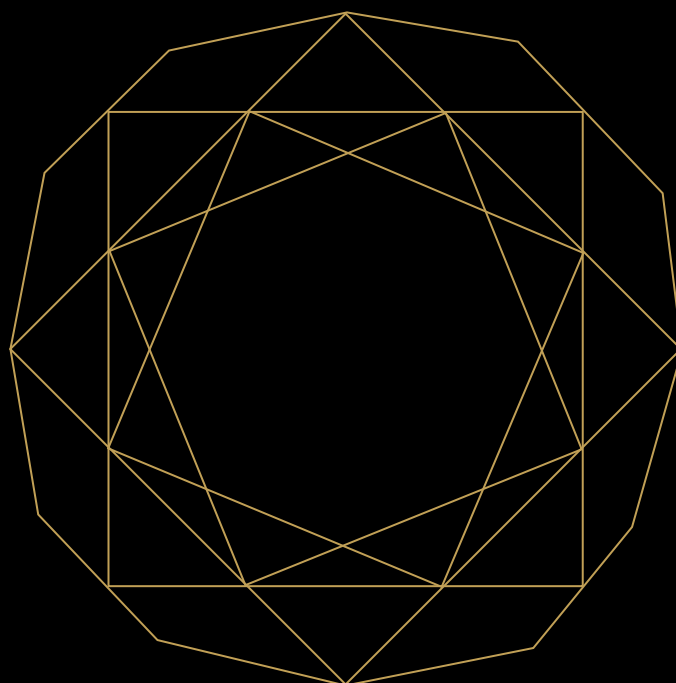


MRS AWARDS 2025 ENTRY TOOLKIT

+ **RESEARCHLIVE**
AWARDS



Principal Sponsor



ENTRIES ARE OPEN



Entry forms and the full criteria for each category is available [here](#).

NOBODY DOES IT BETTER

“Nobody does it better”, than the MRS and Research Live Awards, and we have the accreditation to prove it. The MRS and Research Live Awards have gained Advanced Accreditation from The Independent Awards Standards Council.

Amongst other things this accreditation guarantees all entrants that the Awards are:

judged by independent judges

that all the judges have signed NDAs to guarantee your confidentiality

that our scoring systems are clear and consistent and our processes transparent

and that we supply feedback if requested

“The MRS’ Agency of the Year award is the standard-bearer for the industry. Winning it for the second time has increased our visibility, created new opportunities for growth and cemented the trust brands and organisations place in us. But it is more than that. Winning Agency of the Year ensures we continue to attract and retain world leading talent by clearly recognising the brilliance of the team, the culture we create and the opportunities we offer for learning and development.”

**Emily Dickinson, Board Director,
Opinium – 2024 Winner of Research
Live Agency of the Year.**

Entry forms and the full criteria for each category is available [here](#).



Jane Frost CBE
CEO of MRS

Entering the MRS and Research Live Awards gives you the opportunity to showcase your work to 1000 people on the Awards night itself plus over 50,000 of our followers on LinkedIn as well as reach to 25,000 unique visitors who read ResearchLive around the world every month.

Our feedback shows that even being shortlisted helps build businesses and reach new clients.

A winning case study needs great story telling of course, and the criteria for judging are clearly set out at [MRS Awards](#).

To help you even more I am delighted that we have compiled this guide on how to make the most of your entries.

A little bit of preparation could make the difference between making the short list and being on that winner’s platform, so I urge you to check this guide out – make sure that our judges really feel that “nobody does it half as good as you”.

Good Luck.

A handwritten signature in black ink that reads "Jane Frost".

Jane Frost CBE **CEO of MRS**





WHY ENTER

Entering the MRS and Research Live Awards has lots of benefits.

Enhance your reputation and win new business. An MRS award is evidence of excellence.

Increase your profile. Winners receive publicity through Research Live, the MRS website and social media.

Reward your team and celebrate individual contributions.

Celebrate and attend our glittering award ceremony and network with peers.

