EXCELLENCE IN RESEARCH AWARDS

Award Descriptions

**Best In Class**
Awarded jointly to the supplier, client and, if appropriate, intermediary, for a research project that serves as a shining example to research practitioners and users.

**Excellence Behind the Scenes**
Awarded to a supplier (or a full service supplier’s operational department, as appropriate) who conducts data collection, recruiting, data processing and analysis or related area, but who does not have direct client contact.

It is awarded to recognize research practitioners whose efforts, while enabling the completion of marketing research projects, are ‘behind the scenes’ and as such, lack broad visibility.

**Best Multinational**
Awarded to the supplier, client and, if appropriate, intermediary who have initiated and taken the lead in designing and implementing a marketing research project which collects data from respondents in more than one country.

**Best Integration**
Awarded jointly to suppliers, clients, and any intermediaries in recognition of a research project that demonstrates successful integration of market research with other information sources.

**Murray Philp Altruistic Award**
Awarded for a market research project done on a pro-bono or reduced profit basis, for a not-for-profit organization that has contributed positively to the individuals, groups or communities that form part of our Canadian network, that it was meant to help.

**Public Policy Impact Award**
The MRIA Public Policy Impact Award will be awarded for a research project in the broader public sector that has had a demonstrable public policy impact.

This Award is intended to recognize excellence in a project led by research professionals working within or as an agency supplier to federal, provincial, or municipal governments; universities, colleges, school boards, or other educational institutions or agencies; hospitals or other health care institutions or agencies; non-governmental organizations (NGOs) or other charitable organizations; special interest/advocacy groups, institutes, or think tanks.

A two-thirds (67%) majority vote of the Awards Committee in favour shall be required for a nominee to be declared a recipient of the MRIA Public Policy Impact Award.

While this Award will be available and open for consideration each year, it shall not be a requirement that it be presented each year, if the Awards Committee deems there to be no deserving nominees at that time.

**HOW DO YOU STAND OUT FROM THE REST?**
Your Awards submission should show how your project:
- Accomplished its set objectives and was completed successfully;
- Contributed to the client’s decision-making and to those who initiated the research;
- Was completed, in whole or in part, in Canada within the eligibility period of January 1, 2014 to December 31, 2014, and
- Emphasizes at least one element that raises the project above the “norm”.

Note: Financial impact and budgets are not required for submissions but may be submitted as evidence of the effectiveness of the project.

**What to include in your Awards submission:**
- Brief summary of the project’s objectives and methodology (innovative or creative data collection, analytics, reporting method or technique, etc.),
- Scale or scope of project,
- Topic(s) investigated,
- Relationship between, and roles of the client and supplier/consultant,
- Evidence of the success of the project, and
- Any other details that make this research endeavour above and beyond the “norm”.

Please keep your submission to a maximum of 5 pages in length.

**Confidentiality!**
Your Awards submission will be held in the strictest of confidence and will only be made available to the judges for that award. The panel of judges for each award will be chosen carefully to avoid conflicts of interest and only details approved by you will be made public at the Awards Ceremony and to the press.

Individual entries may be submitted in a maximum of two award categories.

Please nominate any project you deem deserving by completing the nominations form on the next page.

To view the criteria used for judging submissions, please go to the MRIA website: http://mria-arim.ca/events-awards/excellence-in-research-awards/introduction

Please submit your nomination forms by Monday, April 27, 2015 to excellence@mria-arim.ca or by fax at: (416) 644-9793

To view previous winners of the Excellence Awards, visit http://mria-arim.ca/events-awards/excellence-in-research-awards/past-winners
EXCELLENCE IN RESEARCH AWARDS

The MRIA Excellence in Research Awards recognize excellence in the various aspects of Marketing Research.

Please use this form as the cover sheet for your submission to the MRIA office or submit your complete nomination online at excellence@mria-arim.ca

Project Nominated for: □ Best in Class  □ Best Multinational
          □ Excellence Behind the Scenes  □ Best Integration
          □ Altruistic Award  □ Public Policy Impact Award

All awards are jointly awarded to the research buyer and supplier, with the exception of “Excellence Behind the Scenes” which is awarded to a research supplier. Note: Individual entries may be submitted in a maximum of two award categories.

Please print or type:

Nominee Details

□ Mr. □ Ms. □ Mrs. □ Miss □ Dr. □ Other_______________

Name (first, last)

Company:

Email:

Telephone # (during the day)

Telephone # (in the evening)

Nominee: Buyer

not applicable to Excellence Behind the Scenes Award

□ Mr. □ Ms. □ Mrs. □ Miss □ Dr. □ Other_______________

Name (first, last)

Company:

Email:

Telephone # (during the day)

Telephone # (in the evening)

Nominee: Supplier

□ Mr. □ Ms. □ Mrs. □ Miss □ Dr. □ Other_______________

Name (first, last)

Company:

Email:

Telephone # (during the day)

Telephone # (in the evening)

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2015 Excellence in Research Awards are sponsored by Market Probe

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