

The Marketing Research and Insight

EXCELLENCE

A W A R D S

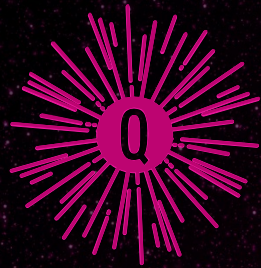
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Nomination Packet

[quirksawards.com](http://quirksawards.com)

Award ceremony will be held on Nov. 18, 2019 in New York City





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EXCELLENCE

AWARDS

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# VALUE AND IMPACT

With 16 categories, the Excellence Awards are open to active marketing research and insight professionals – both on the client- and supplier-side.

We are looking for the best examples of projects, products and innovation within the industry; leaders who are game-changers for MR; and teams that are producing exceptional work.

Powered by Quirk's Media, the awards will shine a much-deserved spotlight on the researchers, vendors and products and services that are adding value and impact to marketing research.

The award ceremony will be held on Nov. 18, 2019 at the Edison Ballroom in New York City. Tickets for this black-tie, red-carpet event will go on sale in September.





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# WHY ENTER?

Marketing research and insights is a critical business function that deserves more recognition. We need to celebrate together as an industry and what better way than with a live awards ceremony to honor the finalists and winners?

## EXPOSURE

If you're nominated, you'll be part of an event designed to boost the visibility and value of marketing research by celebrating some of the people and organizations that are raising the bar for the whole profession. Award winners will be announced across Quirk's platforms, providing global exposure to the best of the best within our industry.

## REPUTATION

Whether you're an agency or a client-side researcher, if you win, you'll bask in the adulation and approval of a ballroom full of your peers and go home with a beautiful award as proof of your achievement. The awards honor the finest researchers, vendors and products and services in the marketing research and insight industry.





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# CATEGORIES

- Researcher of the Year (end-client)
- Client-Side Team
- Outstanding Young Researcher (end-client)
- Global MR Project
- MR Impact
- Nonprofit/Social Enterprise Research
- Best New Product/Service
- Researcher of the Year (supplier)
- MR Supplier
- Outstanding Young Researcher (supplier)
- Groundbreaking Research Project
- B2B Research Project
- Philanthropic Company of the Year
- MREF Everyday Hero Award





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# ENTRY CHECKLIST

**Early-bird deadline:** June 26, 2019

**Entry deadline:** 5 p.m. EDT on July 19, 2019

## Entry cost\*

	Early-Bird Rate	Standard Rate
Corporate/end-client awards	FREE	\$75
Supplier, project and product/service awards	\$75	\$150

## Collect submission materials

- Executive summary – why your entry should win the award (maximum 500 words)
- Supporting documents: case studies, images, infographics charts, requested metrics, testimonials/recommendations, etc.
- All permissions obtained

## Review each award for specific requirements and criteria

All statements and supporting material must be submitted via the online platform

*\*For more details please refer to rules of entry*



# RULES OF ENTRY

1. The Marketing Research and Insight Excellence Awards are open to any individual, practicing marketing researcher, brand or marketing research services provider from any and all countries globally who have contributed to a campaign or otherwise fit the category as outlined in the category descriptions.
2. Entries may be edited up until the point of submission.
3. Entries are invited from client companies and service providers alike. Entries can be made independently, or as joint client/supplier submissions, unless otherwise noted within the category description.
4. Entries must be made using the online entry template. Entries will not be accepted by any other means.
5. By submitting an entry the entrant confirms that they have read and agree with the Rules of Entry and understand these now apply.
6. When entries are submitted on behalf of clients by agencies or other parties, client sign-off is assumed. If any issues arise concerning client sign-off once the entry has been submitted, no refund will be given.
7. Please ensure that the information submitted is accurate and the correct companies are credited as appropriate. Quirk's accepts no responsibility for any incorrectly submitted information.
8. Entrants must upload logos, preferably in Illustrator EPS format, of the brand/client and entering agency only.
9. Digital uploads may take a variety of formats, e.g., PDF, Word, Excel, PowerPoint or Jpeg file. Please ensure that uploaded logos and any supporting files follow the supporting material guidelines. Please note when uploading supporting material file names must not include any 'special' characters, e.g., \_ / ( ) & \* " .
10. Where websites form part of an entry, please ensure any URLs, access details, usernames and passwords needed for judging are supplied, that they work and that they will continue to work until December 2019. Sites that cannot be viewed will be eliminated from the judging.
11. Once submitted, entries are confirmed and non-refundable.
12. If a nomination does not qualify for the category it has been submitted to, Quirk's reserves the right to recategorize and invoice the listed entry fee or cancel the submission. Entrant must pay invoice to Quirk's on or before July 19, 2019 or the nomination will be removed. If canceled, the entrant will not be refunded the original entry fee.
13. If a category receives less than three nominations by July 19, 2019, Quirk's Media reserves the right to eliminate the category. In this scenario, entry fees that have been collected for that category only will be refunded.

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# RULES OF ENTRY (continued)

14. Quirk's takes conflicts of interest very seriously and will work to minimize occurrences of conflicts. Quirk's selects a diverse body of judges who we feel are objective, respected and knowledgeable in their category. Judges may not vote for any entry with which they have a conflict of interest; such situations are closely monitored and policed accordingly. In addition, if a judge is nominated for a category in which they were scheduled to judge they will be removed from the judging panel.
15. Any entry may be withdrawn for any reason up on or before Wed. July 31, 2019, with written request to the organizers; however, the entry fee is non-refundable.
16. Sponsors are not permitted to enter the category that they are sponsoring.
17. Awards will be judged by a line-up of client- and supplier-side marketing researchers and/or Quirk's editorial staff. Quirk's editorial staff will follow standard blind judging guidelines to avoid unintentional bias. All judges will sign a non-disclosure agreement prior to reviewing entries. The judges' decisions are final and no correspondence will be entered into regarding them.
18. Winners will be announced at The Marketing Research and Insight Excellence Awards – Powered by Quirk's, taking place in November 18, 2019 at The Edison Ballroom in New York City. We require that, if selected as finalists, nominees attend the award ceremony and reception and accept the award in person.
19. Award finalists will receive one complimentary ticket. Any additional gala tickets will need to be purchased. Quirk's does not guarantee availability as space is limited.
20. All nominations and nominating companies will be published in the Awards Program. No changes will be accepted after July 31, 2019.
21. Quirk's Media may use the content of your entry submission for editorial coverage, business or marketing purposes as an example of best practice. Quirk's will never use anything marked as "Confidential Information" as we fully respect the entrant's commercial confidence.



For more information visit  
[quirks.com/awards](http://quirks.com/awards)