

MRS
AWARDS
2018

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WELCOME TO THE MRS AWARDS 2018



PHYLLIS MACFARLANE
CHAIR OF MRS
GLOBAL TRAINING –
PROGRAMME MANAGER,
GFK

There was some controversy when Gartner dropped big data from its hype cycle in 2015, which charts the evolutionary stages of major technologies. The reason? Big data was just too big and too prevalent to isolate; it was a 'megatrend' that couldn't be associated with any one technology or application.

This year sees the introduction of a new MRS Award for Innovation in Data Analytics. Looking across all the entries the judges noted an increase in case studies incorporating (you guessed it) 'big data'.

The judges are keen to stress however, that the winners were chosen because they incorporated large data sets into the broader research toolkit. Most importantly, they didn't "equate rigour with large numbers of interviews, rather than quality of sample." So this year's awards see the coming of age of big data as it emerges, in Gartner terms, from the 'trough of disillusionment' into the 'slope of enlightenment'.

Also reflecting the spirit of the age is the transformation of the Best New Agency award into 'Breakthrough Business of the Year'. With new criteria, this Research Live award acknowledges both the entrepreneurial attitude of those setting up new agencies, as well as the achievement and ambition of those who have transformed or turned around an existing business or department.

One of the judges for the Research Live awards observed that this year saw 'some of the most intense discussions yet about winners'.

Interpret that as you wish; writing this before the winners are announced I anticipate high emotion and plenty of celebrating. Congratulations to all the finalists – may you enjoy a strong start to the new year.



RESEARCH LIVE AWARDS PANEL

Main panel: Jane Bainbridge (Chair), Impact and Research Live; Jemma Ahmed MMRS, Etsy; Ross Antrobus, Football Association Group (not pictured); Helen Bass MMRS, Diageo (not pictured); Rhea Fox, Aviva; Stuart Fox MMRS, Camargue; Debrah Harding, MRS; James Holden MMRS, BBC News Group; Jake Steadman MMRS, Twitter; Amanda Wigginton MMRS, TI Media

Best Innovation Panel: Jane Bainbridge (Chair), Impact and Research Live; Katie McQuater, Impact and Research Live (not pictured); Jessica Salmon MMRS, Telefonica UK (not pictured); Jake Steadman MMRS, Twitter

Please note that where judges' organisations were on the shortlist in an awards category, the judges in question took no part in the discussions on the category or in the selection of the winners.

More information on all of our judges can be found at mrs.org.uk/awards/judges



MRS AWARDS PANEL

Main panel: Phyllis Macfarlane FMRS (Chair – pictured); Ian Brace FMRS; Martin Callingham FMRS; Rob Ellis CMRS; Peter Goudge FMRS; Alan Hathaway MMRS; Julie Irwin FMRS; Penny Measure FMRS; Nick Moon FMRS; Liz Nelson FMRS; Darren Mark Noyce FMRS; Nick Southgate; Sarah Whiddett MMRS

Co-opted judges: Simon Shaw CMRS; Matt Taylor; Caroline Wren CMRS



OPERATIONS AWARDS PANEL

The panel: Penny Steele FMRS (Chair – pictured); Debrah Harding; Rowland Lloyd FMRS; Danny Sims MMRS; Chris Smith FMRS



ANNUAL CONFERENCE AWARDS PANEL

The panel: Mark Speed FMRS (Chair – pictured); Quentin Ashby MMRS; Fiona Blades FMRS; Philly Desai FMRS; Chloe Fowler CMRS; Curtis Jessop; Victoria Maxey MMRS; Layla Northern MMRS; Michael Webley MMRS



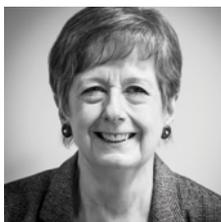
INDEPENDENTS' DAY AWARD PANEL

The panel: Nikki Bell FMRS; Arthur Fletcher FMRS (pictured); Tom Kerr FMRS; Neil Swan FMRS; Dan Young MMRS



IJMR AWARD PANEL

The panel: Peter Mouncey FMRS (Chair – pictured); Chris Barnham FMRS; Martin Callingham FMRS; Corrine Moy FMRS; Adam Phillips FMRS; Louise Wallis CMRS; Alan Wilson FMRS



SILVER MEDAL PANEL

The panel: Phyllis Macfarlane FMRS (Chair – pictured); Martin Callingham FMRS; Liz Nelson FMRS; Simon Patterson FMRS; David Smith FMRS; Judith Wardle FMRS



AQR AWARD PANEL

The panel: Simon Patterson FMRS (Chair – pictured); Richard Drury CMRS; Jane Frost; Lyn McGregor CMRS; Sarah Newman; BV Pradeep; Louise Sharpe; Peter Totman FMRS; Sarah Whiddett MMRS



ASC AWARD PANEL

The panel: Pat Molloy MMRS (Chair – pictured); Rebecca Cole MMRS; Alex Reppel; Mike Trotman



BIG AWARD PANEL

The panel: Damon Thomas MMRS (Chair – pictured); Ben Hogg CMRS; Mike Joseph; Claire Labrum CMRS; Amy Middleton CMRS; Virginia Monk FMRS; Trevor Wilkinson CMRS; Jon Wood

MRS GRAND PRIX FOR GREATEST IMPACT

ICM Unlimited's paper *Measuring the socio-economic impact of changes to PIP eligibility criteria for people living with MS: a participatory approach* is a milestone for UK healthcare charities, giving a voice to patients and their families. It is an excellent example of what any charity undertaking research should aim for, but by awarding the paper this year's Grand Prix the judges wish to give more weight to the findings and hope that the government will note the hard evidence about patients' needs.

WINNER

ICM Unlimited

ICMUnlimited...

MRS PRESIDENT'S MEDAL

On choosing the winner Jan Gooding, President of MRS, said: "I was immensely impressed by what was achieved on a voluntary basis. It was a huge act of generosity on the part of everyone involved. At a time when the UN can find itself justifying its work and existence, when the problems in the world are so huge, this kind of collaboration to provide evidence of effectiveness is something to be celebrated and applauded."

