

Framework to Establish the “Research Got Talent” Initiative



*“The Role of Market Research and Insights in supporting
Charities and Non-Profit Organisations in Overcoming
Meaningful Social Issues”*

About the Initiative

The Research Got Talent Initiative started with the Associations in Hong Kong and India. They organized local competitions wherein young researchers had the opportunity to implement projects to address issues encountered by charities and non-governmental organisations (NGOs). After the success of this initiative in Hong Kong and India, the Associations Sounding Board discussed the opportunity for a global version at the Amsterdam Congress 2017, and the first edition of Research Got Talent ran in 2020.

The Research Got Talent initiative now continues at the local level, under a global umbrella:

- To encourage the participation of young researchers in practical market research projects;
- To highlight and showcase the positive impact of market research in tackling social issues and engaging a wide variety of stakeholders;
- To present a fantastic opportunity for local Associations to demonstrate the talent that we have amongst the youth in our profession and to foster cooperation with its current members, potential members, and local NGOs in tackling some of the social issues that are relevant locally;

By taking this initiative onto the global level, ESOMAR encourages the winners of the global competition to present their project at the ESOMAR Congress in September 2024, showcasing the great work achieved by young researchers. This is a key opportunity to increase the exposure of participating Associations both in the media and locally, as well as on the global plane.

Scope of this Document

This document outlines the framework intended to act as guidance for Associations when running their own local Research Got Talent initiative. It is meant purely as guidance and has been drafted specially to allow for flexibility considering local contexts and resources. Participating Associations may also use this document as the foundation for building their own framework and guidelines to follow whilst running their local competition.

Key Principles

The Key Principles outline the main practical points to be aware of whilst planning for running the Research Got Talent initiative at the local and global level. These points are further expanded upon throughout the document.

1. The initiative at the local level comprises bringing together young researchers to **conduct research addressing the chosen Charity/NGO's specific issue(s)** that it faces in its operations.
2. The research report should be submitted to the ESOMAR Research Got Talent team via the **Submission Form** no later than **23rd of September 2023**. This Form will be provided to participating Associations as part of the document pack.
3. The research report may adopt traditional research methods as well as new research methods, including data analysis and analytics.
4. In addition to the Submission Form, participating researchers **must** submit **both** a **video between 5-10 minutes** long where they present their research and a shorter **elevator pitch** video. More guidance on this can be found in Section 8.2. **The videos must be submitted together with the Submission Form no later than 23rd of September 2023.**
5. The participating Association may look to directly collaborate with both local Charities or local NGOs for the purposes of this initiative. Participating Associations may either select Charities/NGOs of their choice or may ask participating researchers to select their own.
6. Young researchers **may include students**.
7. **The research projects must have been finished in second half in 2022 or the year 2023 and have not previously participated in RGT**

1. The Timeline

This section provides the provisional the timeline that participating Associations may wish to adopt. Due to the flexibility of participating Associations in dictating the programme of the local competitions, the outlines below only provide a potential model and can therefore be adapted depending on the local needs and context.

- 23rd of September 2023 – Deadline for project submissions. Forms and videos must be sent in by 23rd of September 2023.
- 25th of September – 6th October 2023- Verification by ESOMAR of the compliance of the files, exchanges with the applicants for improvements if needed.
- After Congress – Judging period

- 9-13 October; The material will be sent to the Jury who will have one week to review the material. Each member of the Jury will send to ESOMAR on October 16th the ranking of his/her top candidates (2 minimum, 4 maximum, depending on the number of applicants)
- 16-27 October; The jury will convene virtually for 3 hours. A doodle link will be sent out to jury.
- November: Announcement of winner via ESOMAR and associations. ESOMAR aims to organize a social media campaign similar to 2022 campaign. Further details will be provided.
- End of November: Launch of RGT 2024 and collecting interest from Associations.

2. Participating Associations

Participating Associations **should express their interest before the end of February 2023** and undertake to begin preparations for the running of the local competition.

Participating Associations may design their own style of work and timeline. The timeline will have to fit with the deadlines outlined above. To participate in the Global selection process, the participating Association will have to select a local winner by **31 August 2023**.

Participating Associations may participate in a monthly call together with all participating Associations and the ESOMAR team to discuss any issues, best practice, and to provide support to one another. For this, a contact point from the participating Association will be required.