KEY DATES

Don't miss out! Add these important dates to your diary.

Entries open **Thursday 1 May 2025**

Entries close **Thursday 26 June 2025**

Shortlist announced **October 2025**

Awards evening **1 December 2025**

“Winning the Innovation of the Year award at the MRS Awards 2024 has been an incredible milestone for Streetbees. This recognition is not just a testament to our team’s dedication to pushing the boundaries of consumer insights through AI and technology but also reinforces our commitment to continuous innovation. The award has strengthened our credibility, opening doors to new opportunities and partnerships while validating the impact of our work in the industry. Most importantly, it’s been a huge motivator for our team, who work tirelessly to redefine the future of insights. We’re incredibly proud to be recognised among the best in the field and grateful for this platform to showcase our achievements with SBX.”

Vidisha Gaglani, CEO, Streetbees
– 2024 Winner of Research Live
Innovation of the Year

Entry forms and the full criteria for each category is available [here](#).

CATEGORIES

There are a variety of categories to suit everyone! From young researchers, independent consultancies and in-house insight teams to larger agencies, clients and partners. The full list is below.

Activation of Insight (MRS/AURA Award)

This award will be given to the best case study from a client/agency or in-house client team demonstrating an innovative approach to insight management.

Application of Analytics

This award will be given to the best case study that demonstrates how data analytics can be leveraged to create and inform strategy and growth for business and/or brands.

Applications & Impact of Data

This award is designed to highlight how maximising the value from data can influence decision-making and business success. Judges are looking for a single case study, although the project or work does not have to be fully completed since it could be the part of ongoing optimisation or a longer term objective.

Applications of Research

This award is designed to highlight how research can effectively aid decision-making. Judges are looking for solid case histories, although the project concerned does not have to be fully complete since it could be part of a staged, ongoing, longer-term study.

Creative Development Research (Jeremy Bullmore Award)

This award will be given to the entry that best demonstrates the value research can bring to the understanding of creative ideas in any media. This includes any media or form where creativity is important and in any stage of development.

Cultural Insights (Virginia Valentine Award)

This award is designed to highlight how cultural insight can be leveraged to create leadership and growth for businesses and/or brands. Case histories should demonstrate how cultural knowledge has been used to either reveal or develop a fresh perspective that more conventional methods alone could not achieve.

Financial Services Research

This award will be given to the submission that best demonstrates the value of research to clients in the financial sector.

Healthcare Research

This award is designed to recognise research specifically in the field of health and healthcare, including pharmaceutical market research, whether on the consumer side or concerned with healthcare professionals.



Entry forms and the full criteria for each category is available [here](#).



Inclusive Research (MRSPride Award)

This award seeks case studies which demonstrate best practice in researching or understanding culturally and socially diverse, marginalised or minority communities (not restricted to LGBTQ+), sharing their stories or acting as a force for good in the diversity, equity and inclusion space.

International Research

This award is intended to single out the individual or organisation that has undertaken a significant international project. 'International' means any project which is conducted primarily outside of the entrant's home territory.

Media Research

This award will be given to research that best demonstrates a greater understanding of how a specific medium, or combination of media, work. New insights into established media, new media, or entirely novel media are all welcome.

MRS B2B Network Award for Business-to-Business Research

This award recognises outstanding research specifically in the business-to-business arena. Judges will be looking for the entry which best demonstrates research quality and vision (methodological or interpretative) and its effectiveness or application in the business-to-business sector.

MRS/ICG Award for Independent Consultants

This award recognises the contribution of researchers who choose to work as independent consultants, or as micro-businesses with three or fewer employees, rather than in a larger agency environment.

New Consumer Insights

This award will go to the best case study from a partnership – client/agency or in-house team – that demonstrates how the understanding of the consumer in a particular market has been advanced.

Public Policy/Social Research

This award will be given to the entry that best demonstrates the impact of research on the understanding of the issues relating to, and decision-making within, the public policy and/or social arena.