Paragon Partnerships was launched at Impact 2016, the MRS Annual Conference, by Stan Sthanunathan of Unilever in response to the UN's 17th Sustainable Development Goal (SDG). The programme calls on the private sector to help the UN achieve its SDG's by 2030.

The UN SDG Action Campaign, along with Paragon Partnerships member Kantar Public, developed and tested a question library of almost 100 SDG questions. This huge project constituted the first step to enable countries to measure their journey to the accomplishment of the SDGs in a consistent way. Data from the library was presented at a UN High Level Political Forum in July 2018 and is also publically available for any government organisation or NGO to use.

WINNERS

Paragon Partnerships: UN SDG Action Campaign & Kantar Public



KANTAR PUBLIC=

HIGHLY COMMENDED

The Centre for Tropical Medicine and Global Health, funded by the Global Challenges Research Fund and supported by the UK Research Council

FINALISTS

Forcier Consulting & Catholic Relief Services
Groundswell
StreetInvest & Big Sofa

MRS GOLD MEDAL

William (Bill) G. Blyth receives the Gold Medal for his career dedication to supporting the institutions which protect and promote the research sector. Over 45 years his roles have included Treasurer and Chair of MRS, Chair of EFAMRO, Chair of the committees responsible for BS 7911 and ISO 20252 and a long-serving membership of the ESOMAR Professional Standards Committee.

As well as his dedication to research associations, professional development and quality and research standards, Bill personally presented numerous papers at both MRS and ESOMAR conferences from 1972–2010 and two of the papers he authored in the *International Journal of Market Research* won the MRS Award for Innovation in Research Methodology.

WINNER

William (Bill) G. Blyth FMRS



MRS SILVER MEDAL

The Silver Medal has been awarded annually since 1979 to the best paper published in the *International Journal of Market Research*. This year's winner *Are interviews costing £0.08 a waste of money? Reviewing Google Surveys for 'wisdom of the crowd' projects* is an excellent, well-written paper examining the application of the 'wisdom of crowds' methodology.

The judges praised the authors for their innovative attempt to prove their theory and the valuable contribution their paper will make to the honing of the research sector's skills, but also for their honesty in discussing their failures when they did occur. A great experiment, cleverly done and truthfully reported.

WINNERS

G. W. Roughton & Iain Mackay



FINALISTS

Robert East, Jenni Romaniuk,
Nahul Chawdhary & Mark Uncles

Abhishek Pathak, Gemma A. Calvert
& Elison A. C. Lim

Deborah Lynn Roberts & William Darler

THE JUDGES SAID

“C Space’s continued growth is very impressive, strong client retention and acquisition backed by excellent testimonials really shone through. We were incredibly taken by the agency’s refreshing and forward-thinking approach to staff diversity and inclusivity both in recruitment and retention. With this winning blend, C Space clearly stood out as best in class.”

RESEARCH LIVE AWARD FOR BEST AGENCY WITH A TURNOVER ABOVE £20MILLION

This award recognises excellence among the biggest players in the research sector. Strong financials, impressive growth and outstanding client retention all added up to help C Space take this year’s prize.

WINNER

C Space

FINALISTS

BVA BDRC
Future Thinking



THE JUDGES SAID

“This category is one of the toughest to win with so many excellent agencies in the mix. MTM takes the prize for the remarkable insights it has delivered for its impressive roster of clients – and its strong profit growth to match. The agency’s commitment to employee wellbeing and professional development, along with a sharp focus on innovation, contributed enormously to sealing the win. MTM leads by example and shows the very best that our sector has to offer.”

RESEARCH LIVE AWARD FOR BEST AGENCY WITH A TURNOVER UNDER £20MILLION

This category recognises the outstanding agency with a turnover of less than £20 million. Pushing the boundaries of innovation with an employee focus and an impressive client list, MTM triumphed as the worthy winner.

WINNER

MTM

FINALISTS

ABA Research
Firefish
Join the Dots
Opinium Research
Trinity McQueen



THE JUDGES SAID

"All the entries were very strong, which is testimony to the sector's appreciation of and commitment to its people. For its progressive and holistic approach to building an inclusive culture with changes to its recruitment process, a focus on a positive and supportive workplace and its commitment to developing female leadership, C Space is truly a great place to work. A highly competitive category and a well-deserved winner."

RESEARCH LIVE AWARD FOR
BEST PLACE TO WORK

This category recognises those organisations that put people at the heart of their overall strategy, and in doing so create great places to work. A strong set of employee testimonials, a successful culture strategy which promotes a positive and inclusive workplace saw C Space scoop the award.

WINNER

C Space

HIGHLY COMMENDED

ABA Research
Join the Dots

FINALISTS

BAMM
Opinium Research

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LONDON NEW YORK NEW DELHI

THE JUDGES SAID

"Walnut was born out of three agencies merging in 2017 and the impact of that is striking. With its focus on innovation, culture and clients, Walnut has made a real impact, delivering strong profits, happy clients and motivated staff."

RESEARCH LIVE AWARD FOR
BREAKTHROUGH BUSINESS OF THE YEAR

This award celebrates breakthrough innovation, ambition and strong potential. Walnut combined great financials with an impressive culture and a convincing proposition.



WINNER

Walnut Unlimited

FINALISTS

Eureka! Research
VIGA

SPONSORED BY



THE JUDGES SAID

"This a hugely significant campaign for the business. Having switched its operation to that of a customer focused one, Formula One's new insight team and partnership with Flamingo delivered genuine insight into its customers, directly enabling strong business growth. The depth and breadth of insight delivered powerful commercial results. We were very impressed by how far insight was embraced by all corners of the business and the extent to which the positive impacts were felt."



Flamingo

RESEARCH LIVE AWARD FOR BUSINESS IMPACT OF THE YEAR

This category celebrates the client or organisation which truly embraces research, using it to make a real and lasting impression on its business or organisation. Formula One clinched the award by putting its faith in research, in partnership with Flamingo, resulting in some knockout insight which added immense value to its business diversification and growth.