2.1. Participating Associations in the same Country

In the event that more than one Association from the same country or region wish to participate, a consortium may be formed. This use-case may be a good opportunity to share resources and workload amongst one or more Associations operating in the same country. It may also encourage the participation of more young researchers and lead to closer ties between local Associations.

3. The Theme / Priorities

The overarching theme of the global Research Got Talent initiative is ***The Role of Market Research and Insights in supporting Charities/Non-Profits in overcoming relevant and meaningful social issues***. This will be the theme against which all submitted research projects will be assessed at the Global Research Got Talent competition.

At the local level, participating Associations can set their own theme which fits into the wider global competition theme, and can address social issues¹ such as:

- Gender equality
- Impact of COVID-19 on vulnerable communities
- Access to justice
- Access to education
- Improving the lives of persons with disabilities
- Improving the lives of children
- Environmental & Climate change
- Sustainability
- Integration and diversity

Should the participating researchers decide to address any other social issues which are not included in this list, this can be done as long as it is made clear to the project team during the monthly calls.

4. The Role of the Participating Association

The participating Association will:

- Provide help to resources necessary to run the initiative at the local level by appealing to Association member agencies and local sponsors;
- Appoint a 'Research Got Talent' Committee (see point 5);
- Appoint a volunteer mentor who is willing to support young researchers in designing their research project;
- Oversee the work of its Committee and facilitate this work as much as possible;
- Engage in media outreach and public statements/endorsement of this initiative;
- Reach out to potential sponsors or partners;

5. Establishment of the Local Research Got Talent Committee

In order to operationalize the Research Got Talent initiative, it is suggested that each participating Association appoint a Committee. The Association is at liberty to appoint the Committee as it deems fit for the purpose and may take the following points into consideration.

In order to ensure fairness and the inclusion of a variety of different stakeholders into this initiative, the Committee may wish to consider including (if available): a senior market researcher with in-depth knowledge of a range of research methodologies; a representative from the NGO sector; a representative with experience working with local NGOs; a young

¹ This list is non-exhaustive, and each participating Association may choose a theme or social issue to focus on depending on the local context and priorities, so long as it fits with the wider global competition theme (in italics/bold).

market researcher²; a representative with knowledge and/or experience in an area which relates to the initiative’s chosen theme at the local level.

5.1. The role of the Local Research Got Talent Committee

The Local Committee may be tasked with the following *non-exhaustive* list:

- Spearheading the initiative at the local level;
- Establishing a list of local NGOs to collaborate with, contacting them to determine interest in participating;
- Working with the selected NGO(s) to articulate a realistic and meaningful Research Brief for the young researchers to work on;
- Setting a budget for the local competition and monitoring adherence to it;
- Setting an internal timeline for the local competition and monitoring adherence to it;
- Finding a local mentor to guide research projects and manage timelines;
- Making clear the objectives of the initiative to all interested parties;
- Promotion of the initiative both at local and global level;
- Cooperation with ESOMAR's team on advancing the project and on any guidance points;
- Participation in monthly catch-up calls with all participating Associations;

6. Establishment of the Global Research Got Talent Committee

The ESOMAR team will verify the compliance of the submissions before they are circulated to the Jury Members. The ESOMAR team will appoint a Global Research Got Talent Committee with the mandate of reviewing the projects and selecting a winner and runners-up. The global Committee shall be comprised of: select members of the ESOMAR Associations Executive Committee, the Chairman of the MRSJK and instigator of the Research Got Talent initiative, and the winner(s) of the previous year’s competition.

6.1. The role of the Global Research Got Talent Committee

The global Committee may be tasked with the following *non-exhaustive* list:

- Establishing the criteria for determining the winner
- Reviewing the short-listed project submissions passed onto it by participating Associations;
- Selecting Global Research Got Talent winner to be announced in November.
- Establishing the prize for Global Research Got Talent winner;

² The participating Association may also choose to appoint a young market researcher with social media experience so they may support in increasing online presence and awareness of the initiative.

- Providing guidance to ESOMAR team in supporting local Research Got Talent initiatives;

7. The role of the ESOMAR team

From ESOMAR, an internal team will be appointed who will be available to support local Associations with any questions or hurdles they may face.

