



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. You can also [download an offline submission form](#) if needed. Along with a written component ([click for an example submission](#)), you also have the option of submitting supporting documentation.

You can submit in the language most comfortable to you (you can select this at the top of the entry form).

Written submission guidelines

Give your idea the best chance by responding to each question in as much detail as possible. While you may not have an answer for every element, we would like to see how you have given it due consideration.

Completing this will require diverse knowledge. We encourage you to work in teams that bring together different perspectives. E.g., people who have been in the Kantar for a long as well as a short time, people from different backgrounds, countries, and communities, and from different parts of the business, such as Client Service, Operations, Technology, and Analytics.

We also recommend that you are as transparent as possible. State your assumptions, be clear on what the idea is and is not and showcase your understanding of its fit with Kantar's current product portfolio.

Supporting documentation guidelines

Remember that loading supporting documentation it is entirely optional, you will not be marked down if you don't. If you do choose to, it should build on and be fully aligned with your written submission.

If loading supporting documentation, it may be useful to consider aligning it with one or more of these areas: Data sourcing, Data processing, Data visualization, Insights generation / actionability.

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.**
- **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.

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