

# 2022 Awards Information Packet



The Marketing Research and Insight

# EXCELLENCE

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# 2022 Categories

## **Corporate/end-client-only categories**

Researcher of the Year (end-client)

Best Client-Side Team

## **Supplier-side-only categories**

Researcher of the Year (supplier)

MR Supplier of the Year (revenue  $\geq$  \$10M)

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

Best Place to Work

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

Fearless Leader

Outstanding Young Researcher

Lifetime Achievement

## **Project and collaborative**

B2B Research Project

Global Marketing Research Project

Nonprofit/Social Enterprise Project

Groundbreaking Research Project

Health Care/Pharma Research Project

Client/Supplier Collaboration

Qualitative Research Impact

Technology Impact

Best New Product/Service Innovation

## **Marketing Research Education Foundation**

MREF Everyday Hero

MREF Philanthropic Company

# Quick Facts

## 2022 DATES

**April 4, 2022** – Early entry period opens

**May 2, 2022** – Early entry pricing ends 11:59 p.m. ET

**May 3 through June 6, 2022** – Standard entry pricing period

**June 7, 2022** – Late entry pricing period begins

**June 20, 2022** – Nomination portal closes at 11:59 p.m. ET

**September 2022** – Finalists announced

**November 2022** – Virtual awards celebration - winners announced

## FEES TO NOMINATE

### Corporate/end-client only categories

- **Early-bird entry fee** (April 4 – May 2): \$0
- **Standard entry fee** (May 3 – June 6): \$0
- **Late entry fee** (June 7-20): \$150

### Supplier/individual, project and collaboration categories:

- **Early-bird entry fee** (April 4 – May 2): \$75
- **Standard entry fee** (May 3 – June 6): \$150
- **Late entry fee** (June 7-20): \$250

The awards are open to researchers worldwide. To ensure the awards are as inclusive and global as possible, the 2022 awards celebration will again be held virtually.

For more information, visit [www.quirksawards.com/faq](http://www.quirksawards.com/faq).

Corporate/  
End-Client-  
Only  
Categories



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## 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:

- 500-word statement on why the individual should win.
- Minimum one 250-word recommendation.
- Minimum one supporting material (PowerPoint, PDF, etc.) supplementing written information.

# Researcher of the Year (end-client)

One client-side researcher who is a proven game-changer for the marketing research industry.

## 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 and inclusion.

## Submission materials:

- One 500-word statement outlining why the team should win the award.
- Minimum one 250-word recommendation/testimonial from internal stakeholder.
- A case study, additional testimonials and/or other supporting materials are encouraged.

# 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.

Supplier-  
Side-Only  
Categories



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## 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:

- One 500-word statement outlining why the individual should win the award.
- Minimum one 250-word recommendation.
- Minimum one supporting material (PowerPoint, PDF, etc.) supplementing written information.

# Researcher of the Year (supplier)

One supplier-side researcher who is a proven game-changer for the marketing research industry.



## Judging criteria:

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

## Submission materials:

- One 500-word statement outlining why the firm should win the award.
- Minimum two 250-word client recommendations/testimonials.
- A case study example of the supplier's work.
- Max three additional supporting materials.  
(PPT – max 10 slides; PDFs; metrics; additional testimonials, etc.)

# Marketing Research Supplier

(2021 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.
- 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.
- 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.

## Submission materials:

- One 500-word statement outlining why the firm should win the award.
- Minimum two 250-word client recommendations/testimonials.
- A case study example of the supplier's work.
- Max three additional supporting materials.  
(PPT – max 10 slides; PDFs; metrics; additional testimonials, etc.)

# Marketing Research Supplier

(2021 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:

- One 500-word statement outlining why the team should win the award.
- Three employee recommendations/testimonials (max 250 words, each).
- Recommendations/testimonials from clients of the organization are encouraged but not required (max of three at 250 words, each).
- Submissions may include up to four additional supporting materials. (PPT – max 10 slides; PDFs; metrics; additional testimonials, etc.)

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.

## Criteria

This award is given to a marketing research company that leads by example in the giving of time and financial resources in relation to the size of their organization.

Volunteers – encourages philanthropy, supporting its employees to go above and beyond to make a significant contribution to our world.

Is philanthropic in its community – displays philanthropic leadership in its community.

Gives of its resources – financially supports its causes for a lasting impact.

## Submission materials:

- One 500-word statement outlining why the firm should win the award.
- Minimum one 250-word supporting statement from a beneficiary of the organization.
- Additional supporting material recommended but not required.
- Number of years company has been involved in philanthropic work.