Sustainability Research

This category seeks case studies which demonstrate best practice in researching and understanding actions that an organisation has taken to improve their environmental sustainability.

Technology Innovation (MRS/ASC Award)

This award is organised directly by the ASC in association with the MRS. The entry form and criteria can be found [here](#) and entries and payment should go directly to ASC.

Entry forms and the full criteria for each category is available [here](#).

Research Live Agency of the Year

This award recognises market-leading agencies who operate within a recognised self-regulatory research framework (MRS Company Partner, employ members of MRS or other equivalent associations outside the UK).

Research Live Best Place to Work

The winner of this award will be the business that put people at the heart of their overall strategy and can demonstrate innovative thinking, enlightened approaches, and new initiatives that make their organisation a great place to work. Evidence of employee engagement and satisfaction is required.

Research Live Best New Venture

This award recognises the entrepreneurial spirit of those setting up new agencies, as well as the achievement and ambition of those who have transformed or turned around an existing business or department.



Entry forms and the full criteria for each category is available [here](#).

Research Live Business Impact of the Year – Global

This category is for clients or organisations that use research, insight and/or data to make a real and lasting impact on their business operations. This award is for work outside the UK.

Research Live Business Impact of the Year – UK

This category is for clients or organisations that use research, insight and/or data to make a real and lasting impact on their business operations. This award is for work inside the UK.

Research Live In-House Team of the Year

This category recognises research or insight teams from within private or public sector organisations. Entries are welcomed from teams that can show how they have developed and delivered outstanding work which has helped transform their organisation, its approach, products, services or bottom-line performance and that operate within the MRS self-regulatory research framework.

Research Live Innovation of the Year

This award singles out the individual, insight business or organisation that has pioneered smarter processes, approaches to research, marketing science and analytics, or new quant and qual methodologies that can be hailed an innovation in research.

Research Live Young Researcher of the Year – Client

Open to any client-side insight professional who has worked in the sector for less than five years **or** will be aged under 30 as of 26 June 2025.

Research Live Young Researcher of the Year - Supplier

Open to any agency or supplier-side researcher who has worked in the sector for less than five years **or** will be aged under 30 as of 26 June 2025.

8 TOP TIPS TO WIN

Follow our judges' top tips to have the best chance of displaying a prestigious MRS trophy on your shelf!

- 1 Choose your category carefully** and address all the criteria in your entry, using clear, concise language.
- 2 Evidence matters!**
Back up every claim with evidence, use metrics to support your entry.
- 3 Why should your entry win?**
What is different and special about your project or entry and explain clearly. Will it stand the test of time?
- 4 Results are important.**
Tell us about the impact your research had, and on who.

“Winning Young Researcher of the Year Client-side means the world to me - more than that actually! It's helped with conversations about progression and elevated my reputation at Sky, and in the wider Market Research industry. Above all, this award reflects the career I've worked tirelessly to build, the dedication I've poured into every endeavour, and the unwavering passion I have for our industry.”

**Amanda Hammond, Sky UK Ltd –
2024 Winner of Young Researcher of
the Year – Client**

Entry forms and the full criteria for each category is available [here](#).



- 5 Every word counts.**
You only have a limited number of words to tell your story so make every sentence meaningful and check it adds value.
- 6 Supporting material.**
If required, any supplementary material should genuinely supplement the points made in the entry; the key criteria must be addressed within the main entry itself. Ensure it is within the permitted guidelines, additional material will not be well received by the judges. Check your material really does add to your entry. No dull charts please!
- 7 Supporting statements.**
If required, please include three attributed statements. The judges value the opinion of your clients, colleagues, or partners.
- 8 Sense check.**
Ask a colleague to read your entry before submitting it. A fresh pair of eyes can spot any mistakes.

HOW TO ENTER

Entries for all categories must be submitted via the online awards portal [here](#). Click on the relevant category and complete the entry form.

