

# The 2020 Marketing Research and Insight Excellence Awards

## HONORING THE FINEST IN MARKETING RESEARCH AND INSIGHT

Marketing research sits at the center of the goal of integrating the customer's voice into every aspect of an organization.

Powered by Quirk's Media – the industry's most respected provider of content, events and resources for marketing researchers – the awards shine a much-deserved spotlight on the researchers, vendors and products and services that are adding value and impact to marketing research.

Once you select a submission opportunity below, you must then [create a free Submittable account](#) to get started. Your account will allow you to save/review your work before submitting, and view your application status.

### IMPORTANT DATES

**March 30** – Early entry period opens  
**April 30** – Early entry pricing ends at 11:59 p.m. ET  
**May 29 through July 22** – Standard entry pricing period  
**July 23 through July 29** – Late entry pricing period  
**July 29** – Nomination portal closes at 11:59 p.m. ET  
**September** – Finalists announced

### FEES TO NOMINATE

**Corporate/end-client categories:**  
Early-bird entry fee: \$0 (March 30 - May 29, 2020)  
Standard entry fee: \$75 (May 30 - July 22, 2020)  
Late entry fee: \$150 (July 23 - July 29, 2020)

**Supplier/project categories:**  
Early-bird entry fee: \$150 (March 30 - May 29, 2020)  
Standard entry fee: \$250 (May 30 - July 22, 2020)  
Late entry fee: \$375 (July 23 - July 29, 2020)

**\*\* NOMINATION PORTAL OPENS MARCH 30 \*\***

## 2020 CATEGORIES

### Researcher of the Year (end-client)

A trailblazer, an individual making a significant difference in the overall promotion of MR as well as the performance of their organization.

### Researcher of the Year (supplier)

A trailblazer, an individual making a significant difference in the overall promotion of MR as well as the performance of their organization.

### Marketing Research Supplier (2019 revenue at or above \$10 million)

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

### Marketing Research Supplier (2019 revenue below \$10 million)

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

**Client-Side Team (department of 10 or more researchers)**

A client-side MR and insight team consistently executing high-quality research; elevating the role of insights; and working to collaborate with key internal stakeholders.

**Client-Side Team (department with less than 10 researchers)**

A client-side MR and insight team consistently executing high-quality research; elevating the role of insights; and working to collaborate with key internal stakeholders.

**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.

**Panel Company**

A research panel company that is a proven game-changer, providing faster, easier access to respondents while maintaining high-quality recruitment and top-of-the-line data security.

**Global Marketing Research Project**

A marketing research-related multi-country project that has demonstrated more than standard best practice or use of a new/innovative approach.

**Groundbreaking Research Project**

A marketing research-related project that took an innovative approach, demonstrated more than standard best practice and ensured the research had the potential to influence long-term or wider business objectives.

**Advertising Research Project**

An advertising research project that took a creative, innovative approach and demonstrated more than standard best practices.

**Health Care/Pharmaceutical Research Project**

An MR-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.

**Customer Experience Project**

An innovative customer experience project that drove change across an organization and/or industry.

**B2B Research Project**

An effective, creative and innovative business-to-business marketing research-related project.

**Qualitative Research Impact**

An individual or research team making an outstanding contribution to business objectives using qualitative research.

**Best New Product/Service Innovation**

A research product, tool or service making an impact on the marketing research industry. All submissions must be real-world solutions launched on or after January 1, 2019 and available for use today

**Client/Supplier Collaboration**

A team of clients and vendors that successfully collaborated using research to solve strategic problems.

### **Research ROI**

An end-client team who have successfully implemented MR solutions within their organization, selected based on demonstrated ROI and performance of an actual MR implementation across any vertical or application.

### **Fearless Leader (end-client)**

A client-side researcher who is a proven risk-taker, consistently pushing the envelope to make a significant difference in their organization.

### **Outstanding Young Researcher**

An individual 30 years of age or younger (end-client or supplier-side) who has made significant contributions to the marketing research and insight industry.

### **MREF Everyday Hero (nomination fee waved)**

A researcher who is making a difference in or outside of their community but who may not be getting the accolades they deserve.

### **MREF Philanthropic Company of the Year (nomination fee waved)**

A marketing research company that leads by example in the giving of time and financial resources in relation to the size of their organization.

## **FAQS**

### **Who can nominate?**

You can nominate yourself, your co-worker(s), your company or your clients so long as they meet the judging criteria for the category.

### **Where can I find the rules of entry?**

The rules of entry can be found at [quirksawards.com/rules-of-entry](http://quirksawards.com/rules-of-entry).

### **Do you have to be based in the United States to participate?**

No. The awards are open to all researchers worldwide.

### **Why should I enter the awards?**

Whether you're an agency or a client-side researcher, if you win, you'll bask in the adulation and approval of your peers and receive a beautiful award as proof of your achievement. Even if you're nominated but don't win, you'll be part of an program 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.

### **Who is judging the awards? How can I be sure about the integrity of the awards?**

To avoid a popularity contest or the issuing of awards that are not based on merit, the Marketing Research and Insight Excellence Awards will be judged by either the Quirk's editorial staff or end-client and/or vendor researchers. All judges must sign a [non-disclosure agreement](#) prior to judging awards. Judges will not be allowed to judge categories in which they are nominated. And all attempts will be made to ensure the judging is blind so that the judges do not know the name or company they are evaluating. A list of judges can be found at [quirksawards.com](http://quirksawards.com).

**Why are you charging a nomination fee?**

We are charging a nomination fee on certain awards to discourage frivolous entries. Also, the fee helps ensure that people do not stuff the nomination box with as many nominations as possible. Lastly, the judging software is robust but also very expensive. The administration fee helps offset the cost of the software as well as the time our editors incur to set up and manage the awards.

**Do nominees need to be present to win the award?**

Winners will be announced at The Marketing Research and Insight Excellence Awards Virtual Ceremony – Powered by Quirk's. Due to the COVID-19 pandemic, in 2020 we are not hosting an in-person award ceremony. Finalists will be provided with information regarding a virtual awards ceremony.

**For more details please, refer to the full list of FAQs and complete list of rules of entry at [quirksawards.com](http://quirksawards.com). Visit [quirksmedia.submittable.com/submit](http://quirksmedia.submittable.com/submit) to view all open calls for submissions.**