



THE esomar
AWARDS

| 2026

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THE ESOMAR AWARDS:

CELEBRATING THE GUIDING STARS OF MARKET RESEARCH

IN A WORLD WHERE DATA-DRIVEN DECISIONS LIGHT THE PATH TO UNDERSTANDING PEOPLE, CULTURES, AND MARKETS, THE ESOMAR AWARDS STAND AS A TRIBUTE TO THOSE WHO LEAD THE WAY. THE AWARDS ARE DEDICATED TO INNOVATORS AND VISIONARIES IN MARKET RESEARCH WHO ELEVATE THE INDUSTRY AND SET NEW STANDARDS IN DELIVERING IMPACTFUL INSIGHTS. THEIR WORK ILLUMINATES THE COMPLEXITIES OF HUMAN BEHAVIOUR, ADVANCES THE USE OF DATA IN CREATIVE WAYS, AND SHAPES THE FUTURE OF INSIGHTS. THESE ARE THE LEADERS WHO STAND OUT, INSPIRING OTHERS IN THE FIELD TO REACH FURTHER, AIM HIGHER, AND MAKE A DIFFERENCE IN MEANINGFUL, MEASURABLE WAYS.



WHO CAN APPLY?

THE ESOMAR AWARDS ARE OPEN TO ALL WHO PUSH BOUNDARIES AND EXPLORE THE UNKNOWN IN PURSUIT OF DEEPER UNDERSTANDING. INDIVIDUALS, COMPANIES, BRANDS, AND SERVICE PROVIDERS INVOLVED IN MARKET RESEARCH AND INSIGHTS FROM EVERY CORNER OF THE GLOBE ARE INVITED TO PARTICIPATE. WITH THE FREEDOM TO ENTER CAMPAIGNS OR PROJECTS THAT DEMONSTRATE EXCELLENCE ACROSS OUR DIVERSE AWARD CATEGORIES, ENTRANTS FROM ALL BACKGROUNDS AND INDUSTRIES HAVE THE OPPORTUNITY TO SHOWCASE THEIR WORK ON A GLOBAL STAGE.

THE ESOMAR AWARDS CELEBRATE ACHIEVEMENTS THAT HAVE INFLUENCED CHANGE, INSPIRED ACTION, OR RESHAPED PERSPECTIVES.

KEY DATES:

- **ENTRY OPENS:**

12 JANUARY 2026

- **ENTRY DEADLINE:**

5 JUNE 2026

- **SHORTLIST ANNOUNCED:**

JULY 2026

- **WINNERS ANNOUNCED:**

DURING ESOMAR CONGRESS,

VALENCIA, SPAIN

2 SEPTEMBER 2026

ENTRY FEES:

FOR EACH AWARD CATEGORY, APPLICANTS CAN APPLY FOR THE GLOBAL AND/OR REGIONAL AWARD. EACH CATEGORY APPLICATION REQUIRES A SEPARATE ENTRY FEE.

REGIONAL COMPETITION:

- ✦ EARLY ENTRY UNTIL 28 FEBRUARY 2026: **€99**

- ✦ STANDARD ENTRY UNTIL 17 APRIL 2026: **€199**

- ✦ LATE ENTRY UNTIL 5 JUNE 2026: **€299**

GLOBAL COMPETITION:

- ✦ EARLY ENTRY UNTIL 28 FEBRUARY 2026: **€199**

- ✦ STANDARD ENTRY UNTIL 17 APRIL 2026: **€299**

- ✦ LATE ENTRY UNTIL 5 JUNE 2026: **€399**

- ✦ YOUNG ESOMAR SOCIETY (UNDER 31) CAN PARTICIPATE AT NO COST.

WHAT YOU NEED TO KNOW

APPLICATION SCOPE AND CATEGORIES

ENTRANTS CAN APPLY FOR AWARDS ON A GLOBAL AND/OR REGIONAL LEVEL.

GLOBAL AWARD:

OPEN TO ALL ELIGIBLE PROJECTS FROM ANYWHERE IN THE WORLD, REGARDLESS OF WHETHER THE PROJECT FOCUSES ON A SPECIFIC COUNTRY, REGION, OR HAS A BROADER SCOPE. WHEN YOU SUBMIT FOR A GLOBAL AWARD, YOUR PROJECT WILL COMPETE AGAINST ALL OTHER APPLICANTS WORLDWIDE WITHIN THE SAME CATEGORY.

