



We can't wait to read your idea! Ready to submit?

You don't need to complete this in one go, you can save a draft. Keep in mind the [evaluation criteria \(click here\)](#) that will be used for judging. Along with a written component, you will also submit a practical component. [Click here](#) to see an example of the kind of detail expected, using an existing Kantar product.

You can [download an offline version of the submission form if needed](#). You can also submit in the language most comfortable to you (you can select this at the top of the entry form).

Practical submission guidelines

The objective of the practical submission is to show, with evidence, how your proposed solution (or parts of it) can be executed in practice. It should build on & be fully aligned with your written submission.

Remember to show how insights are different to what is currently available in the market and how your solution underpins clear and tangible actions a marketer can take to close the value-action gap. E.g., it may allow for more effective advertising, new product innovation, or improved customer experience. Consider what it is about the insights that make these actionable in a marketing context.

Think of it as a cohesive concept that covers each of these areas as much as you can: Data sourcing, Data processing, Data visualization, Insights generation / actionability.

To make an impact, we invite you to include a short (1-to-2-minute) video to explain what is at the heart of your solution. For example, you could record yourself doing an elevator pitch. Free websites like [CANVA](#) can help you bring your idea to life.

Other important things to keep in mind

- If uploading multiple files, they must be **zipped into a single folder** for uploading.
- **Maximum file size - 150MB**. If your file is bigger, not a problem. Get in touch at Challenges.iLab@Kantar.com
- **It must not require a paid subscription to access** (aside from Microsoft Office products).
- **Formats accepted**
 - o Files - [click here](#)
 - o Videos - [click here](#)
- **Anonymise any data you share**. Do not share any personally sensitive data with us, or data that can be used to identify an individual or you might be disqualified.
- Remember that **Kantar and Subak are making data available** to help you with your practical submission. [Click here to see it](#).

Good luck! Questions? Reach out: Challenges.iLab@Kantar.com.