WINNERS

Formula One & Flamingo

HIGHLY COMMENDED

Kantar & Tesco

FINALISTS

Auto Trader Group & Join the Dots
Barclays Bank UK
C Space & Jaguar Land Rover
Pharmacy2U & Sparkler
Sky & Redblue Research

SPONSORED BY



THE JUDGES SAID

"A stand out winner in a tough category, Formula One were a unanimous choice as best in-house team this year. Its absorbing case for impact with innovative and well-orchestrated methodologies right across the business made the team's efforts shine through. Their drive and enthusiasm have had huge positive commercial impact."



RESEARCH LIVE AWARD FOR BEST IN-HOUSE RESEARCH TEAM

This award honours the research or insight team that most convincingly demonstrates how it has developed and delivered outstanding work within its organisation. The judges were very impressed by the ability of the Formula One team to advocate for research and insight to deliver positive commercial change and how it has added value to the business.

WINNER

Formula One

FINALISTS

Barclays UK
BBC World Service
Nottingham Trent University
Tesco
Twitter UK

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T R I N I T Y
M Q U E E N

THE JUDGES SAID

"This wonderful simple concept with 'proper' execution was a stand-out in the category."

MRS/AURA AWARD FOR INSIGHT MANAGEMENT

Northstar Research's *Using TV and excitement to bring the supermarket customer closer* takes an extremely innovative, engaging and imaginative approach to synthesising market intelligence and promoting customer closeness. It also had a very positive impact on sales growth.

WINNER

Northstar Research

FINALISTS

Barclays UK

Culture of Insight & Formula One

northstar

IN ASSOCIATION WITH



THE JUDGES SAID

"This year we had four excellent examples of how qualitative Insight is transformed into practical and actionable solutions."

AQR PROSPER RILEY-SMITH AWARD FOR QUALITATIVE EXCELLENCE

This Award recognises the enormous contribution that excellent qualitative research makes to marketing, strategy and societal issues. AQR is most grateful for the time and support given by our guest Judges who represent AURA, MRS, ESOMAR, and APG. Qualitative research has never been more important than now.

This year's winner *How we made people GIVE and take*, about The Big Issue, by The Behavioural Architects is an excellent example of how good qualitative research can make such a positive impact in modern society.

WINNER

The Behavioural Architects

FINALISTS

BASIS

The Behavioural Architects

Join the Dots & Auto Trader Group

**THE
BEHAVIOURAL
ARCHITECTS**

ORGANISED BY



THE JUDGES SAID

"The combination of approaches here – qual, quant, remote, face-to-face – and the obvious impact made this a clear winner."

MRS AWARD FOR APPLICATIONS OF RESEARCH

Christmas LIVE – Aldi shoppers' journey to Christmas encapsulates just what the judges are looking for in the Applications of Research category: the research started with a sharp focus and delivered clear insights that were then turned into credible business actions. Doing it all under the pressure of having to provide answers within the extraordinary demands Christmas places on retailers made it all the more impressive.

WINNERS

McCann Manchester & Aldi

FINALISTS

Auto Trader Group & Join the Dots
PizzaExpress & Linney
RED C Research & Centra

McCANN
MANCHESTER



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RICHMOND
MARKET INSIGHT
FORUM 2019

THE JUDGES SAID

"Topical, interesting and relevant research. Excellent."

MRS/BIG AWARD FOR BUSINESS-TO-BUSINESS RESEARCH

Opinium Research's *You can't sell something if you can't tell something: Smashing myths and demolishing prejudices in B2B communications* is an innovative paper that never loses sight of the need to focus on business. The judges thought it was a great example of B2B research.

WINNER

Opinium Research

FINALISTS

ITV, Jigsaw Research & Whycatcher?
Kantar Millward Brown & Powerscourt



IN ASSOCIATION WITH



THE JUDGES SAID

“With a clear demonstration of positive outcomes – user adoption of Thailand’s PromptPay real-time payment system increased by 30% in six months – this is a worthy winner.”

MRS AWARD FOR
FINANCIAL SERVICES RESEARCH

Beyond the data: a customised cultural immersion into payment technology is a very well-written submission. The judges were impressed with the approach to what was clearly a challenging piece of work given the nature of the Thai market in which it was conducted, with its extensive rural population and government involvement. Ipsos MORI developed a considered, tailored approach combining cultural, ethnographic and user experience research.

WINNERS

Ipsos MORI & Vocalink –
a Mastercard company



HIGHLY COMMENDED

AXA – Global Healthcare & Listen + Learn Research

FINALISTS

BMG Research & Money Advice Service (MAS)
Schroders & Decision Technology

SPONSORED BY



THE JUDGES SAID

“Incite Marketing Planning submitted a thorough paper showing clear business impact. That’s how you win.”

MRS AWARD FOR
HEALTHCARE RESEARCH

The judges were impressed by *From flat to flourishing: unlocking opportunity in paediatric allergy*. This strong case study demonstrates a flexible and iterative approach leading to reframed research objectives, with tangible business success. Close collaboration between client and agency was central to the development of a neat solution to realising the market potential for an important paediatric product portfolio.

WINNERS

Incite Marketing Planning &
Nestlé Health Sciences



FINALISTS

Hall and Partners & Sanofi Pasteur
Hall and Partners & Takeda
Kantar Health

SPONSORED BY



THE JUDGES SAID

“microlaunch responds to an unmet need and makes learning fun – result!”

MRS/ICG INDEPENDENTS' DAY AWARD

Mike Roe's gamified training software ticks a lot of boxes: development of novel methods, bringing young people into research, international reach. 700+ researchers have been trained so far, it has been integrated into the MRS Introduction to Market Research course and used with impressive results at tournament-style MRS & more events. The judges felt it represented a really helpful bridge from theory to practical application that will help to enthuse anyone studying research.



WINNER

microlaunch.co.uk

HIGHLY COMMENDED

Qual Street

FINALISTS

4D Youth Matter

Magenta

IN ASSOCIATION WITH



THE JUDGES SAID

“This paper shows how digital sharing of content can be extremely rich and can generate significant content across territories.”