The **MRS Award categories** require a 1,500-word synopsis of the project, a 200-word synopsis and a 100-word summary for promotional activity if selected as a winner. You can upload up to three charts/illustrations (as a jpg, pdf or pptx file) that do not contribute to the word count but must be specifically referenced in the body of the entry.

The **Research Live Award categories** require a 500-word statement, three 100-word attributed statements from clients, colleagues or partners supporting your case, a 100-word summary for promotional activity if selected as a winner and one piece of supporting material (as jpg, pdf, pptx or mp4 file of 12MB Max) which can either be a video or audio file of no longer than 3 minutes, a PowerPoint presentation of no more than 10 slides or an infographic.

The **Research Live Innovation of the Year category** requires a 500-word statement, three 100-word attributed statements from clients and a 100-word summary for promotional activity if selected as a winner. Shortlisted finalists will be invited to present their entry to the judges at a 'Dragons Den' style session at the beginning of October.



Entry forms and the full criteria for each category is available [here](#).



ELIGIBILITY

Entries are welcomed from individuals, teams and client/agency partnerships.

The following categories have specific eligibility requirements.

MRS/ICG Award for Independent Consultants -

Open to all ICG members and MRS members whose businesses employ a maximum of three people and who are not affiliated with a larger organisation.

Research Live Agency of the Year – You must participate in a recognised self-regulatory research framework (MRS Company Partner, employ members of MRS or other equivalent association outside the UK).

Research Live Best New Venture - You must participate in a recognised self-regulatory research framework (MRS Company Partner, employ members of MRS or other equivalent association outside the UK).

Research Live In-house Team of the Year - Entries must be made by an MRS Company Partner or a company that employs members of MRS.

Research Live Young Researcher of the Year –

Client - Open to any client-side insight professional who has worked in the sector for less than five years OR will be aged under 30 as of 26 June 2025.

Research Live Young Researcher of the Year

– Supplier - Open to any agency or supply-side researcher who has worked in the sector for less than five years OR will be aged under 30 as of 26 June 2025.

RULES OF ENTRY

By entering the Awards, you grant MRS and our media partners permission to publish your submission to promote our awards schemes and excellence in market research. Please check all parties involved agree to this including any clients or suppliers. If your submission contains sensitive information, you will be given the opportunity to provide a redacted version for publishing. This is a condition of entry and MRS reserves the right to withdraw entries that do not comply.

Entries are welcomed from individuals, teams, or client/agency partnerships, but you must nominate a primary contact who will take overall responsibility for the entry.

The primary contact must ensure that permission to enter the Awards is obtained from all parties involved including any clients or suppliers.

Entries must not overtly 'sell' any organisation.

The same project may be entered for more than one Award but must be tailored to meet the requirements for each specific category.

MRS reserves the right to re-assign an entry to another category if deemed more appropriate.

The judges' decisions are final. The judges will not enter into correspondence about why an entry is not selected as a finalist.

**Entries must be received by 4pm
on 26 June 2025 to qualify.**

Finalists will receive one free ticket per entry to the MRS Awards Dinner on 1 December 2025, where the winners will be announced. Additional tickets can be purchased at the standard rate when sales open in October.

ENTRY FEES

Entry fees apply to all categories **excluding** the categories below which are free to enter.

- + MRS/ICG Award for Independent Consultants
- + Research Live Young Researcher of the Year (Client & Supplier)

To qualify for the discounted rate, the company paying for the entry must employ an MRS member/ be a Company Partner and all entries must be included on the same invoice as the first entry.

MRS members/Company Partners

£600 + VAT (£720) for first entry
£350 + VAT (£420) for each additional entry in any category

Non-members

£850 + VAT (1020) for first entry
£400 + VAT (£480) for each additional entry in any category

Non-profit organisations*

£250 + VAT (£300) for all entries

***Reduced fees for non-profit organisations**

Non-profit organisations are eligible for a reduced entry fee. Entries must be solo authored by the non-profit organisation and the non-profit organisation must be the only named organisation both in the body of the entry and the title.

