



# *BRITISH MARKET RESEARCH AWARDS 2001*

## **Call for Entries**

BMRA is proud to announce the launch of the British Market Research Awards - the most prestigious industry awards of the year. The Award programme has been designed for entrants to demonstrate the practical contribution made by market research in aiding business decisions and thereby resulting in improvements to business performance.

Categories have been selected for agencies and clients to show the value of research in terms of its payoff in improved sales, profit, staff effectiveness, morale, customer service, product development and distribution etc.

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### **Case studies are invited in the following categories . . .**

. . . **MARKETING**

*This could include changes to the marketing of a product or service in light of market research which made a significant impact on the success of a campaign.*

. . . **BUSINESS PERFORMANCE**

*Perhaps the results of research changed the internal structure or staffing hierarchy of an organisation and led to improvements in performance.*

. . . **TECHNOLOGY**

*For example, modifications to automated systems that impacted on the organisation's overall performance.*

. . . **COMMUNICATIONS**

*How internal or external communications were developed and improved bottom line performance in light of a market research programme.*

. . . **INNOVATION**

*How market research identified a gap in the market and successfully filled it.*

Deadline for entries is Tuesday 31 October 2000.



Judging will take place during November 2000.



Five category winners will be showcased at the annual BMRA conference February 2001.



£1000.00 prize money to category winners and presentation of the trophy to the overall winner will be made at the Awards Dinner February 2001.

***Please send your entries to:***

***John Samuels, Chairman of the Judging Panel***

***c/o BMRA, Devonshire House, 60 Goswell Road, London EC1M 7AD.***

***For further information, call Simon Wieremiej or Janet Weitz on 020 7566 3636***

## Competition Entry Rules

Entries are invited from all market research companies. Entries in written form, describing case histories of the contribution made by research to business decisions, and the outcomes of the use of research in such circumstances. All areas of business activity are eligible, as is public policy.

### Prizes

There are five categories, the first prize in each being £1000. The first prize winner in each category will then be entered into a Grand Prix for the best paper overall. This winner will receive the BMRA trophy.

Diplomas will be awarded for the best five papers in each category and all entrants will receive a certificate recognising their participation in the event.

### Conditions of Entry

1. Each entry must be at least 3000, and not more than 5000, words excluding charts and tables, and must be accompanied by a summary of not more than 750 words suitable for general and press release. A copy on disk in Word format is also required.
2. Each entry must be typed and double spaced on A4.
3. The original plus seven copies must be provided, and delivered to the BMRA Awards Secretary by noon on 31st October 2000.
4. Each entry must be made with the written permission of the relevant senior executive in the client company or organisation.
5. The research work described must have been completed no longer than two years before the date of submission, although it may have been started earlier.
6. Entries must be original, although parts may have been previously published.
7. The judges reserve the right to reallocate entries to different categories.
8. The judges' decision is final, and no correspondence will be entered into. Any agency represented on the judging panel may enter papers, and that agency representative will not take part in judging any entries from that agency.
9. World copyright of all entries passes to BMRA.

Entries may demonstrate the true diversity of the research function, ranging from data collection through to the areas of consultancy/modelling /strategy analysis. They do not have to be a 'conventional' research study consisting of a stated problem, research design, original data collection, analysis and interpretation. They can be about designing experiments, re-analysing data, modelling and forecasting.

The judges will give due weight to the quality of the research, its design and method, as well as to the perceived and demonstrated results. However, the predominant concern will be: did the research work make a contribution to business success?

## Content

Since the subject matter may range over a wide variety of business issues, there is no specified form for the content of the paper. However, it is likely to include the following:

- business background;
- definition of the business issues involved and the procedure whereby the research objectives were defined;
- how the research was formulated to meet the criteria. While the emphasis is laid upon the use of the research data, it is important to establish the rationale for the research and the way in which it was conducted;
- research method in as simple a form as possible; technical details may be conferred to an appendix.
- If special sampling, new technology, statistical analysis or modelling are a major factor, adequate technical descriptions should be given for the reader to understand the theoretical basis of the work;
- how the research results identified problems and opportunities; to the extent to which the objectives were met; unexpected results and why; definitions of further research and its objectives;
- how the research results were used and the outcome of this use; decisions made; competitive positions enhanced;
- effect on the company's market, financial and/or operational position, and on the future strategy and tactics for the business.

Entrants should also indicate the particular role which the research played in ensuring better business decisions, either in confirming a proposed course of action, or in preventing a potentially damaging one, and in indicating the likely outcome. Wherever possible this should be related to increased business and profitability, and where more indirect measures are appropriate, the case should be shown for their importance in the short or long term. Also an indication of how further work may help in developing future action should be given if appropriate.

### The Judging Panel

John Samuels, Chairman of Judging Panel,  
Market & Social Research Consultancy

John Kelly, Chairman, BMRA

Justin Gutmann, Chairman, Market Research Society

Merry Baskin, Planning Director, J Walter Thompson

Diana Brown, Head of Marketing and Sales Information,  
Post Office Consulting

Sue Robson, Managing Director,  
The Qualitative Consultancy Ltd

Stuart Smith, Editor, Marketing Week

Roderick White, Editor, Admap