MRS AWARD FOR INTERNATIONAL RESEARCH

IKEA's *Life at Home Report 2017* demonstrates different and new approaches to international research within a large scale project that could easily have been run of the mill. Instead C Space have been imaginative and creative with an agile methodology that was well suited to the purpose. It demanded a significant time commitment from the client, which is not always available, in order to get the best out of it.

c space



WINNERS

C Space & IKEA

FINALISTS

Ipsos & Formula One

ORC International & IKEA

Reckitt Benckiser & Harris Interactive UK

SPONSORED BY



THE JUDGES SAID

"Everything you look for in a winning paper – very well-written, clearly explained, innovative methodology, clear research impact with evidence provided as key business metrics. Terrific."

JEREMY BULLMORE AWARD FOR CREATIVE DEVELOPMENT RESEARCH

From sparkplugs to singalongs is an excellent and timely demonstration that careful, well-designed and intelligent research can help creativity thrive in advertising. Acacia Avenue helped the AA escape the straight-jacket of conceived wisdom and prevailing commercial pressures to embrace creativity, revive the brand and exceed business expectations.

AA

ACACIA AVENUE

WINNERS

The AA & Acacia Avenue

FINALISTS

Flood + Partners

ITV

The Nursery, M&C Saatchi &

The Financial Conduct Authority

THE JUDGES SAID

"Kantar TNS appear to have created metrics that are comparable with other media and to sell them in to the advertising industry. That's an achievement."

MRS AWARD FOR MEDIA RESEARCH

This was a highly competitive category, where all the shortlisted papers were excellent. The judges agreed that Kantar TNS stood out with *Proving the performance of mail in the digital age*: a credible and integrated approach that provided innovation (in a very established medium), advanced understanding and had real potential for influence on media placement decisions.

KANTAR TNS



JIC
MAIL
Mail Media Metrics

WINNERS

Kantar TNS & JICMAIL

FINALISTS

ITV, Channel 4 & Tapestry

OMD EMEA, Ipsos MORI & Google

Radiocentre

SPONSORED BY



MIS | GROUP

THE JUDGES SAID

"Aside from the research impact, this paper deserves an award for promoting its approach and alerting other researchers to it."

MRS AWARD FOR PUBLIC POLICY/SOCIAL RESEARCH

The use of participatory research in ICM Unlimited's *Measuring the socio-economic impact of changes to PIP eligibility criteria for people living with MS* should alert researchers to the validity of the approach for many topic areas in which the researcher has limited or no first-hand experience. Exploratory research to give preliminary understandings of the issue is commonplace, but a panel of advisors, drawn from the research population and advising throughout the research process is not something the judges have come across before.

WINNER

ICMUnlimited...

ICM Unlimited

FINALISTS

BMG Research

CPNI & i to i research

Future Agenda & Network Rail

SPONSORED BY



THE JUDGES SAID

"Top marks for clarity of objectives, insights and actions."

MRS AWARD FOR SOCIAL MEDIA RESEARCH

Three Brand Reputation Analysis: Using social conversation to uncover implicit attitudes towards Three Mobile Network is a well-written and explained paper that shows how different elements can work together to create value and change for a client in the social media research sphere. The judges particularly praised the blend of new and innovative techniques.

WINNERS



Three & Mindshare UK

FINALISTS



BBC World Service & Tapestry

Edelman Intelligence

Kantar Millward Brown, Facebook & Saïd Business School, Oxford University

INITIATED AND SPONSORED BY



THE JUDGES SAID

"We were especially impressed with Kynetec's clear and systematic approach to the visual representation of complex and diverse data."

MRS/ASC AWARD FOR TECHNOLOGY EFFECTIVENESS

MyKynetec is a flexible, customisable data delivery and insight portal. Building on a big data warehouse which incorporates multiple complex and diverse data sets, it enables users to take advantage of best-of-breed data visualisation and commercial business Intelligence (BI) tools. It delivers a rich and engaging user experience on mobile, tablet and PC interfaces.



WINNER

Kynetec

FINALISTS

ISTI-CNR
YouthSight

IN ASSOCIATION WITH



THE JUDGES SAID

"Tech start-ups are fast becoming a driving force for innovation within the research sector and Streetbees is a prime example."

RESEARCH LIVE AWARD FOR BEST INNOVATION

To win this award, finalists are submitted to a Dragons' Den-style judging format, and asked to pitch their innovation to a panel of research experts. This year, the judges were unanimously impressed by Streetbees which uses artificial intelligence and geo-location technology to give clients meaningful insights from its expanding and engaged global community.



WINNER

Streetbees

FINALISTS

Acumen Fieldwork with BT & BBC
OMD EMEA

SPONSORED BY



THE JUDGES SAID

“There is real evidence of resultant client action directly based on this state-of-the-art study, plus very positive customer service/commercial impact too. A clear winner.”

MRS AWARD FOR
INNOVATION IN DATA ANALYTICS

The judges were unanimous in commending and ultimately choosing *Predicting super-detractors through machine learning* for the inaugural year of this category, based on its highly sophisticated programme of analysis involving multiple data sets, requiring innovative integration and synthesis. This paper also neatly fused with Q&A MR survey data, all ultimately for predictive decision-improvement purposes.



WINNER

GemSeek Consulting
(part of the Future Thinking Group)



FINALISTS

Omnicom Media Group
Twitter & IPG Mediabrands

SPONSORED BY



THE JUDGES SAID

“This is a great examination of a simple and topical premise – can AI help with analysis and reporting? – with illuminating results.”

MRS AWARD FOR INNOVATION
IN RESEARCH METHODOLOGY

SKIM Group’s paper (*Woman vs Machine; from competition to collaboration*), authored by Samantha Bond, importantly highlights that qualitative analysis can be dramatically speeded up by the use of appropriate analytical tools but that human intervention is still needed. As Samantha writes: “machines are not our rivals but our allies.”



WINNER

SKIM Group

HIGHLY COMMENDED

Kantar Public

FINALISTS

Acacia Avenue
Nanyang Technological University

SPONSORED BY



THE JUDGES SAID

"A very worthy winner in one of the most competitive categories."

