# 2024 Information Packet

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The Marketing Research and Insight

# EXCELLENCE

# AWARDS

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# 2024 Categories

**Corporate/end-client-only category**

Best Client-Side Team

**Supplier-side-only categories**

MR Supplier of the Year (revenue ≥ $10M)

MR Supplier of the Year (revenue < $10M)

Best Place to Work

**Individual (client- and supplier-side)**

Courageous Leader

Outstanding Young Researcher

Lifetime Achievement

Researcher of the Year

**Project and collaborative**

B2B Research Project

Global Marketing Research Project

Nonprofit/Social Enterprise Project

Groundbreaking Research Project

Health Care/Pharmaceutical Research Project

Client/Supplier Collaboration

Qualitative Research Impact

Technology Impact

Best New Product/Service Innovation

# Quick Facts

## 2024 DATES

**April 22, 2024** – Portal open and early entry period begins

**May 22, 2024** – Early entry pricing ends 11:59 p.m. ET

**May 23 through June 25, 2024** – Standard entry pricing period

**June 26, 2024** – Late entry pricing period begins

**July 11, 2024** – Nomination portal closes at 11:59 p.m. ET

**September 2024** – Finalists announced

**November 2024** – Virtual Awards Celebration - winners announced

## FEES TO NOMINATE

**Corporate/end-client only category**
- **Early-bird entry fee** (April 22 – May 22): $0
- **Standard entry fee** (May 23 – June 25): $0
- **Late entry fee** (June 26 – July 11): $149

**Supplier/individual, project and collaboration categories:**
- **Early-bird entry fee** (April 22 – May 22): $79
- **Standard entry fee** (May 23 – June 25): $149
- **Late entry fee** (June 26 – July 11): $229

## FILE SIZES

**Supporting materials:** PDFs and PPTs must be 10 pages or less in length. Video and audio files must be 5 minutes or less in length.

All materials must be submitted via the online Nomination Portal. The awards are open to researchers worldwide. To ensure the awards are as inclusive and global as possible, the 2024 awards celebration will again be held virtually.

**For more information, please visit www.quirksawards.com/faq.**

# Judging criteria:

- Strategic value – provide long-term benefits to the company.

- Demonstrated effectiveness – worked as a team to achieve a goal; overcome a challenge presented to the organization; and/or improve the integration of marketing research throughout the company.

- Meet and anticipate internal needs, supporting the company's overall mission and/or vision.

- Promote diversity and inclusion – sponsors or actively promotes programs, projects, education or initiatives in the area of diversity, equity and inclusion.

# Submission materials:

**Required:**
- One 500-word (max) statement outlining why the team should win.
- One 250-word (max) recommendation/testimonial from an internal stakeholder.
- One 150-word (max) summary describing the nomination (this summary may be published).
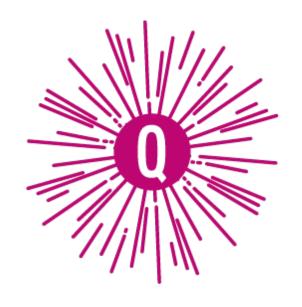
**Optional (but encouraged):**
- A case study and/or other supporting materials (maximum three file uploads).
- Up to two additional 250-word recommendations/testimonials.

# Client-Side Team

A client-side marketing research and insight team making outstanding contributions to the success of their company.

Researchers consistently execute high-quality research and elevate the role of research.

# Judging criteria:

- Significant innovation – technology, value-adding services or improved processes.

- Strategic value – providing long-term benefits to clients with strategies in place to meet future needs.

- Promote diversity and inclusion – sponsors or actively promotes programs, projects, education or initiatives in the area of diversity and inclusion.

- Excellent collaboration, technical support, customer service and dedication to clients.

- Quality data collection and research methods.

- Client retention and client list growth.

- Sensitivity to budget and time constraints.

