

# Mumbrella **MSIX** Awards



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## CALL FOR ENTRY

### 2017 AWARD CATEGORIES

Best Insight

Best Use of Behavioural Economics

Best Use of Neuroscience

Creativity Powered by Science

Shopper Behaviour

Clever Data

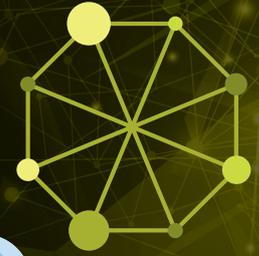
Student Thinker of the Year

Grand Prix

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# Mumbrella MSIX Awards



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## INTRODUCTION

**Following the success of the MSIX Awards in 2016, the awards return in 2017 to celebrate the achievements of those who are closing the gap between the marketing sciences and real world applications. The MSIX Awards, supported by NeuroInsight and the Queensland University of Technology, sets the gold standard for marketing sciences work, honouring Australia's and New Zealand's best in class.**

These awards recognise work that best embraces the principles of marketing and behavioural sciences in the creation of successful marketing, eradicating the old cover-all explanation of "just trust me".

Last year's Grand Prix was won by Ogilvy Change for its work with KFC. Another highlight of last years awards was The Works and their wonderful Deceit Algorhythm built with Suresh Sood, Advanced Analytics Institute, UTS & Professor James Pennebaker from the University of Texas.

Winners of the 2017 MSIX Awards will be honoured at a gala ceremony at the Powerhouse Museum, Sydney, which directly follows the MSIX conference on Friday, November 3. We invite all advertisers, agencies, media and research companies to submit one or more papers for consideration. Judges will be selected from all fields of expertise and committed to bestowing the highest honours to the utmost standards of excellence in each category.

Please allow us to honour your work through your submissions and your participation in this great evening. We look forward to receiving your entries.

Tickets to attend the ceremony will be made available soon.

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## 2017 AWARD CATEGORIES

### BEST INSIGHT

Awarded to the entry that demonstrates an unearthing of a specific insight (or insights) that has acted as a springboard for product, brand or business growth. Judges will be interested in the actual insight, how it was unearthed and the body of evidence that supports the insight. Entries should demonstrate a direct link between scientific method(s) and the insight statement. Judges will also want to know how this insight was / or will be useful for the business or brand.

### BEST USE OF BEHAVIOURAL ECONOMICS

Awarded to the entry that embraces the principles or techniques of behavioural economics to develop effective marketing. Judges will be interested in the principles embraced, rationale for using it and evidence it was effective.

### BEST USE OF NEUROSCIENCE

Awarded to the work that best demonstrates how neuroscience has been embraced to lead to effective marketing. Judges will be looking for a link between the neuroscience deployed, the evidence supporting the approach and a connection to business results.

### CREATIVITY POWERED BY SCIENCE

Creative solutions can be powered by science in many ways. Science can provide the initial insight or opportunity, or it can be used to help bring an idea to life. Entries must provide a tight causal relationship between your creative idea and the scientific principles or theories that helped power it to impress the judges.

### SHOPPER BEHAVIOUR

Awarded to a piece of work that facilitates shopper marketing (in the bricks or clicks world), utilising the principles of decision making, or choice architecture, and demonstrates an advanced understanding of consumer behaviour.

### CLEVER DATA

Awarded to work that clearly demonstrates the collecting, organising and reacting to data to develop effective business, brand or product solutions. 'Clever' data refers to data (structured or unstructured) that has been made useful to the organisation and has been the catalyst for an opportunity for growth.

### STUDENT THINKER OF THE YEAR

This award is for the best marketing sciences thinking by a student at a tertiary institution in Australia or New Zealand. We welcome diverse methodologies, including experimental research, survey research or other methods relevant to the understanding of consumer behaviour. The award will go to the paper that best takes established academic principles of marketing sciences to better the marketing community.

\* Entries for the Student Thinker of the Year Award are free of charge.

### GRAND PRIX

Awarded to the best submission of 2016 across all categories, provided it meets the standard of excellence set by the MSIX Awards.

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## SCORING CRITERIA

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#### 1. Background and Objectives or Hypotheses

Background and contextual information that led to the objectives or hypotheses. Points are awarded for clarity and evidence that objectives or hypotheses were clearly in place before the work was under way and could be tested. *(Scoring: 25%)*

#### 2. Science-Based Strategy

A clear articulation of the thinking that led to the idea of work created and why you thought this would best achieve your objectives. The argument is grounded on an appropriate base of theory, concepts and / or other ideas. *(Scoring: 25%)*

#### 3. The Idea or Work

Innovative thinking and creativity that was informed by stages 1 and 2. *(Scoring: 25%)*

#### 4. Results

Demonstrating a strong causal relationship between what you did (the work) and the results achieved. Results are presented clearly, analysed appropriately and tie together the objectives set. *(Scoring: 25%)*

Entry word count: 1,000

### STUDENT AWARD SCORING CRITERIA

#### 1. Science-Based Thinking

The paper demonstrates an adequate understanding of the relevant theory in the field. Hypotheses or propositions are grounded on an appropriate base of theory, concepts or other ideas. *(Scoring: 25%)*

#### 2. Method

The research is well designed and the methods employed are appropriate. *(Scoring: 25%)*

#### 3. Findings

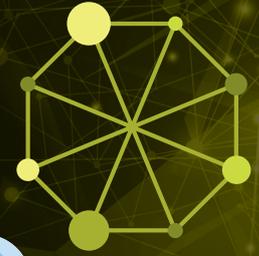
Results are presented clearly and analysed appropriately. Conclusions adequately tie together the other elements of the paper. *(Scoring: 25%)*

#### 4. Benefit to Marketing Industry

The paper clearly demonstrates implications for the marketing practice. These implications are consistent with the findings and conclusions of the paper. *(Scoring: 25%)*

Entry word count: 1,000

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## THE SMALL PRINT

The 12-month period being judged is August 24, 2016 to August 25, 2017. Entry is online only, via the awards website. Please do not enter physical copies.

The closing date is midnight Friday, August 25. Late entries (with an additional fee) will be accepted until midnight Friday, September 1.

The decision of the jury is final except where new information comes to light after judging, in which case a ruling may be made by Mumbrella. Where misleading information is supplied, regardless of intention, Mumbrella reserves the right to disqualify entries. The scope of the awards covers teams based in and activities conceived in Australia and New Zealand. The jury will use its discretion to move entries to another category if it sees fit.

Information contained in the entry may be used in the voiceover at the awards presentation, in the winners' brochure or elsewhere. If there is information that is of a confidential nature, please clearly mark the relevant section/s as "confidential" and it will not be included in any external communication.

Video - featuring the work only - should be provided via Youtube or Vimeo link. Video should be of the work in question only. Supporting material, including case study videos, may also be uploaded, although this may not be viewed at the shortlist stage.

Entries believed by the jury or Mumbrella, reasonably, to be scam - or work created only to win awards - will be disqualified.

All finalists must have a representative available to collect the award at the Powerhouse Museum in Sydney on the evening of November 3.

Cost of entry: \$265 + GST per entry. An additional late entry fee of \$100 per entry is chargeable from August 28 - September 1.

All entry fees are non-refundable regardless of circumstance, including disqualification, withdrawal or the jury choosing not to shortlist.

Entries for the Student Thinker of the Year Award are free of charge.

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