The ESOMAR team will also work to ensure sponsors and partners and to use its network to publicize the local Associations' work as much as possible. With a global following, ESOMAR will raise awareness of this initiative via all channels and foster partnerships wherever possible. To this end, the ESOMAR team may also request interviews with the local Associations running the local initiative.

Where necessary, the ESOMAR team will coordinate a call including all participating Associations to share challenges and experiences, and to provide community support to one another.

The ESOMAR team will provide support to participating Associations, when requested, and will strive to provide guidance in different situations the Associations may face. At the same time, the ESOMAR team will not interfere with the selection of local winners, giving local Associations complete ownership over this initiative.

ESOMAR aims to organize a social media campaign similar to 2022 campaign. Further details to be provided.

8. Eligibility Criteria

As the initiative focuses particularly on young market researchers, 'young' in this context shall mean **between 18 and 35 years of age**. Anyone within this age bracket may participate, including students.

As the success of the initiative relies so much on the local Associations and the local context, and to ensure complete representation, participants shall have to be located in the Association country or region³.

The rest of Section 8 will focus on providing guidance for participation.

8.1. Guidance for project Submission Form

Submitted projects and accompanying documentation must be submitted in English, even if the local implementation is done in the local language of the project team. To this end, the

³ Unless the local Association decides there is a way for the participant to participate remotely.

ESOMAR team will provide participating Associations with a template submission form which must be filled in according to the criteria and submitted by **23rd September 2023**.

8.2. Guidance on Video Submission

Together with the Submission Form mentioned above, the local winner(s) shall also submit a video presentation where they talk about their research project by the same deadline. The submitted videos can be in the local language. However, **English subtitles must be included and the content within the presentation must also be in English (slides, messages, etc.)**

Local winners have the **creative freedom** to present their research and videos as they deem fit. However, to ensure a level playing field in the competition, the following requirements need to be fulfilled:

- All entrant videos shall be **no longer than 10 minutes**;
- All entrant videos are required to be produced **in-house**, professionally made videos shall not be accepted to maintain a level playing field. English subtitles do not violate this requirement as this can be done in-house making use of free applications. Applications should check the quality of their English subtitles and correct them when necessary.

In addition to the above criteria, we also provide some guidance as to the content of the videos below. In their videos, participants may wish to address the following questions (*non-exhaustive list*):

- What inspired you to partner with this particular NGO/Charity?
- How did you decide on your chosen methodology and why do you think this was appropriate to address the NGO/Charity issue at hand?
- What were your key learnings from this project, either personally or professionally?
- If you could do the project again, what would you do differently?
- What could be the expected impact of your research in this field?

The video submissions should make the audience want to hear more about the project and can employ additional visual techniques if desired. These must all be produced in-house, and not with professional assistance.

To help us promote the initiative and participating researchers, **local winners must also submit a one-minute elevator pitch video, which will be used to promote the competition** via social media and in other digital programming. This video should ideally:

- Be informal and personal – participants can show their personalities
- Explain briefly the aim of the project and research topic
- Show the regional diversity and scope of the competition
- Highlight why the participants believe they should win this year's competition

We would urge both participating Associations and participating researchers to watch the presentation and promotion's videos of past years participants. You can access these here <https://esomar.org/initiatives/research-got-talent>.

8.3. Guidance on finding participating young market researchers

For the purpose of this initiative, and depending on the country, finding young market researchers may be a challenge. However, this may be overcome quite easily with the next steps:

- Speaking with local agencies (which are perhaps already members of the local Association) to put forward their brightest young researchers;
- Posting on social media channels and including this opportunity in the Association's communications/newsletters;
- Getting in touch with local universities to see if they have any appropriate students that may be willing to get involved;
- Reaching out to the Association's own network and initiating partnerships for the purpose of showcasing young researchers' work and increasing exposure;

Despite the level of experience of the researcher, he/she may be encouraged to participate nonetheless. Your Committee may choose to appoint a volunteer mentor who will be willing to provide support to the young researchers.

8.4. Guidance on finding participating Charities/NGOs

The selection and participation of local Charities/ NGOs is instrumental for the functioning of this initiative. Charities/NGOs may initially be reluctant to participate and may cite a lack of resources, time, availability, or interest in understanding how this program can help them. This can be the response if the purpose and practicalities of the initiative have not been portrayed clearly.