REGIONAL AWARD:

FOR PROJECTS THAT FOCUS ON A SINGLE REGION OR A SPECIFIC COUNTRY WITHIN THAT REGION. WHEN YOU SUBMIT FOR A REGIONAL AWARD, YOUR PROJECT WILL COMPETE ONLY AGAINST OTHER PROJECTS FROM THE SAME REGION YOU SELECTED DURING THE REGISTRATION PROCESS AND WITHIN THE SAME CATEGORY.

ENTRY TYPE:

COMPANIES AND/OR INDIVIDUALS CAN APPLY DEPENDING ON AWARD CATEGORY.

**THE AWARDS SPAN A DIVERSE RANGE OF CATEGORIES,
CELEBRATING EXCELLENCE ACROSS VARIOUS DOMAINS:**

OUTSTANDING CONTRIBUTION TO CONSUMER INSIGHTS

AWARDED TO INDIVIDUALS OR TEAMS FOR THEIR EXCEPTIONAL WORK IN UNCOVERING DEEP, ACTIONABLE INSIGHTS THAT HAVE TRANSFORMED MARKETING STRATEGIES OR PRODUCT DEVELOPMENT.

EXCELLENCE IN AI AND AUTOMATION IN MARKET RESEARCH

FOR EXCEPTIONAL USE OF AI, MACHINE LEARNING, OR AUTOMATION IN STREAMLINING RESEARCH PROCESSES OR ENHANCING THE QUALITY OF INSIGHTS.

BREAKTHROUGH RESEARCH METHODOLOGY AWARD

ACKNOWLEDGES INNOVATIVE RESEARCH METHODS THAT HAVE IMPROVED THE ACCURACY OR EFFICIENCY OF DATA COLLECTION AND ANALYSIS.

YOUNG ESOMAR SOCIETY AWARD [FREE]

RECOGNIZES YOUNG PROFESSIONALS (UNDER 31) WHO HAVE SHOWN GREAT PROMISE IN THE MARKET RESEARCH AND INSIGHTS INDUSTRY.

BEST SOCIAL IMPACT RESEARCH

GIVEN TO RESEARCH PROJECTS THAT HAVE HAD A SIGNIFICANT IMPACT ON ADDRESSING SOCIAL, ENVIRONMENTAL, OR SOCIETAL CHALLENGES THROUGH DATA INSIGHTS.

RESEARCH IMPACT AWARD

CELEBRATES A RESEARCH STUDY OR PROJECT THAT HAS MADE A SIGNIFICANT IMPACT ON BUSINESS STRATEGY, PRODUCT INNOVATION, OR PUBLIC POLICY.

EXCELLENCE IN RESEARCH

FOR MARKET RESEARCH PROJECTS THAT HAVE SUCCESSFULLY NAVIGATED THE COMPLEXITIES OF MULTI-COUNTRY OR GLOBAL RESEARCH AND DELIVERED VALUABLE INTERNATIONAL INSIGHTS.

QUALITATIVE EXCELLENCE

THIS RECOGNITION CELEBRATES OUTSTANDING ACHIEVEMENTS IN QUALITATIVE RESEARCH.

THE TONY COWLING FOUNDATION INNOVATION AWARD

CELEBRATING WORK THAT HAS THE POTENTIAL TO EXPAND THE BOUNDARIES OF CURRENT MARKET RESEARCH PRACTICE.

RULES OF ENTRY

- ✦ 1. The Esomar Awards are open to individuals, companies, practising marketing researchers, brands, and marketing research service providers from any country worldwide who have contributed to a campaign or meet the criteria outlined in the category descriptions.
- ✦ 2. Entries may be edited up until 5 June 2026.
- ✦ 3. Entries must be made as joint client/supplier submissions.
- ✦ 4. Entries must be made via our website. Entries will not be accepted by any other means. Entries must be paid before the end of the submission period. Entries not paid for will be taken out the judging process and therefore, the awards.
- ✦ 5. By submitting an entry, the entrant confirms that they have read and agree with the Entry rules and the Submissions requirements.
- ✦ 6. When entries are submitted on behalf of clients by agencies or other parties, client sign-off is assumed. If any issues arise concerning client sign-off once the entry has been submitted, no refund will be given.
- ✦ 7. Please ensure that the information submitted is accurate and the correct companies are credited as appropriate. Esomar accepts no responsibility for any incorrectly submitted information.
- ✦ 8. Once you have registered and paid to enter the awards, the entry fee will not be refundable.
- ✦ 10. Any entry may be withdrawn for any reason before the end of the submission period, with a written request to the organisers; however, the entry fee is non-refundable.
- ✦ 11. Sponsors are not permitted to enter the category that they are sponsoring.
- ✦ 12. Esomar may use the content of your entry submission (video) for editorial coverage and business or marketing purposes.
- ✦ 13. All entries submitted must be legal. Any entries containing offensive material will be disqualified.
- ✦ 14. The organisers reserve the right to disqualify any entry with a complaint upheld against it by a relevant and recognised regulatory industry body.
- ✦ 15. Please note that we only issue invoices to businesses. When registering for an award, you must provide the company name, VAT number, and company address.
- ✦ 16. Applicants cannot submit the same work or project if it has previously won an Esomar Award, including the Esomar Best Papers Award, Best Presentation Award, Tony Cowling Award, or Peter Cooper Award.
- ✦ 17. Individuals serving on the judging panel for a given year are not eligible to submit entries for that year's awards.