# Submission materials:

**Required:**
- One 500-word (max) statement outlining why the company should win.
- Two 250-word (max - each) recommendations/testimonials.
- One 150-word (max) summary describing the nomination (this summary may be published).

**Optional (but encouraged):**
- A case study and/or other supporting materials (maximum three file uploads).
- One additional 250-word recommendations/testimonials.

# Marketing Research Supplier

(2023 revenue at or above $10 million)

A marketing research and insight firm making outstanding contributions to the success of brands.

# Judging criteria:

- Significant innovation – technology, value-adding services or improved processes.

- Strategic value – providing long-term benefits to clients with strategies in place to meet future needs.

- Promote diversity and inclusion – sponsors or actively promotes programs, projects, education or initiatives in the area of diversity and inclusion.

- Excellent collaboration, technical support, customer service and dedication to clients.

- Quality data collection and research methods.

- Client retention and client list growth.

- Sensitivity to budget and time constraints.

# Submission materials:

**Required:**
- One 500-word (max) statement outlining why the company should win.
- Two 250-word (max - each) recommendations/testimonials.
- One 150-word (max) summary describing the nomination (this summary may be published).

**Optional (but encouraged):**
- A case study and/or other supporting materials (maximum three file uploads).
- One additional 250-word recommendations/testimonials.

# Marketing Research Supplier

(2023 revenue below $10 million)

A marketing research and insight firm making outstanding contributions to the success of brands.

# Judging criteria:

- Maintains a people-first workplace culture, providing competitive compensation and benefits to all employees.
- Places transparent communication as a top priority.
- Consistently works to improve company culture, placing a focus on inclusivity and trust.
- Provides access to career development, mentorship and other resources that build employees up and ensure their needs are met.
- Promotes diversity and inclusion by sponsoring or actively promoting inclusive recruitment efforts, programs, projects, education and initiatives.

# Submission materials:

**Required:**
- One 500-word (max) statement outlining why the company should win.
- Three 250-word (max - each) recommendations/testimonials from employees.
- One 150-word (max) summary describing the nomination (this summary may be published).

**Optional (but encouraged):**
- Supporting materials (maximum three file uploads).
- Up to three 250-word (max – each) recommendations/testimonials from clients.

To qualify, the organization must classify itself as falling within the marketing research and insights industry.

# Best Place to Work

An MR organization with a proven track record of investing time and resources into the betterment of their employees – from entry-level to management.

## Judging criteria:

- Actively pursues activities that enhance MR skills (secondary education, certificates, participation in MR-related organizations).
- Works to communicate MR findings throughout the organization.
- Goes above and beyond to promote the value of MR (internally and externally).
- Has made a significant, measurable impact through an individual/team research project or other MR-related endeavor.

## Submission materials:

**Required:**
- One 500-word (max) statement outlining why the individual should win.
- One 250-word (max) recommendation/testimonial.
- One supporting material (file upload).
- One 150-word (max) summary describing the nomination (this summary may be published).

**Optional (but encouraged):**
- Supporting materials (maximum three additional file uploads).
- Up to three 250-word (max - each) additional recommendations/testimonials.

# Researcher of the Year

One supplier- **OR** client-side researcher who is a proven game-changer for the marketing research and insights industry.

## Judging criteria:

- Promotes and defends research insights both within and outside of their organization.

- Proven trailblazer, creating a path for other researchers to follow, allowing them to make an impact using research insights.

- Has challenged the status quo within a brand, industry or company.

## Submission materials:

**Required:**
- One 500-word (max) statement outlining why the individual should win.
- One 250-word (max) recommendation/testimonial.
- One supporting material (file upload).
- One 150-word (max) summary describing the nomination (this summary may be published).

**Optional (but encouraged):**
- Supporting materials (maximum three additional file uploads).
- Up to two additional 250-word (max - each) recommendations/testimonials.

# Courageous Leader

One researcher who is a proven risk-taker making a significant difference in their organization through marketing research and insight.