MRS AWARD FOR NEW CONSUMER INSIGHTS

The Priming Effect: How advertising intensifies motoring magazines' impact on buying behaviour is an excellent example of the truly modern holistic research project: innovative survey techniques, combined with eye-tracking and behavioural economics thinking, delivering directly actionable insights into car-buying behaviour – which led to real change in behaviour and growth in the UK motoring manufacture and media sector.

WINNERS



Emotional Logic, Immediate Media, Dennis Publishing, Haymarket Media & Bauer Media Group




HIGHLY COMMENDED

Flamingo & Formula One



FINALISTS

BritainThinks & Which?

Kantar

SPONSORED BY



THE JUDGES SAID

"The creation of a number of new suicide-prevention strategies and actions on Britain's railways is testament to a great piece of cultural work."

VIRGINIA VALENTINE AWARD FOR CULTURAL INSIGHTS

The judges were impressed by the mix of anthropological and ethnographic research methods in *A new approach to understanding suicide prevention on the Great Britain's railways*. This process helped challenge long established views around the subject area and led to the creation of new theoretical frameworks and concepts.

WINNERS

Future Agenda & Network Rail




FINALISTS

Decidedly & Nationwide

Flamingo & Diageo

Oxfam & Northstar Research

SPONSORED BY



THE JUDGES SAID

"What an outstanding line-up of future leading researchers in the industry. Momo and James are very different researchers yet their collaborative, creative and innovative approaches have provided powerful insights and value to their subjects, colleagues and the wider industry. In their individual ways, they have demonstrably gone above and beyond being just outstanding researchers and are quite simply heroes in their field."

RESEARCH LIVE AWARD FOR YOUNG RESEARCHER OF THE YEAR

The Young Researcher of the Year category recognises young ambassadors for the sector who fly the flag for market research going well beyond their day jobs. The category was yet again a strong one – so much so that the judges once again decided to give this award to two rising stars, joint winners Momo Amjad and James Crouch.

WINNERS

Momo Amjad, BAMB

James Crouch, Opinium Research

FINALISTS

Bethan Blakeley, Mustard

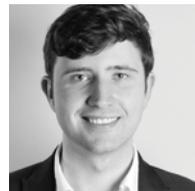
Tarek Chaudhury, Flamingo

Connie Flude, Kantar Public

Becky Hutchins, Walnut Unlimited

Rosie Leigh, Hall and Partners

Rob Turnbull, Twitter



SPONSORED BY



MRS ADVANCED CERTIFICATE IN MARKET & SOCIAL RESEARCH PRACTICE AWARD

Ali joined Kantar Public in 2016 having completed a PhD in Economic and Social History at Cambridge University. She worked for the London School of Economics as a researcher specialising in higher education and at the Economist where she published a number of articles and graphs on contemporary economic and social issues.

At Kantar Public, Ali worked as a senior research executive across a variety of qualitative and mixed-methods projects covering a range of policy areas such as education, energy, transport and others. She led on projects ranging from deliberative public dialogues on fracking and the use of drones to exploratory behaviour change research around home energy efficiency.

Ali is currently pursuing a career in academia, specialising in economic and social history. She has been teaching and researching at Cambridge University from October 2018.

WINNER

Ali Digby



SPONSORED BY





CRISPIN BEALE

Crispin has made a significant contribution as an MRS Main Board member and subsequently as MRS Co-Chair. During this time he supported the continued modernising of MRS, providing long-term support of engagement programmes with young researchers via support for R-Net, &more and the MRS Summer School. He is now Immediate Past Co-Chair and an ambassador for MRS widening its reach, influence and co-operation.



NICK BONNEY

Nick has made a significant contribution as a founding member of MRS' Think Tank, the Delphi Group. He is a long-standing contributor to insight events and conferences and a keen supporter of the MRS Mentoring Scheme. During his time client-side Nick judged the Research Live Awards numerous times and served for five years as an AURA Council member.



ELAINE FRANCIS

Elaine has presented at the MRS Annual Conference, Field Conference and various MRS and AQR training courses. She has made a significant contribution to standards, particularly for interviewers and recruiters, with a keen interest in accreditation. Elaine has supported MRS and AQR, on whose committee she served, across a wide range of operational and professional development issues, including supporting the MRS Operations Awards.



KAREN FRASER MBE

Karen has made a significant contribution to the expansion of the research and knowledge base for advertising and marketing communications policy via Credos. She has also made substantial contributions to a wide and diverse range of conferences, publications and media and supports a range of industry groups and associations including the MRS Delphi Group and WACL.



JOHN GRIFFITHS

John has developed research thinking via a wide range of contributions to conferences, events and publications, expanding research horizons with the formation of The Research Liberation Front and the Ginny Valentine Badge of Courage Award. In 2004 and 2010 he won the Best New Thinking Award at the MRS Annual Conference and in 2011, the inaugural year for the Best Workshop category, he won that too.



JULIE IRWIN

Julie has made a significant contribution to the development of financial services research, including developing a framework for financial services literature testing to assess customer understanding of financial products. She has been a long-standing supporter of MRS, including the development of workshops and masterclasses, and is currently an MRS Mentor.



JAMES LAW

James has made a significant contribution to the development of MRS Company Partnerships as one of the founding members of the Company Partner Service Board. He has been a long-standing supporter of MRS Scotland, including four years as a member of the committee. He has supported MRS via contributions to training courses and participation in the MRS University Roadshow.



STEPHEN PHILLIPS

Stephen's work on Consumer Purchase Journeys has won multiple awards and he has developed research and technology thinking via contributions to a wide range of papers, media and events. He has served as a member of the MRS Company Partner Service Board and is an avid supporter of the MRS SME initiative. He also actively supports other business initiatives such as The Supper Club and Abundance 360.



MIKE ROE

Mike invented and still delivers 'microlaunch', his unique interactive market research simulation, the digital version of which forms part of the MRS Introduction to Market Research course. He has also made a significant contribution to a diverse portfolio of other training courses for a variety of different organisations.