ELIGIBILITY

PROJECT RELEVANCE:

SUBMISSIONS MUST FOCUS ON A PROJECT IN DATA, INSIGHTS, OR MARKET RESEARCH.

PROJECT AGE:

PROJECTS COMPLETION MUST HAVE OCCURRED WITHIN THE TWO YEARS PRIOR TO THE SUBMISSION DATE.

YES AWARD APPLICANTS:

THOSE APPLYING FOR THE YES AWARD MUST BE UNDER 31 YEARS OF AGE.



HOW TO ENTER

1. DECIDE WHICH CATEGORIES YOU WOULD LIKE TO ENTER, AND IF YOU'D LIKE TO APPLY AT THE REGIONAL OR GLOBAL LEVEL. FOR REGIONAL AWARDS, YOU CAN ONLY APPLY FOR THE REGION THAT YOUR PROJECT COVERED.
2. READ THE RULES OF ENTRY CAREFULLY BEFORE YOU START WRITING YOUR SUBMISSION.
3. WHEN APPLICATIONS OPEN, CREATE AN ACCOUNT TO ENTER THE AWARD. PLEASE REMEMBER TO ADD A BIOGRAPHY AND PROFILE PICTURE, WHICH MAY BE USED FOR PROMOTIONAL PURPOSES OR IF YOU ARE ADDED TO THE SHORTLIST SECTION. ALSO, INCLUDE THE NAMES, COMPANY NAMES, AND EMAIL ADDRESSES OF ALL CO-AUTHORS OF THE PROJECT.
4. PREPARE YOUR ENTRY ACCORDING TO THE SUBMISSION REQUIREMENTS. WE ASK YOU TO UPLOAD A VIDEO OF UP TO 3 MINUTES EXPLAINING THE PROBLEM YOUR PROJECT ADDRESSES, YOUR APPROACH AND EXECUTION, AND THE RESULTS ACHIEVED. THE VIDEO MUST BE IN ENGLISH OR INCLUDE ENGLISH SUBTITLES. ADDITIONALLY, PLEASE INCLUDE A WRITTEN DESCRIPTION OF THE PROJECT, BETWEEN 1,500 AND 2,500 WORDS.
5. YOU CAN COME BACK TO EDIT YOUR ENTRY ANY TIME BEFORE THE DEADLINE ON 5 JUNE 2026.
6. SUBMIT YOUR ENTRY.

THAT'S IT! THE SHORTLISTED WILL BE ANNOUNCED IN JULY 2026.

JUDGING CRITERIA



20% STRATEGY

PRESENT A WELL-DEFINED, INSIGHT-DRIVEN STRATEGY THAT:

- ALIGNS WITH CLEAR OBJECTIVES
- REFLECTS STRONG UNDERSTANDING OF THE MARKET OR AUDIENCE
- DEMONSTRATES INNOVATIVE OR FORWARD-THINKING PLANNING



20% CREATIVITY

HIGHLIGHT ORIGINALITY, SHOWCASING:

- FRESH, BOUNDARY-PUSHING IDEAS
- NEW APPROACHES TO RESEARCH, INSIGHT GENERATION, OR ACTIVATION
- DISTINCTIVE THINKING THAT STANDS OUT FROM CONVENTIONAL METHODS



40% IMPACT

SHOW MEANINGFUL, MEASURABLE OUTCOMES, INCLUDING:

- TANGIBLE SHORT-TERM AND LONG-TERM RESULTS
- EVIDENCE OF BEHAVIOURAL, BUSINESS, OR BRAND IMPACT
- CLEAR DEMONSTRATION OF VALUE CREATED