## Judging criteria:

- Potential as a future leader in marketing research.
- Practical applications of marketing research.
- Dedication to the marketing research and insight industry.

## Submission materials:

**Required:**

- One 500-word (max) statement outlining why the individual should win.
- One 250-word (max) recommendation/testimonial.
- One supporting material (file upload).
- One 150-word (max) summary describing the nomination (this summary may be published).

**Optional (but encouraged):**

- Supporting materials (maximum three additional file uploads).
- Up to two additional 250-word (max - each) recommendations/testimonials.

Nominees must be 30 years of age or younger on Nov. 18, 2024. Previous winners of the Marketing Research and Insight Excellence Award – Outstanding Young Researcher category are not eligible.

# Outstanding Young Researcher

An individual 30 years of age or younger who has made significant contributions to the marketing research and insight industry.

## Judging criteria:

- Demonstrated leadership, specifically by creating paths for other researchers to follow.

- Has participated in and/or impacted a research and insights association, group or mentorship program.

- Has made a significant, measurable impact on a company, brand or specific area of research and insights.

- Goes above and beyond to promote the value of marketing research and insights.

## Submission materials:

**Required:**
- One 500-word (max) statement outlining why the individual should win.
- Three 250-word (max - each) recommendations/testimonials.
- Industry resume or CV (file upload).
- One 150-word (max) summary describing the nomination (this summary may be published).

**Optional (but encouraged):**
- Supporting materials (maximum three additional file uploads).

Retired MR practitioners are eligible.

# Lifetime Achievement

One exceptional individual who has spent 20 or more years within the marketing research and insights industry.

Project and Collaborative Categories

The Marketing Research and Insight

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# Judging criteria:

- Did the team demonstrate more than standard best practice and use a new/innovative approach to achieving the objective(s)?
- How effectively was the research project executed and implemented?
- Were the research methods and tools employed tailored to this project?
- Did the team ensure that the research project not only solved the current business problem but also had the potential to influence longer-term or wider business objectives?

# Submission materials:

**Required:**
- One 250-word (max) high-level overview of the project, detailing why the nomination should be chosen.
- One 500-word (max) detailed project synopsis.
- Text response to the following questions:
  - Did the team demonstrate more than standard best practice and use a new/innovative approach to achieving the objective(s)? (150 words or less)
  - How effectively was the research project executed and implemented? (150 words or less)
  - Were the research methods and tools employed tailored to this project? (150 words or less)
  - Did the team ensure that the research project not only solved the current business problem but also had the potential to influence longer-term or wider business objectives? (150 words or less)
- One 250-word (max) recommendation/testimonial.
- One 150-word (max) summary describing the nomination (this summary may be published).

**Optional (but encouraged):**
- Supporting materials (maximum three file uploads).
- Up to two additional 250-word (max - each) recommendations/testimonials.

# B2B Research Project

This award acknowledges the effectiveness, creativity and innovation in business-to-business marketing research.

# Judging criteria:

- Did the team demonstrate more than standard best practice or use a new/innovative approach to achieving the objective(s)?
- How effectively was the research project executed and implemented?
- Did the team ensure that the research project not only solved the current business problem but also had the potential to influence longer-term or wider business objectives?
- Were the research methods and tools employed tailored to this project?

# Submission materials:

**Required:**

- One 250-word (max) high-level overview of the project, detailing why the nomination should be chosen.
- One 500-word (max) detailed project synopsis.
- Text response to the following questions:
    - Did the team demonstrate more than standard best practice and use a new/innovative approach to achieving the objective(s)? (150 words or less)
    - How effectively was the research project executed and implemented? (150 words or less)
    - Were the research methods and tools employed tailored to this project? (150 words or less)
    - Did the team ensure that the research project not only solved the current business problem but also had the potential to influence longer-term or wider business objectives? (150 words or less)
- One 250-word (max) recommendation/testimonial.
- One 150-word (max) summary describing the nomination (this summary may be published).

