION AWARD GUIDELINES

INNOVATION AWARD ENTRY (1500 words max)

Previously the Innovation Award was chosen by judges from the category entries. This year we invite submissions for projects that have not only been effective, but which have shown innovation in doing so. Innovation could be at any stage of a more traditional design or demonstrate completely out-of-the-box thinking in its overall approach.

Your entry should:

- Describe the scope of the research/insights challenge that you were trying to address.
- Demonstrate how the research delivered outstanding outcomes for the client.
- Provides evidence of how your approach was new, improved, different to others.
- Clearly demonstrate that the innovation was central to delivering effective outcomes for the client in a way that justified the use of the innovation.
- Clearly demonstrate how the innovation contributed to these results.
- Show how your innovation significantly advances approaches to research and insights effectiveness. This could include (but is not limited to) technology, research support, analysis and other techniques.

INSIGHT ORGANISATION OF THE YEAR ENTRY (800 words max)

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 (1500 words max)

The Insight 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.

Your entry should demonstrate:

- 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.

RISING STAR AWARD ENTRY (500 words max)

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 Effectiveness Awards (REAWARDS) on 30 March 2023 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 Rising Star Award winner will receive:

- Framed certificate recognizing their achievement.
- Research Association Individual membership for one year (unless already included in a Company membership).
- Registration to the next Research Association NZ conference.

Nominated Rising Stars 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:

- Be concise, you do not have to use the 500-word limit.
- Be clear about how effective your Rising Star nominee is and give evidence of this effectiveness.
- Word format (to enable us to anonymise your entry prior to the first round of judging).

COST FOR INNOVATION, INSIGHT ORGANISATION, INSIGHT COMMUNICATION AND RISING STAR AWARDS

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

To enter the Innovation, Insight Organisation, Insight Communication or Rising Star Award awards, simply email your entry/nomination in Word format to secretary@researchassociation.org.nz, by 5pm on Wednesday 22 February 2023.