DANNY RUSSELL

Danny has made a significant contribution as a former Chair of AURA and as MRS Co-Chair, during which time he supported the continued modernising of MRS, providing support for continued engagement and expansion into the client-side of the sector and developing new partnerships. He is now Immediate Past Co-Chair and an ambassador for MRS widening its reach, influence and co-operation.



MRS ANNUAL CONFERENCE 2018 AWARD FOR BEST CHAIR

WINNER

Betty Adamou

“From start to finish the session Betty put together was a joy to attend. She skillfully navigated us through a series of contrasting and thought-provoking presentations ending with a good blend of audience questions and a deft summing up.”

Sponsored by Hannelius Recruitment



MRS ANNUAL CONFERENCE 2018 AWARD FOR BEST NEWCOMER

WINNER

Saskia Jones

“Saskia was both fluid and engaging in her presentation, taking the audience from initial inception through building the business case leveraging social and search data to the final creative itself.”

Sponsored by New Fieldwork Company



MRS ANNUAL CONFERENCE 2018 AWARD FOR BEST PRESENTATION

WINNERS

Nathalie Gil, Matthew Warren-Bostrom & David Murray for *Research creatives love: How to tell stories that inspire*

“Both an innovative method and an engaging, easily-accessible output made this research invaluable in the route to designing new creative. An excellent example of how strong collaboration can help to build impactful, emotive advertising.”

Sponsored by Razor Research



MRS ANNUAL CONFERENCE 2018 AWARD FOR BEST WORKSHOP

WINNERS

Sven Hughes, Rachel Emms & David Balson for *Who's pulling your strings: An experiment in unconscious influence*

“A well-presented, fascinating and engaging session both in terms of the topic and the examples of application. This was an inspiring workshop that left the audience excited to find out more and put the principles we'd learnt into practice.”



THE JUDGES SAID

"Acumen's creative solutions to two tricky recruits made them a worthy winner for 2018."

MRS AWARD FOR BEST DATA COLLECTION (FACE-TO-FACE)

Acumen has clearly demonstrated how their face-to-face team delivered genuinely inventive data collection within hard to reach audiences in the last 12 months. Two case studies involving creative interviewing methods backed up their submission and the quality of their fieldwork and client servicing was strongly reinforced by glowing client testimonials.



WINNER

Acumen Fieldwork

HIGHLY COMMENDED

Ipsos MORI

FINALISTS

Hall and Partners

Kantar

Walnut Unlimited

SPONSORED BY



THE JUDGES SAID

"They have produced a data collection method that outperforms more traditional pricing techniques in terms of user experience and engagement. Congratulations and well done!"

MRS AWARD FOR BEST DATA COLLECTION (ONLINE)

Alligator and Northstar have successfully come up with a new and innovative approach to pricing research called *That's too much*. It brings in thinking from multiple disciplines such as gamification and behavioural economics.

ALLIGATOR

northstar

WINNERS

Alligator & Northstar

HIGHLY COMMENDED

IFF Research

FINALISTS

Cobalt Sky

OnePulse

THE JUDGES SAID

“The success of this approach was demonstrated by a significant increase in participation rates and strong client support.”

MRS AWARD FOR BEST DATA COLLECTION (TELEPHONE)

QRS Market Research successfully implemented a suitable real-time end-to-end approach for a challenging financial conjoint study. They created an innovative approach using a mixture of interview techniques, email, instant messaging and targeted telephone calls to encourage participation.



WINNER

QRS Market Research

FINALISTS

IFF Research
Kadence International

SPONSORED BY



THE JUDGES SAID

“The 21st century innovation validated the National Trust’s 120 year old belief and purpose, demonstrating that the deeply held values were true, reinforcing and supporting the Trust’s continued mandate and mission.”

MRS AWARD FOR BEST DATA SOLUTION

Walnut Unlimited, working collaboratively with the University of Surrey, created an innovative approach using functional Magnetic Resonance Imagery to evaluate the deep emotional connection participants had to the National Trust.



WINNERS

Walnut Unlimited &
University of Surrey

FINALISTS

Big Sofa Tech
Dapresy
Hall and Partners
System1 Group

SPONSORED BY



THE JUDGES SAID

"This is a great example of a new and technology-driven approach to recruitment."

MRS AWARD FOR BEST SUPPORT SERVICES

Liveminds have successfully tapped into social networks and search engines to revolutionise participant recruitment. This works because of their use of profiling and targeting technology which accesses vast participant pools and selects representative samples for each research study. Tens of thousands of participants have already been recruited this way for several well-known research companies.



WINNER

Liveminds

FINALISTS

Language Connect
RP Translate

SPONSORED BY



THE JUDGES SAID

"Epinion Research invest in the continual improvement of skills to ensure a consistent, quality-driven approach to their passenger research at Heathrow Airport."

MRS AWARD FOR BEST TRAINING & DEVELOPMENT

Epinion Research clearly demonstrated their wholehearted commitment to interviewer-centric training and development with MRS and IQCS quality guidelines underpinning the whole process. Their multi-layered peer mentoring and assessment program focusses on improving interviewer competence, confidence, engagement and morale.



WINNER

Epinion Research

FINALISTS

B2B International
Kantar
Verve

THE JUDGES SAID

"This submission had the wow factor. i-view seem to be setting the benchmark for customer service and industry knowledge."

MRS AWARD FOR BEST VIEWING FACILITY

i-view London have recently undertaken a huge investment programme, which not only involved building new studios equipped with the latest technology but they also invested heavily in staff training and development. This has obviously paid off as they offer everything a moderator needs from a modern viewing facility and this is evident from the fantastic client feedback.



WINNER

i-view London

FINALISTS

Aspect Viewing Facilities

The Glasgow View

Swift Research

The Talking Shop

THE JUDGES SAID

"IRI's success in achieving their client excellence vision was evidenced by a 40 point improvement in their Net Promoter Score, going from good to great!"

MRS AWARD FOR OPERATIONAL EXCELLENCE

Taking a holistic view of client issues, IRI demonstrated effective collaboration between research and operations teams to create a client excellence program to improve overall experience.



