Digital Vision FAQ

Need Help?

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Digital Vision - Frequently Asked Questions

Q: Who is eligible for a Digital Vision Grant?

A: The program is open to anyone, regardless of their formal experience in marketing and/or marketing research. Employees of vendors in marketing, advertising, and related industries must disclose their relationship in the application form. Projects that focus on a particular vendor's solution or approach are not eligible for a grant. In this first year of the Digital Vision project, entries are limited to applicants from the U.S. and Canada over the age of 18.

Q: What is the extent of the grant?

A: Stipends will depend on the project, but will not exceed $10,000.00 USD per recipient. Most awards will be in the $1,000 to $5,000 range. Grants will be awarded in two equal disbursements. The first will occur simultaneously with the announcement of the grant, with the second following upon completion of the individual project.

Q: I'm not a researcher. What exactly does "research support" mean?

A: Econsultancy is here to help grant winners achieve their goals and maintain a standard of editorial and research excellence. All projects will be overseen by Econsultancy's research staff, with services including:

- Editorial support (creation of timeline, editing of drafts, etc.)
- Help in research design (refining research questions, methodology, etc.)
- Assistance in building/fielding surveys (editing of survey questions, programming of survey, data processing, etc.)
- Assistance in contacting research subjects (consumer panels, marketers, etc.)

Q: What kind of publicity will I get if I win?

A: Publicity includes, but is not limited to, publication of winning papers and presentations to Econsultancy's community of over 400,000 marketers, press and social media outreach, and distribution through Econsultancy's publishing partners. Additionally, winners of the 2012 Digital Vision grants will be announced at an event held at the South by Southwest conference in March of 2012.

Q: Is it possible to request a specific amount of money if I have a business plan with a budget in mind?

A: Yes you may specify a certain amount if desired, but final decisions on reward amounts will be the sole decision of Econsultancy.

Q: Who will be reviewing/judging the proposals and deciding the allocation of the grants?

A: The combined US and UK research teams for Econsultancy will judge the entries. Each proposal will be evaluated for its topicality, creativity and practicality of implementation.

Q: When we're done, who owns what, in terms of licensing, ownership and/or copyrights?

A: You own your ideas. Econsultancy owns the rights for the content produced with the grant. For six months after publication, you must get permission from Econsultancy to publish anything on the research topic except as it relates to promotion of the original content piece, hosted and owned by Econsultancy.

Q: Are there any industries or topics that are favorable or that are off limits?

A: No. Here's an easy test to see whether your idea has a good chance or not.

- Is there an article, blog post or paper that exactly addresses this question in the same way? (No?…then proceed)
- Would your peers be interested in the question and possible answers? (Yes?…then proceed)
- Can you describe a way of exploring this question in a way that will generate accurate, valuable information on this topic? (Yes?…then apply)

Q: Is there a time frame during which the proposal or idea needs to be completed?

A: Unless agreed upon in the proposal process, all projects must be completed as soon as possible, and

absolutely no later than September 2012.

Q: Can more than one person apply together as a group?

A: You may enlist help, but awards will only be granted to one individual per project.

Q: Is there a limit to how many times one person can apply?

A: No, you may enter as many ideas as you have.

Q: What are grounds for disqualification?

A: Misrepresentation of the project or applicant will be grounds for disqualification.

Q: What is the deadline?

A: Entries will be accepted until December 30, 2011. Each winning project will be given a reasonable project timeline, with all projects being completed in 2012.

We look forward to your proposals. If you have questions these rules don't answer, email DigitalVision@econsultancy.com.