20% EXECUTION

PROVE EXCELLENCE IN DELIVERY, REFLECTED THROUGH:

- EFFECTIVE PROJECT AND RESOURCE MANAGEMENT
- STRONG IMPLEMENTATION FROM CONCEPT TO COMPLETION
- ABILITY TO ADDRESS AND OVERCOME CHALLENGES

SUBMISSION TIPS

HERE ARE A FEW BEST PRACTICES THAT CAN HELP YOU CREATE AN EFFECTIVE PITCH AND IMPRESS THE JURY:

1. START STRONG: GRAB OUR ATTENTION IN THE FIRST FEW SECONDS WITH A COMPELLING STATEMENT OR QUESTION.

2. CLEAR STRUCTURE: HAVE A CLEAR BEGINNING, MIDDLE, AND END. START WITH AN INTRODUCTION, FOLLOWED BY THE MAIN MESSAGE, AND CONCLUDE WITH A STRONG CALL TO ACTION.

3. WHERE POSSIBLE, INCLUDE SMART OBJECTIVES - THEY MUST BE SPECIFIC, MEASURABLE, ACHIEVABLE, RELEVANT AND TIME-BOUND. THIS SECTION IS TYPICALLY WHERE PEOPLE LOSE THE MOST MARKS. FOR EXAMPLE, RATHER THAN. "OUR OBJECTIVE WAS TO INCREASE SALES" IT SHOULD BE "OUR OBJECTIVE WAS TO INCREASE SALES THROUGH PAID SOCIAL MEDIA BY 10% BY NOVEMBER 2024"

4. BENEFIT ORIENTED: HIGHLIGHT THE BENEFITS OF YOUR PROJECT OR RESEARCH. EXPLAIN WHY IT MATTERS AND THE DIFFERENCE IT MAKES.

5. AVOID USING TOO MANY ACRONYMS. GET SOMEONE OUTSIDE OF THE INDUSTRY TO READ IT TO SEE IF THEY UNDERSTAND YOUR STORY.

6. RELATE YOUR RESULTS BACK TO YOUR OBJECTIVES AND WHAT YOU DID SO THAT WE CAN SEE CAUSE AND EFFECT.

7. NON-COMMERCIAL CONTENT: REMEMBER THAT ESOMAR IS A NON-COMMERCIAL PLATFORM. FOCUS ON THE INNOVATIVE ASPECTS, RESEARCH FINDINGS, OR INSIGHTS OF YOUR PITCH RATHER THAN MARKETING YOUR LATEST TOOLS OR SERVICES. AIM TO PROVIDE VALUE THROUGH KNOWLEDGE AND THOUGHT LEADERSHIP RATHER THAN A SALES PROPOSITION.

8. GOOD LIGHTING AND AUDIO: ENSURE THE VIDEO IS WELL LIT AND THE AUDIO IS CLEAR. CONSIDER USING A MICROPHONE IF POSSIBLE AND RECORD IN A QUIET SPACE.

9. PRACTICE MAKES PERFECT: REHEARSE YOUR PITCH TO ENSURE IT FITS WITHIN THE 3 MINUTE LIMIT WITHOUT RUSHING (60 SECONDS FOR YOUNG ESOMAR SOCIETY AWARDS).

10. VISUALS HELP: USE VISUALS OR GRAPHICS TO REINFORCE YOUR MESSAGE, BUT DON'T LET THEM DISTRACT FROM WHAT YOU'RE SAYING.

11. TECHNICAL QUALITY: RECORD IN THE HIGHEST QUALITY POSSIBLE WITH A STABLE CAMERA SETUP.

12. EDIT FOR CLARITY: IF EDITING YOUR VIDEO, MAKE SURE CUTS ARE CLEAN AND ENHANCE THE FLOW OF THE PITCH.

13. DRY RUN: DO A TEST RECORDING TO CHECK FOR ANY TECHNICAL GLITCHES OR PERFORMANCE ISSUES.

14. CALL TO ACTION: END WITH A CLEAR NEXT STEP YOU WANT THE VIEWER TO TAKE AFTER WATCHING YOUR PITCH.

15. KEEP IT AUTHENTIC: WHILE IT'S IMPORTANT TO BE PROFESSIONAL, DON'T FORGET TO BE YOURSELF.

AUTHENTICITY RESONATES WITH VIEWERS.

