



BOBI Creative Fieldwork Team of the Year Submission Guidelines

Please upload your submission by **17:00 on Monday, 4th March 2024**, here: <https://www.smartsurvey.co.uk/s/BOBIsubmission2024fieldwork/>

Format

- Submissions should be made using Microsoft PowerPoint and protected to prevent further editing. To protect a PowerPoint file:
 - Click on the File tab
 - Select Protect Presentation and Mark as Final
 - Optionally, password-protect the file.
- Maximum submission length: **10 slides**
- Maximum file size: **12MB**
- Please do not animate slides.
- You are free to be creative in your slide design and you may like to invent a **fictional** name and logo/branding for your team.
- You must choose to submit a quantitative or qualitative entry; your approach cannot be a hybrid of the two.

Ensuring anonymity

- **Entries must be anonymous** to ensure the impartiality of the judging process.
- Please do not use a real branded template.
- Please do not include any real company logos or the real names of people or companies.
- Please do not use any visual elements which are likely to be recognisable as belonging to your brand/organisation or that you have used in this competition in previous years.
- Please do not refer explicitly to proprietary methodologies or tools that might hint at your company's identity.
- Please remove any identifying data, e.g. Author or Company, from the File Properties or Template slides.
- If you use video (see below), please do not include footage of identifiable people within your company.
- We realise your company's identity might be revealed on the hosting platform. If necessary, the BHBI Admin team can work with you to download your video and place it on our Vimeo site for viewing by the judges. If applicable, please discuss this with us in advance.



Use of video and links

- You may include video clips in your submission but the total overall run time should be a maximum of 5 minutes long.
- If you include a video, this should be shared as a link to a public, private or video-sharing site.
- If a password is required, include this with your entry.
- Please do not embed the video as this may make your submission too large to transmit.
- Other than any links to video, no links to external sites will be followed, so please don't include them.
- The judges will only review content in the main body of the slides. Any text in the Notes sections will not be read.

Entry Form

- The form will ask you for the names of those who have worked on the project. This information will not be seen by the judges or shared in any way until the shortlist is announced. You may include:
 - Main entrants – up to six main entrants who will be credited in all publicity if your entry is highly commended
 - Supporting team – who will be credited in the small print
- You will be asked to include a winner's statement suitable for use in publicity if you win (40 words maximum). Make it impactful! You might address things like: How could your entry be summarised? What made it great or unique? The judges will not see this until the results are announced at the awards ceremony, so it is okay to include anything that might identify your company.
- Examples from previous winning entries are shown below:
 - "We thoroughly enjoyed the opportunity to submit a solution that combined innovative research approaches with a human touch, ensuring that respondents are afforded the respect and consideration they deserve, generating high-quality data and insights."
 - "This submission demonstrated a powerful combination of human understanding and technological innovation. Taking the challenges of the pandemic and the evolution of new tools into consideration, it delivered beyond the brief with an innovative, relevant and cost-efficient solution."

Assessment Criteria

- Entries will be scored based on 'realistic creativity'. We do not expect entrants to have access to a ready-made solution to our RfP but invite entrants to showcase their creative thinking and knowledge of fieldwork to propose a creative solution, no matter whether their internal resources would be able to conduct the specific piece of fieldwork being suggested.
- We are interested in your ability to take ownership of the brief and bring your knowledge to the fore, not your immediate capacity, specialisms or strengths.
- Be realistic in cost estimates.

Criterion	Score out of...	Description
Realism	10	Judges will be on the lookout for a proposal with realistic costs and deliverables given the approach it suggests
Meets RfP objectives	10	Judges will assess whether the proposal meets the objectives set for the project. Judges will look less favourably on slides that feel like they have been lifted from entrants' generic pitching or proposal decks, especially where they include information that is not relevant to our RFP
Challenges the brief	10	Judges will assess whether the proposal successfully challenges the contents of the brief
Depth of consideration	10	Judges will consider the extent to which the nuances of the project were met with evidenced thinking to maximise benefits and avoid pitfalls
Appropriateness	10	Judges will assess the appropriateness of the approach suggested (impact on respondents, suitability of the methodology)
Uniqueness	10	Judges will be on the lookout for creative thinking in meeting the RfP objectives
Presentation	10	Judges will assess how clearly and concisely the proposal was put together, including any visuals or supporting materials used. We highly recommend leaving some time before the submission for someone to give the whole presentation a proofread.