**INNOVATION OF THE YEAR – ENTRY FORM**

**What we're looking for**

Here at AURA we think about innovation as anything that helps deliver better insights or deliver insights better. Our members are clientside market researchers. So it's the things that help them do better work / work better that will resonate. Technology plays a role but this doesn't need to be high tech. Previous winners include Verve with their AI personas, Flood & Partners who offered a better way to design questionnaires and Stravito who help companies organise their research libraries better

We'd love to hear about the best ideas in everything from generative AI to ethnography, from data analytics to storytelling

**Company Name:**

**Your name:**

**Your Email:**

**Your Phone Number:**

**Tell us about your innovation (250 words)**

**What would you say are the principal benefits of this innovation compared with established methods?**

**Are there any particular business questions or sectors that might find this innovation particularly useful?**

**If you'd like to submit your entry as a document please email** [**awards@aura.org.uk**](mailto:awards@aura.org.uk)