**Optional (but encouraged):**

- Supporting materials (maximum three file uploads).
- Up to two additional 250-word (max - each) recommendations/testimonials.

# Global Marketing Research Project

This award acknowledges the effectiveness, creativity and innovation in a multi-country marketing research project.

# Nonprofit/ Social Enterprise Research Project

A research project (completed or ongoing) that has had a demonstrated impact on a nonprofit organization, government project or social/human interest issue.

## Judging criteria:

- Did the team demonstrate more than standard best practice or use a new/innovative approach to achieving the objective(s)?
- Were the research methods and tools employed tailored to this project?
- How effectively was the research project executed and implemented?
- Did the team ensure that the research project not only solved the current business problem but also had the potential to influence longer-term or wider business objectives?

## Submission materials:

**Required:**

- One 250-word (max) high-level overview of the project, detailing why the nomination should be chosen.
- One 500-word (max) detailed project synopsis.
- Text response to the following questions:
  - Did the team demonstrate more than standard best practice and use a new/innovative approach to achieving the objective(s)? (150 words or less)
  - How effectively was the research project executed and implemented? (150 words or less)
  - Were the research methods and tools employed tailored to this project? (150 words or less)
  - Did the team ensure that the research project not only solved the current business problem but also had the potential to influence longer-term or wider business objectives? (150 words or less)
- One 250-word (max) recommendation/testimonial.
- One 150-word (max) summary describing the nomination (this summary may be published).

**Optional (but encouraged):**

- Supporting materials (maximum three file uploads).
- Up to two additional 250-word (max - each) recommendations/testimonials.

# Judging criteria:

- Did the team demonstrate more than standard best practice and use a new/innovative approach to achieving the objective(s)?

- How effectively was the research project executed and implemented?

- Were the research methods and tools employed tailored to this project?

- Did the team ensure that the research project not only solved the current business problem but also had the potential to influence longer-term or wider business objectives?

# Submission materials:

**Required:**

- One 250-word (max) high-level overview of the project, detailing why the nomination should be chosen.
- One 500-word (max) detailed project synopsis.
- Text response to the following questions:
  - Did the team demonstrate more than standard best practice and use a new/innovative approach to achieving the objective(s)? (150 words or less)
  - How effectively was the research project executed and implemented? (150 words or less)
  - Were the research methods and tools employed tailored to this project? (150 words or less)
  - Did the team ensure that the research project not only solved the current business problem but also had the potential to influence longer-term or wider business objectives? (150 words or less)
- One 250-word (max) recommendation/testimonial.
- One 150-word (max) summary describing the nomination (this summary may be published).

**Optional (but encouraged):**

- Supporting materials (maximum three file uploads).
- Up to two additional 250-word (max - each) recommendations/testimonials.

# Groundbreaking Research Project

This award acknowledges the effectiveness, creativity and innovation in a marketing research project that took a new or innovative approach.

# Judging criteria:

- Did the team demonstrate more than standard best practice and use a new/innovative approach to achieving the objective(s)?
- How effectively was the research project executed and implemented?
- Were the research methods and tools employed tailored to this project?
- Did the team ensure that the research project not only solved the current business problem but also had the potential to influence longer-term or wider business objectives?

# Submission materials:

**Required**:
- One 250-word (max) high-level overview of the project, detailing why the nomination should be chosen.
- One 500-word (max) detailed project synopsis.
- Text response to the following questions:
  - Did the team demonstrate more than standard best practice and use a new/innovative approach to achieving the objective(s)? (150 words or less)
  - How effectively was the research project executed and implemented? (150 words or less)
  - Were the research methods and tools employed tailored to this project? (150 words or less)
  - Did the team ensure that the research project not only solved the current business problem but also had the potential to influence longer-term or wider business objectives? (150 words or less)
- One 250-word (max) recommendation/testimonial.
- One 150-word (max) summary describing the nomination (this summary may be published).

