



2010 EXPLOR AWARD CALL FOR SUBMISSIONS

The EXPLOR Awards is an annual case study competition, honoring technology innovation in marketing research. Innovation leaders, from global corporations, research agencies and academia, are invited to submit high impact cases where technology and innovation have advanced the research and insight process. A world-class judging team selects the top four candidates to be presented at The Market Research Event, November 9-10 in San Diego, CA.

We are seeking impact-oriented submissions that focus on research-enabling technologies that ultimately enhance the research process, data collection, or dissemination of information. Our goal is to highlight companies that are positively influencing and making an impact in market research and our profession.

Past winners and finalists include:

AOL	Orange Telecom	Frito-Lay	Unilever
Eli Lilly	IBM	Intel	Kraft
NBC Universal	Hershey	Procter & Gamble	Unilever
Warner Bros.	UCLA with MIT	Wharton	The CDC

Judges include innovation leaders from major corporations and research agencies:

General Mills	SuperValu	NBC Universal	DMS
GfK	Cambiar Consulting	Decision Insight	Global Park

2010 EXPLOR AWARD OFFICIAL SUBMISSION FORM

Deadline: April 9, 2010

Detailed responses to these questions will need more space than this form allows for. Please attach additional documents to your submission as necessary. This form must be submitted with your materials to qualify.

PART I: CONTACT INFORMATION

Date of Entry: _____

Primary Contact **

Name, Title, Organization (if different from client speaker):

Phone: _____ Fax: _____

Email: _____

Name of Client Organization: _____

Client Speaker Name: _____

Address: _____

City, State, Zip: _____ Country: _____

Division (if applicable): _____ Industry: _____

Product/Service: _____

PART II: SUBMISSION INFORMATION

- Participation-** A single party of multiple parties may participate in the EXPLOR submission preparation. This may or may not include the client who, at a minimum, has granted approval for the application is being highlight. Please list the organization(s) involved in preparing this submission and describe their relationship(s) with the client organization:
 client organization research supplier academic independent contractor other(explain)

- Roles/Responsibilities** - In preparing this submission, what were the responsibilities of the client and other members of the team?

3. **Organizational relevance** How does this research application fit into and contribute to the organization’s objectives, operations and research environment? (500-word maximum) Note: if you do now have clear evidence of organizational impact, you need not continue. This element is critical to being a finalist.

4. **Technical execution.** Describe how this research was implemented. What procedures and technologies were employed? (500-word maximum)

5. **Creativity.** Describe the creative components of this research application. Creativity includes, but is not limited to, engaging respondents/consumers, motivating participation, eliciting more valid and reliable measures, accelerating and directing exposure to information, analysis and modeling, and communicating insights to management. (500-word maximum)

6. **Innovation.** In what way is this application innovative? How does it contribute to business or market research practices? In what ways does it help advance or even define the future of research? Also note innovations that contribute to ease of use, simplifying processes, speeding processes and reducing costs (500-word maximum)

CONFERENCE SESSION

Please provide a title and description for your session, as you would like it to be displayed in The Market Research Event brochure (It will be used only in the event that you are chosen as a finalist).

Description:

Description should reflect what the attendee will learn after having heard your session and be no longer than 100 words

FOLLOW-UP

After your submission is received we may contact you for additional information regarding your company or the application. Please provide with your submission the information you deem relevant to judge this application. The submission may include an internet URL, presentation slides, a self-running

presentation, demonstration, or working illustration of the research innovation. Award candidates are encouraged to limit self-running presentations and demonstrations to ten minutes in length. All applicants will receive feedback from the judging team. Finalists will receive notification from The Market Research Event confirming the day/time of their presentation.

2009 EXPLOR Award Submission Deadline: April 9, 2010

(Completed Entry and Supplementary Documentation)

To submit, please email your submission content to Krista Vazquez at kvazquez@iirusa.com.

For questions about the EXPLOR awards, please contact Beth Rounds at beth@consultcambiar.com or Chuck Miller at chuck.miller@corp.aol.com.

For questions about The Market Research Event, please contact Conference Director Krista Vazquez at IIR at kvazquez@iirusa.com