Payment for all fees **must be** received no later than 2 September 2025. Failure to pay by this date will invalidate your entry.

Invoices will be issued for all entries. If you wish to pay by credit card, you may contact our Finance Team by telephone on receipt of the invoice.

Entry forms and the full criteria for each category is available [here](#).

FAQS

Got a query? Find your answer here. If you have any further questions email chloe.ellison@mrs.org.uk

Q. Will the deadline be extended?

A. No, our judging process begins almost immediately, so all entrants are expected to make the official deadline which is 4pm on the 26 June 2025.

Q. Are the entries confidential?

A. The entry process is confidential, and all judges are required to sign confidentiality agreements, however the ultimate goal of the awards is to promote research. Finalists for the case study (1500-word) categories will have their entries published on Warc.com and the MRS website and finalists for the business excellence (500-word) categories will be written up into features for Research Live. You/your client should understand this before entering.

Q. Can we edit before publication?

A. MRS and our media partner Warc.com will publish finalists for the case study (1500-word) categories after the winners are announced in December. If you are not a finalist, you will not be published. Finalists will have roughly a month to re-submit a redacted version of their submission for publishing if necessary. One of the aims of the MRS Awards is to add to the knowledge bank of the sector so you should keep as much of the original version as possible. Research Live will liaise directly with finalists for the business excellence (500-word) categories before publishing articles.

Q. Does the work in our entry have to have been carried out within a specific timeframe?

A. Unless stated in the criteria (e.g. for the Research Live business excellence categories), there are no timeframes in which work needs to be carried out to be eligible. The judges are looking for effective research, and they understand it takes time to collect the evidence to prove that what you did for the client really paid off.

Q. What 'measurable results' are the judges looking for?

A. You'll do better if you include metrics that show your research had a successful impact on the client's bottom-line or decision-making. Encourage the client to share these, they can always be redacted before publishing if they are commercially sensitive.

Q. How strict is the word limit?

A. Very. The submission system will cut you off at the limit for each section. If you submit more, the judges will not see it.

Equally, if you submit much less than the permitted word count, you probably haven't said enough.

Q. What additional information can I include?

A. This is clearly stated for each award. If it's not mentioned in the criteria, you can't include it.

Each judge may be reading up to a hundred entries. They are not obliged to look at anything in addition to the permitted word count/supporting material and, frankly, won't. If you include links to long videos, multiple page reports/presentations or entire websites, these will not be considered. If your written entry does not make sense without this extra material, it won't compete as well against entries which have worked within the permitted guidelines.

For the case study (1500-word) categories you can include up to three static charts or illustrations. Technically any words on your charts do not count towards the word limit, but do not use this as an opportunity to include additional narrative. The judges will notice this, and it will not be well received.

The Research Live (500-word) categories require a video or audio file of no longer than 3 minutes, a PowerPoint presentation of no more than 10 slides or an infographic.

If you submit anything outside of the permitted supporting material, it will be deleted.

Q. What do I do if my supporting files are too large to upload?

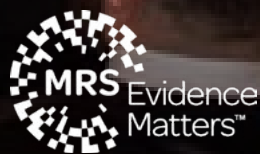
A. The file types and sizes supported by the submission site are given next to the relevant fields. Please try to work within this.

If you can't, you can email larger files directly to awards@mrs.org.uk, clearly stating in your email which entry the attachment pertains to.

If you have produced a video clip that is too large to attach to an email, upload this to YouTube or Vimeo and share a link. If you do not wish to share the video in this way, you can send via a file transfer site (such as WeTransfer), but please consider that the file will need to be shared with the judges in the same way. They will be reviewing multiple entries, so it's advisable to make your entry as accessible as possible.

Q. If we win how do we order additional trophies?

A. One trophy per category is presented at the awards ceremony. Additional trophies cost £85 plus VAT.



Entry forms and the full criteria for each category is available [here](#).