

## Creative Fieldwork Team of the Year - Submission Guidelines

### Format:

- Submissions should be made using Microsoft PowerPoint and protected to prevent any further editing (See note below\*)
- You are free to be creative in your slide design, and you may like to invent a name and logo/branding for your team - but please do not use a real branded template, include any actual company logos or any real names of people or companies – **entries must be totally anonymous**, to ensure impartiality of the judging process
- Maximum submission length: 11 slides (including the Winner's Statement slide – see below)

### Technical details:

- You may include video clips in your submission, but the total overall run time of these cannot exceed 5 minutes
- If you include video this should be in the form of a link to a public, private or video sharing site (if a password is required, be sure to include this). Do not *embed* video as this may make your submission too large to transmit. If you do decide to use video, please note that this must not include footage of identifiable people within your company, as this would break the anonymity of the entry.
- Other than any video, no links to external sites will be followed, so please don't include them
- Please include a Winner's statement – one slide - suitable for use in publicity if you win – 40 words maximum. Make it impactful: How would you like your entry to be summarised? What made it great or unique?
- The judges will only review content in the main body of the slides; any text in the Notes sections will not be read
- Please do not use slide builds or animations – the submission needs to work in a 'flat' format – i.e. if it was to be viewed as a pdf or on paper (apart from any video links)
- Maximum file size: 12MB

### *\*To protect a PowerPoint file:*

- Click on the File tab
- Select Protect Presentation and Mark as Final
- Optionally, password protect the file.

### Assessment Criteria:

- Entries will be scored on the basis of ‘realistic creativity’. We do not expect all participants to have a ready-made solution to our RfP but invite entrants to showcase their creative thinking and knowledge of overall MR fieldwork to propose a creative solution, no matter whether their internal resources would be able to conduct the specific piece of fieldwork being suggested.
- We are interested in your ability to take ownership of the brief and bring your knowledge to the fore, not in your immediate capacity, specialisms or strengths.
- Be realistic in cost estimates.
- The specific criteria that judges will be using are shown below:

Criterion	Score out of...	Description
<b>Realism</b>	10	Judges will be on the lookout for a proposal with realistic costs and deliverables given the approach it suggests
<b>Meets RfP objectives</b>	10	Judges will assess whether the proposal meets the objectives set for the project
<b>Challenges the brief</b>	10	Judges will assess whether the proposal successfully challenges the contents of the brief
<b>Depth of consideration</b>	10	Judges will consider the extent to which the nuances of the project were met with evidenced thinking to maximise benefits and avoid pitfalls
<b>Appropriateness</b>	10	Judges will assess the appropriateness of the approach suggested (impact on respondents, suitability of the methodology)
<b>Uniqueness</b>	10	Judges will be on the lookout for creative thinking in meeting the RfP objectives
<b>Presentation</b>	10	Judges will assess how clearly and concisely the proposal was together, including any visuals or supporting materials used