16. SHOW US YOUR FACE: YOUR VIDEO PITCH IS NOT JUST ABOUT WHAT YOU SAY, BUT ALSO HOW YOU SAY IT.

17. START GATHERING EVIDENCE AND A FRAMEWORK FOR YOUR ENTRY AS SOON AS YOU CAN: AIM TO HAVE YOUR ENTRY COMPLETE A COUPLE OF DAYS BEFORE THE DEADLINE SO YOU CAN USE THE TIME TO REVIEW.

18. IF SUBMITTING THE SAME ENTRY INTO MULTIPLE CATEGORIES: PLEASE TAILOR THE ENTRY TO THE CATEGORY YOU'RE SUBMITTING FOR VIA THE LANGUAGE USED.



STEPS TO ENTER THE AWARDS



STEP 1: DOWNLOAD THE ENTRY KIT

Download the entry kit which contains all the information you need to enter the Esomar Awards – This essential guide outlines the submission process, judging criteria, required materials, and rules for entering.



STEP 2: REGISTER AND SUBMIT YOUR ENTRY

When you are ready to register, click on Enter the Awards. You'll be taken to the Evalato platform, where you can register for the awards and upload your entry.

Take your time to perfect your entry—there's no need to submit it right away. You can save your work as a draft and continue editing until the final submission deadline on 5 June 2026. Please note that once your entry is submitted, it cannot be edited.



STEP 3: AWAIT INITIAL EVALUATION RESULTS

After submitting your entry, it will undergo the first round of evaluation by our panel of judges. Shortlisted nominees will be announced in July 2026.



STEP 4: CELEBRATE YOUR NOMINATION

If you're nominated, congratulations! Nominees for the Awards will receive a formal invitation to attend the Gala Ceremony during the [Esomar Congress in Valencia in September 2026](#). At the ceremony, we will reveal the winners in each category.

ENTER THE AWARDS

BENEFITS OF ENTERING THE ESOMAR AWARDS

GLOBAL EXPOSURE ON ESOMAR PLATFORMS: AWARD WINNERS AND FINALISTS ARE FEATURED PROMINENTLY ACROSS ESOMAR'S PLATFORMS, INCLUDING NEWSLETTERS, SOCIAL MEDIA, AND THE OFFICIAL WEBSITE. THEY ALSO RECEIVE SIGNIFICANT VISIBILITY DURING ESOMAR EVENTS, SUCH AS THE ANNUAL CONGRESS, REGIONAL EVENTS, AND PARTNER EVENTS, REACHING AN INTERNATIONAL AUDIENCE OF INDUSTRY PROFESSIONALS.

ENHANCED CREDIBILITY: WINNING OR EVEN BEING SHORTLISTED REINFORCES YOUR REPUTATION AS A LEADER IN THE MARKET RESEARCH AND INSIGHTS COMMUNITY.

SHOWCASE EXCELLENCE: HIGHLIGHT THE VALUE OF YOUR PROJECTS, METHODOLOGIES, AND STRATEGIES, DEMONSTRATING HOW YOUR WORK DRIVES MEANINGFUL CHANGE IN THE INDUSTRY AND BEYOND.

INCREASED EXPOSURE: GAIN MEDIA AND INDUSTRY COVERAGE, AMPLIFYING YOUR ACHIEVEMENTS TO A WIDER AUDIENCE, INCLUDING POTENTIAL CLIENTS, COLLABORATORS, AND INVESTORS.

BOOST TEAM MORALE: RECOGNIZE THE HARD WORK AND DEDICATION OF YOUR TEAM, MOTIVATING THEM WITH THE ACKNOWLEDGMENT OF THEIR EFFORTS AND SUCCESSES.

RECOGNITION AT ESOMAR CONGRESS: WINNERS ARE CELEBRATED DURING THE PRESTIGIOUS ESOMAR CONGRESS, ENSURING MAXIMUM VISIBILITY WITHIN THE INDUSTRY'S MOST SIGNIFICANT EVENT.

ENTERING THE ESOMAR AWARDS IS NOT JUST A CHANCE TO WIN—IT'S AN OPPORTUNITY TO HIGHLIGHT YOUR IMPACT, CONNECT WITH THE GLOBAL COMMUNITY, AND INSPIRE THE FUTURE OF INSIGHTS.





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AWARDS

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ESOMAR.ORG/ESOMAR-AWARDS

FOR ANY ENQUIRIES REGARDING THE AWARDS:

COMMS@ESOMAR.ORG