WINNER

IRI

HIGHLY COMMENDED

Cobalt Sky

FINALISTS

Girl Effect

Verve

Walnut Unlimited

SPONSORED BY



THE JUDGES SAID

"This work could reduce the number of participants being rejected in screening questions, and help address the potentially negative impact of this on attitudes towards being a panel member."

IJMR COLLABORATIVE RESEARCH AWARD

This award recognises an *International Journal of Market Research (IJMR)* paper that exemplifies collaboration between academics and research practitioners.

Melanie Revilla, from the Research and Expertise Centre for Survey Methodology and an adjunct professor at UPF, and Carlos Ochoa, Netquest's Marketing and Innovation Director, receive the award for *Alternative methods for selecting web survey samples*, which was published in volume 60, issue 4 (July 2018) of *IJMR*.

From their comprehensive literature review, the authors developed hypotheses tested through a rigorous research design, leading to clearly described and actionable findings.

WINNERS

Melanie Revilla & Carlos Ochoa



SPONSORED BY

WARC



RESEARCH NOW SSI

Research Now SSI is the world's leading global provider of first-party consumer and professional data based on extensive, proprietary market research panels. Around this core asset of opted-in, managed data, the company has built innovative data services and solutions that bring the voice of the individual to the entire marketing spectrum, from research to marketing to advertising. Research Now SSI serves more than 5,800 market research agencies, media and advertising agencies, consulting and investment firms, and healthcare and corporate customers in the Americas, Europe, and Asia-Pacific. For more information about our range of data-driven offerings, go to www.researchnow.com and www.surveysampling.com



PRINCIPAL SPONSOR
**FOREIGN TONGUES –
MARKET RESEARCH TRANSLATION**

Acknowledged by the market research industry, year-on-year, as the leading translation and language service provider – Foreign Tongues is honoured to continue their sponsorship of the MRS Awards, as Principal Sponsor of the MRS Excellence Awards, still the best party in town.

Foreign Tongues congratulate all of this year's MRS Awards winners for their outstanding performance!



DRINKS RECEPTION SPONSOR
CRITERIA FIELDWORK

Criteria Fieldwork has been leading the way in qualitative recruitment since 1996. We are qualitative specialists, continually striving to promote fieldwork of the highest standards, integrity and skill. Above all, we work with you to recruit participants who fit your brief. We are very proud to be sponsoring the MRS Awards and delighted to see so many of our research partners nominated. Congratulations to all of the nominees and winners!

Criteria also sponsor the New Consumer Insights and Best Support Services categories.



PRINCIPAL SPONSOR
IFF

IFF Research is one of the largest independent research agencies in the UK delivering high quality solutions to public and private sector clients. We are proud to support MRS as they continue to celebrate the wonderful achievements in our industry and the positive change that research can inspire. We congratulate the winners across all categories.



SUPPORTING SPONSOR
LANGUAGE CONNECT

Language Connect is the leading provider of language services to the Market Research sector. We deliver translation, interpreting, localisation and verbatim coding, via offices in London, New York, Istanbul, Dubai, Singapore, and Munich. Our specialisation in Market Research includes dedicated 24/7 production, MR linguists, and customised, innovative technology; Connect Survey and SurveyX, providing speed and cost efficiencies to over 120 MR clients.



AQR

The Association for Qualitative Research represents and furthers the interests of the qualitative research industry in the UK and beyond. Over the last 38 years, AQR has established itself as the internationally recognised Hub of Qualitative Thinking via education and training programmes, seminars, networking opportunities and liaising with the wider research industry. Our core aims are to promote the highest professional standards across our industry and to develop understanding of value that qualitative research delivers.



ASC

The ASC is the world's leading society for the advancement of knowledge in software and technology for research surveys and statistics. This is achieved by organising a range of conferences and other events offering an exceptionally high standard of discourse and debate on the subject.



ASPIRE

Specialist recruiters for the marketing, digital, communications and media sectors for over 25 years, Aspire are experts in recruiting high calibre candidates for a variety of top clients.

Aspire is an award-winning agency, scooping the Best Large Recruitment Agency award at the 2017 Marketing and Digital Recruitment Awards. And with 96% of surveyed candidates saying they would recommend Aspire, it's clear this agency cares about the candidate and client experience.



ASTON LARK

At Aston Lark we pride ourselves on our integrity, our vast knowledge and our promise to always deliver. Already awarded the highly prestigious Corporate Chartered Insurance Broker status, we're recognised for our ethical good practice, the pursuit of excellence, and for achieving the highest standards for our clients. While our services are wide-ranging, our customer service is always personal.



AURA

AURA inspires people working in client-side research and insight teams. We bring people together to share best practice, swap tips and stimulate new thinking, through our innovative Seminar programme. We're a rapidly growing network with over 800 members from 200 organisations. You can find out more at www.aura.org.uk.



BIG

BIG is an insight community supporting and advising on research in business and providing the latest thinking and techniques in business-to-business research. BIG offers networking opportunities at the annual MRS/ BIG Conference and via the BIG Forum where topical issues are discussed and debated. Plus, BIG gives online access to a knowledge centre and e-newsletter and, for research buyers, access to specialist business research and insight providers. Whether new to, or experienced in, market research, a buyer or a provider, BIG is your business insights community.



BONAMY FINCH

At Bonamy Finch we firmly believe in the adage: without data, you're just another person with an opinion. As a leading analytics and insights consultancy, we are at the heart of the research industry's changing data landscape. A lot of people are playing catch-up: aware they should be exploiting the wealth of data that is now available to them, but struggling to put this into practice for their brands. The award we sponsor aims to make a small dent in this skills gap by showcasing new ways businesses can leverage multiple data sources to make better business decisions.



CRITICAL RESEARCH

Critical are one of the leading independent research agencies in the UK, with experts in a range of sectors including finance, media, sports and charity.

We do not consider ourselves a supplier. Our clients tell us we are a trusted partner, whether they are drawing on our expertise to guide public policy, grow their brand or a fellow research agency making use of our 24/7 international call centre based in London Bridge.



