

**THE AURAs 2021**

**INSIGHT IMPACT ENTRY FORM**

**This award is given to the best case study from a client and/or client-agency collaboration for demonstrating the Impact of Insight on their business through:**

* **the bottom line improvements/successes; and/or**
* **engaging difficult to reach stakeholders; and/or**
* **changing the opinions of customers through effective and creative use of insight**

**Your name:**

**Your company:**

**Contact email:**

You have up to 750 words for your entry. The shortlisted entries will be those case studies which best demonstrate the direct impact of their work: this may be financial, stakeholder influence, consumer behaviour or something else. For inspiration you can review previous’ award winners’ presentations on the AURA website [here](https://www.aura.org.uk/pages/24-aura-impact-award-winning-presentations)

Be sure your submission covers:

* The business issue you were tasked with
* How you went about tackling the question
* What you found out
* The impact the research had – your entry will be enhanced if you can provide supporting evidence in the form of data or endorsements

**YOUR ENTRY**

**(max 750 words)**

**STAKEHOLDER ENDORSEMENT (Optional but it could you’re your submission get shortlisted!)**

**Name and job title of endorser**

**Endorsement**

**Please submit this form by email to awards@aura.org.uk by 1800hrs on 31st May 2021. Before submitting please check that you are available to present either in person in London or are available for a Zoom Q&A session on 19th July should your entry be shortlisted**

**CONDITIONS OF ENTRY**

* Only people working for companies that were members of AURA at the time of the AURA Awards announcement on 19th July 2021 are eligible to enter
* Case studies can reflect a single project or a body of work
* A member may enter more than once. Each entry should be submitted on a separate form
* Joint submissions with agencies are permitted but the AURA member must make the submission
* Each submission including any testimonials must be in total a maximum of 750 words (any additional wording will be discounted and not provided to the shortlisting panel)
* Submissions and all applicable information will be treated in confidence

**IF YOU ARE SHORTLISTED**

* All finalists will be invited to present at the RAF Club in London on the 19th July 2021- times will be indicated once finalists have been notified.
* Members unable to be there in person will be allowed to pre-record their presentation and supply it to AURA by 12th July 2021. They should also be available for a live Q&A session by Zoom on 19th July
* Presentations must be a maximum of 25 minutes with an additional 15 minutes for audience questions
* Both the member(s) and the relevant research agency are permitted to take part in the finalist presentation.

**KEY DATES**

* **Closing date for submissions** is 1800hrs 31st May 2021. Any entries received after this date will not be considered
* **Shortlisted finalists** will be contacted by AURA on or before 14th June 2021
* Finalists will be invited to **present their submission** to AURA members at the RAF Club in London on 19th July 2021. Members unable to be there in person can pre-record their presentation but are asked to be available for a live Q&A session via Zoom on the 19th
* **The winner will be announced** at the AURA Awards Dinner on the evening of 19th July 2021

**GOOD LUCK!**