# MREF Philanthropic Company of the Year

Presented by the Marketing  
Research Education Foundation

Individual  
Categories  
(client- and  
supplier-side)



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## 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:

- One 400-word statement outlining why the individual should win the award.
- Minimum two 250-word recommendations/testimonials.
- Submissions must also include at least one supporting material (metrics, additional testimonials, video [maximum five minutes in length], case study, etc.) that demonstrates the risks taken and strides made to promote and defend research insights.

# Fearless 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 industry.

## Submission materials:

- One 500-word statement outlining why the individual should win the award.
- Minimum one 250-word recommendations/testimonials.
- Supporting material (metrics, additional testimonials, video [maximum five minutes in length], case study, etc.) recommended but not required.

Nominees must be 30 years of age or younger on Nov. 7, 2022. 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:

- One 500-word statement outlining why the individual should win the award.
- Minimum three 250-word recommendations/testimonials.
- Industry resume.

Retired practitioners are eligible.

# Lifetime Achievement

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



## Criteria

The MREF Everyday Hero award is given to a researcher who is making a difference in or outside of their community but who may not be getting the accolades they deserve. This individual is impacting their world through efforts such as:

- Volunteering at a worthy non-profit.
- Doing the behind-the-scenes work an organization depends on.
- Leading and encouraging others to give back through volunteering or other efforts.

Nominees must be currently employed by a market research firm or work within a market research department of a corporation.

## Submission materials:

- One 500-word statement outlining why the individual should win the award.
- Minimum one 250-word supporting statement.
- Name and location of organization the individual supports.
- Number of years the individual has been involved in philanthropic/volunteer work.

# MREF Everyday Hero

Presented by the Marketing  
Research Education Foundation

Project and  
Collaborative  
Categories



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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:

- A 250-word statement outlining the project and detailing why the nomination should be chosen.
- A 500-word word project synopsis.
- One recommendation/testimonial (max. 250 words, each).
- Additional submitting supporting materials (case study, testimonials, infographic, metrics, etc.) recommended but not required.

# 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:

- A 250-word statement outlining the project and detailing why the nomination should be chosen.
- A 500-word word project synopsis.
- One recommendation/testimonial (max. 250 words, each).
- Additional submitting supporting materials (case study, testimonials, infographic, metrics, etc.) recommended but not required.

# Global Marketing Research Project

An MR-related, multi-country project.

## 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:

- A 250-word statement outlining the project and detailing why the nomination should be chosen.
- A 500-word word project synopsis.
- One recommendation/testimonial (max. 250 words, each).
- Additional submitting supporting materials (case study, testimonials, infographic, metrics, etc.) recommended but not required.

# 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 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:

- A 250-word statement outlining the project and detailing why the nomination should be chosen.
- A 500-word word project synopsis.
- One recommendation/testimonial (max. 250 words, each).
- Additional submitting supporting materials (case study, testimonials, infographic, metrics, etc.) recommended but not required.

# Groundbreaking Research Project

A marketing research-related project that took an 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:

- A 250-word statement outlining the project and detailing why the nomination should be chosen.
- A 500-word word project synopsis.
- One recommendation/testimonial (max. 250 words, each).
- Additional submitting supporting materials (case study, testimonials, infographic, metrics, etc.) recommended but not required.

# Health Care/ Pharmaceutical Research Project

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:

- A 250-word statement outlining the project and detailing why the nomination should be chosen.
- A 500-word word project synopsis (completed or ongoing research).
- One recommendation/testimonial (max. 250 words, each).
- Additional submitting supporting materials (case study, testimonials, infographic, metrics, etc.) recommended but not required.

# Client/Supplier Collaboration

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:

- One 250-word statement outlining why the nomination should be chosen (please include metrics to support claims).
- A 500-word synopsis of a completed or ongoing research project that is qual-focused.
- One recommendation/testimonial (max. 250 words) that showcases the impact of the individual or team.
- Additional submitting supporting materials (case study, additional testimonials, infographic, metrics, etc.) recommended but not required.

Nominations must prove a focus on qualitative methods. All entries will also be judged on the execution of at least one research project.

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

# Qualitative Research Impact

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

## 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:

- One 500-word statement outlining why the technology should be chosen (please include metrics to support claims).
- One 300-word statement outlining the technology's ability to have a lasting benefit, focusing on how it can be applied to other situations.
- Additional submitting supporting materials (case study, testimonials, infographic, metrics, etc.) recommended but not required.

The technology must be available for use today.

# 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, 2021, and available for use today (projects, tools or services in beta testing will not be considered).

## Submission materials:

- One 500-word statement outlining the product/service and detailing why the nomination should be chosen (may include demo video link).
- Two recommendations/testimonials (max. 250 words, each).
- A case study example.
- Additional submitting supporting materials (case study, testimonials, infographic, metrics, etc.) recommended but not required.

# Best New Product/ Service Innovation

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