**Optional (but encouraged)**:
- Supporting materials (maximum three file uploads).
- Up to two additional 250-word (max - each) recommendations/testimonials.

# Health Care/ Pharmaceutical Research Project

This award acknowledges a marketing research-related health care or pharma research project that took an innovative approach, demonstrated more than standard best practices and ensured the research had the potential to influence long-term or wider business objectives.

# Judging criteria:

- Demonstrating outstanding teamwork.

- Producing high-quality, useful data that solves a business need or problem.

- Taking advantage of individual skill sets to serve group goals.

- Creatively employing a range of tools and methods.

- Effectively communicating research findings to critical stakeholders.

# Submission materials:

**Required:**
- One 250-word (max) high-level overview of the collaboration, detailing why the nomination should be chosen.
- One 500-word (max) detailed project synopsis of the teams' work (completed or ongoing marketing research).
- One 250-word (max) recommendation/testimonial.
- One 150-word (max) summary describing the nomination (this summary may be published).

**Optional (but encouraged):**
- Supporting materials (maximum three file uploads).
- Up to two additional 250-word (max - each) recommendations/testimonials.

# Client/Supplier Collaboration

This award acknowledges a team of clients and vendors that worked together on at least one project and maintain an ongoing relationship centered around using research to solve strategic problems.

# Judging criteria:

- Actively pursues further education and best practices in qualitative research and/or mixed methodology.

- Proven impact on business objectives.

- Excellent collaboration with internal or external partners.

- Commitment to promoting the impact of qualitative research.

## Submission materials:

**Required:**
- One 250-word (max) high-level overview of the individual or team, detailing why the nomination should be chosen.
- One 500-word (max) detailed project synopsis of a completed or ongoing marketing research that is qual-focused.
- One 250-word (max) recommendation/testimonial.
- One 150-word (max) summary describing the nomination (this summary may be published).

**Optional (but encouraged):**
- Supporting materials (maximum three file uploads).
- Up to two additional 250-word (max - each) recommendations/testimonials.

*All entries will also be judged on the execution of at least one research project. The project must prove a focus on qualitative methods. If the project includes methods that fall into the category of "qualitative research at scale" or "big qual," or harnesses the use of generative AI, please describe why these methods were chosen as well as provide a detailed description on why the submitter believes this to qualify as a qualitative research project.

Open to suppliers, end-clients and supplier/end-client teams. Independent moderators are also eligible.

# Qualitative Research Impact

This award acknowledges an individual or research team that has made an outstanding contribution to business objectives using qualitative research.

*Nominations must prove a focus on qualitative methods.

# Judging criteria:

Nominations will be judged on the technology's:

- Innovative qualities.
- Demonstrated performance in a real-world situation.
- Projected long-term benefit.

# Submission materials:

**Required:**
- One 500-word (max) statement outlining why the technology should be chosen (please include metrics to support claims).
- One 300-word (max) statement outlining the technology's ability to have a lasting benefit, focusing on how it can be applied to other situations.
- One 150-word (max) summary describing the nomination (this summary may be published).

**Optional (but encouraged):**
- Supporting materials (maximum three file uploads).

The technology must be available for use on or before April 22, 2024.

# Technology Impact

An innovative technology, or use of a technology, that has made an outstanding contribution to a project or organization.

## Judging criteria:

Nominations will be judged on the product or service's ability to solve a specific problem.

All submissions must be real-world solutions launched on or after January 1, 2023, and available for use today (projects, tools or services in beta testing will not be considered).

## Submission materials:

**Required:**

- One 500-word (max) statement outlining the product/service and detailing why the nomination should be chosen.
- Two 250-word (max - each) recommendations/testimonials.
- One case study example (PDF file upload).
- One 150-word (max) summary describing the nomination (this summary may be published).

**Optional (but encouraged):**

- Supporting materials (maximum three file uploads).
- Demo video link (URL).

# Best New Product/ Service Innovation

A research product, tool or service making an impact on the marketing research industry.