



**The
Marketing Society**
Research Excellence Awards

Entry Template 2026

This document is for guidance purposes only – Please submit your entry via our online portal

Introduction & Executive Summary

This section should, briefly, outline the purpose, aims, methodology, results and leanings of the piece of research. Detail is to be included in the subsequent sections. This section should give the judges a flavour of the overall piece.

Research Rationale (10%)

Why was this work completed? What problem or challenge were you seeking to resolve? What contribution did this project seek to make to your client's organisation?

Research Approach (25%)

Outline what you did, highlighting its appropriateness to the research challenge and any creative solutions employed.

Research Findings (30%)

What were the big insights; the discoveries that made a difference. What were the significant learnings for you and your client.

Research Impact (35%)

Please provide details and evidence of how this work has impacted positively on your client's challenge. Did they alter their strategy or tactics as a result? How can this work demonstrate its effectiveness.

Attachments

You may include a maximum of two attachments. Please do NOT include video or audio files but rather upload them to YouTube or Vimeo and include the link (and password if necessary) Please list all attachments that are accompanying this entry. E.g. Charts

NB With attachments - please include only material that conveys the essence of the research.

Please DO NOT include the entire research deck with your entry.

All entries must be accompanied by a completed entry form and the appropriate fee.