This guidance suggests the following steps of action:

- a. For the Committee to make a list of the potential Charities/NGOs they believe can be targeted, this may be theme driven, location based, or simply based on personal connections;
- b. For the representative of the Committee to reach out to the Charities/NGOs on the list for participation; for this purpose, the Committee may choose to draft a 1-pager which may be distributed which highlights the main points of attraction for this project⁴;

⁴ The ESOMAR team may also provide branded collateral which can be shared and publicized, in a variety of different formats

8.5. Guidance on finding resources and sponsors

As part of the initiative, in order to foster financial support, the participating Association may wish to find agencies that are willing to provide resources, as well as sponsors with whom to collaborate and share exposure. If this seems likely and doable, this document advises to leverage this so that the financial burden may be shared amongst agencies and with any sponsors and other stakeholders.

The member agency may undertake to support the local Association on a pro bono basis, may encourage its young researchers to participate in the competition, may provide its most experienced researchers to guide the methodology of the research project and provide training to young researchers, and may work together with the local Association to ensure the smooth running of the competition. By sharing the financial burden of hosting the competition at the local level, the Research Got Talent initiative presents an opportunity to foster closer ties with local community actors and to engage your member base.

In addition to the above suggestion, some participating Associations may prefer finding a sponsor in its local city or country with whom to share the competition. Finding a sponsor may come with certain challenges depending on the country in which the Association is based and on the local context. The responsibilities of the sponsor are to be determined at the discretion of the participating Association and sponsor and may include finding your researchers to participate, providing a space in which the local competition can take place, providing support with training or coaching the young researchers, and engaging in PR opportunities together with the Association.

9. Selection of the winner

The submissions of every local winner, including the written submission form, the presentation and the promotion video will go through 3 rounds.

In the first round the written submissions and both videos will be prejudged to check whether they respect the eligibility criteria. Meaning that it will be checked whether they respect the required format and word limit. The submission of the short/promotion video is mandatory to participate in the global competition of RGT as it will be needed in the communication and promotion campaign carried by ESOMAR during this global phase to give voice to all national winners, national Associations and NGOs involved. The submissions that do not comply with the eligibility criteria can be excluded from the competition.

In the second round the Jury will judge independently based on 5 criteria which include:

- 1) The extent to which the team worked with the client’s (i.e. NGO) brief in designing a research project that addressed their needs;
- 2) Research implementation. Quality of the research program conducted, including appropriate sampling;

- 3) Talent factor. The extent to which the presentation is clever, creative and cuts through, with a suitable project summary. Whether the presentation has the energy and makes the audience want to hear more; and
- 4) Quality of the project summary and the videos. Does the write-up effectively summarize all the elements of the project and the impact? The quality of the videos will also be considered. However, it must not be a decisive requirement.
- 5) Learnings from the project. If it was to be repeated what would have to be done differently? At this stage the jury will independently judge every submission and rank the participants for example into 1, 2 and 3.

A minimum of 2 participants and a maximum of 4 participants will be selected from round 2 and will pass to the third and last round. At this stage the jury will decide on the winner considering all criteria of the second round. A decision should be reached by consensus or simple majority. In case of equality, The Chair of AEC vote counts for two. The impact of the research for society will be considered at this stage by the jury.

The members of the jury will not include ESOMAR staff or any member of the ESOMAR Council. A Global Research Got Talent Committee will be appointed (section 6).

10. RGT Awards

The ESOMAR Team will provide the following awards

RGT 2021

- Global winners of RGT 2021 are invited by Pravin to the ESOMAR Congress 2023.

RGT 2022

- Free entrance to the ESOMAR Congress 2023 for the national winners of India and Canada.
- Free entrance and speaking time to the ESOMAR Congress 2023 for the global winners of RGT 2022 from Australia.

RGT 2023

- Global winners of RGT 2023 will be awarded 2 free entrances to the ESOMAR Congress 2024 and speaking time.
- All national winners of RGT 2023 will be invited to the ESOMAR Congress 2023 with a flat free entrance but will not present their project.
- 7 articles in Research World.
- 14 YES membership.