

# 3AF 2018 Awards Competition



## MARKETING RESEARCH PARTNER OF THE YEAR ENTRY FORM

<b>Nominee's Name:</b>		
<b>Nominee's Address:</b>		
<b>Nominee's Email:</b>		
<b>Nominee's Contact Number:</b>	<b>Work:</b>	<b>Cell:</b>
<b>Campaign Title:</b>		
<b>Name of Client or Project:</b>		
<b>Nominator's Name:</b>		
<b>Nominator's Title:</b>		
<b>Nominator's Address:</b>		
<b>Nominator's Email:</b>		
<b>Nominator's Contact Number:</b>	<b>Work:</b>	<b>Cell:</b>
<b>Payment:</b>	<b>Check Number:</b>	
	<b>PayPal Transaction Date &amp; ID:</b>	

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Please answer the following about your marketing researcher nominee. You may attach separate sheets of paper as necessary:

**How does the marketing researcher embody a proactive strategic approach to the working relationship, beyond an executional vendor, to understand the market macro dynamics, consumer segmentation profiling, brand portfolio, business objectives, etc.?**

**How does the marketing researcher incorporate innovative uses of research, including new methodologies or non-traditional tools?**

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**How does the marketing researcher facilitate extraordinary insight mining that provides deeply powerful and provocative insights?**

**How does the marketing researcher genuinely partner with the agency and brand as key stakeholders in guiding the research design strategy and application?**

**Please submit this entry form along with all the required campaign samples via email to [awards@3af.org](mailto:awards@3af.org). For Entry Fee of \$275: payment is accepted through Paypal with a ten percent fee added or check made payable to the Asian American Advertising Federation by Friday, April 21, 2018. Mail checks to:**

**Asian American Advertising Federation  
6230 Wilshire Blvd., Suite 1216  
Los Angeles, CA 90048**

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## List of Samples for Consideration:

All contestants must submit a completed entry form for the desired category along with all other necessary materials by email to [awards@3af.org](mailto:awards@3af.org) with the email subject heading titled:

**Award Category – Agency/Nominator Name – Researcher Name**

Example: “Research – K&L – Simmons”

**Optional:** Samples and/or other related materials may be submitted.

Work and creative samples (documents, images, and videos) should be named appropriately (see below) and zipped into a single file. Entrants have the option of uploading materials to file share services such as [www.yousendit.com](http://www.yousendit.com) or [www.dropbox.com](http://www.dropbox.com) and will email the submission link to [awards@3af.org](mailto:awards@3af.org).

- File Naming: Must include the **Award Category – Agency/Nominator Name – Researcher Name**
- File sizes should be limited to under 100mb per submission
- Preferred File Format for Print or Images: jpg, gif, png, pdf
- Preferred File Format for Videos: mpg, mov, mp4, flv, avi

<u>File Name</u>	<u>File Type / Format</u>