GLOBALEXICON

GloBALEXICON is the leading translation and language service provider to the market research sector. Led by experienced MR professionals, our team of 80+ works internationally across qualitative and quantitative projects from healthcare to consumer. Our in-depth knowledge of the research industry, commitment to outstanding quality and consultative approach continue to set us apart. This year saw continued strong growth, a significant technology upgrade and team expansion across all offices.



HANNELIUS RECRUITMENT

By partnering with clients and candidates to pin down their requirements and plan for the future, we create a deep understanding and engender trust. Investing this time at the outset means we target precisely and match the right candidates with the right companies. We spare clients from drowning in CV hell – and candidates from the wrong interviews. And it works; our CV to interview ratio is second to none and our clients always come back for more.



ICG

The Independent Consultants Group (ICG) is a membership organisation for micro market research businesses. Most of its 400+ members are in the UK, but a sizeable number are across the globe. Members benefit from a thriving online forum, work opportunities, events, and an active training and webinar programme. Buyers of research benefit from our members' expertise, experience and flexibility and we offer excellent advertising and sponsorship opportunities to industry suppliers.



INSIGHT SHOW

The Insight Show is a leading annual forum for market research and insight professionals in the UK. It brings together senior decision makers from across the industry including brands, agencies and SMEs. It is focused on those who generate or interpret business intelligence and its transformation into strategic actions that drive results. The Insight Show will be held on the 6/7th March at Olympia Central and benefits from co-location with Marketing Week Live. For full details www.insightshow.co.uk.

KANTAR TNS.

KANTAR TNS

Kantar TNS is one of the world's largest research agencies with experts in over 80 countries. With expertise in innovation, brand and communication, shopper activation and customer relationships we help our clients identify, optimise and activate the moments that matter to drive growth for their business.



KoganPage

LONDON NEW YORK NEW DELHI

KOGAN PAGE

Kogan Page is the leading independent global publisher of business books and content with over 1000 titles in print. Founded in 1967, our award-winning work offers books and digital solutions for professional practice and academic achievement. Our author experts come from the most prestigious academic institutions, international commercial organizations and professional associations – they deliver high-level, accessible, professional content to our readers across all areas of business.

KUDOS RESEARCH

Kudos Research has been providing high value, premium quality International Telephone Data Collection since 1986. Services include: CATI, Online, Qual, Quant, B2B, consumer, recruitment and depth interviewing. All research is conducted centrally using experienced native language speakers. We achieve excellent response rates with hard to reach participants such as: C-Suites, Key Opinion Leaders, Healthcare Professionals, Major Account Customers & capitalist Niche Consumers. Rigorous processes harmonized across markets, ensure the highest quality data.



THE MARKET INSIGHT FORUM

The Market Insight Forum is the most established and respected B2B networking event for the UK insight community. Now in its twelfth year, this annual, one day, invitation only event matches buyers and sellers to generate new business, learn from each other and network. The senior research professionals who have qualified to receive an invitation will have the opportunity to attend interactive workshops and discussion groups, whilst meeting with research service providers. Find out more, contact edoniger@richmondevents.com, 07740 486428.



THE MARKETING SOCIETY

The Marketing Society is an exclusive global network of 3,000 senior, predominantly client-side, marketers (and counting). Our purpose is to encourage our members to become bolder, braver marketing leaders by helping them to think differently, tackle industry taboos and have the conversations that really matter.

Founded in London in 1959, we have since become one of the most influential drivers of marketing in the business community with thriving global hubs in New York, Dubai, India, Hong Kong, Singapore and Scotland.



MIS GROUP

MIS Group is a full-service fieldwork company, offering proprietary data collection solutions across quantitative and qualitative methodologies.

What does this mean for you?

Working with a hard-working, knowledgeable team who are committed to your vision of successful research – with no software limitations for your surveys, Access Panels, focus groups or recruitment.



THE NEW FIELDWORK COMPANY

The New Fieldwork Company – new in name and still as enthusiastic and willing as the day we started. We've been suppliers of fieldwork to the market research industry since 1983 and supporting the Best Newcomer Award since it started. Congratulations to this year's MRS Annual Conference Best Newcomer, Saskia Jones.



PERSPECTIVE RESEARCH SERVICES

Perspective Research Services specialise in offline data collection, with optional online reporting twists. We deliver personally captured high quality data via dedicated and experienced teams offering International CATI, face-to-face, qualitative services and B2B mystery shopping. Holborn Focus viewing facilities offer two high-quality central London studios. Fully equipped for medical device testing and UX labs.

Feel free to use our full services or dip in as and when you need us.



QUIRK'S MARKETING RESEARCH MEDIA

Quirk's looks like a magazine and reads like a magazine. But it is much more. It is a place where the best, brightest and boldest in marketing research – clients and agencies alike – can exchange their best thinking. Everything we cover is designed to promote the use, value and understanding of marketing research and lead you to innovative insights. But, the magazine is just the beginning. Quirk's also produces live events, webinars, e-newsletters, apps, a LinkedIn Group and a comprehensive Website. Get your free access at: www.quirks.com.



RAZOR RESEARCH

Razor Research is a full-service agency. We launched a specialist division, Razor Kids, in early 2017. Our work spans positioning, creative and new product development as well as category exploration and packaging research. We specialise in hosting programmes of events so that our clients can meet their consumers in creative and immersive ways. Our brand philosophy centres around 'sharper thinking'.



RP TRANSLATE

RP Translate helps global researchers to deliver excellent insights through linguistic knowledge, research expertise and passion for people. With over 20 years' experience delivering high-quality language services to the insight industry, we marry market research expertise and linguistic passion to create the foundations of first-class global research. Connect with participants effectively and with ease. Lead the way with accurate and actionable international data. RP Translate: #translation intelligence for global researchers.



STEELE FIELDWORKS

Steele Fieldworks, proud sponsor of the MRS Award for Operational Excellence, would like to congratulate the winner IRI. We recognise others who are committed to high standards such as ours and we would like to congratulate all the other well-deserved winners and finalists. Steele Fieldworks is an established recruitment and data collection agency committed to providing all clients with the highest standards of quality across all our operational functions.

T R I N I T Y
M C Q U E E N

TRINITY MCQUEEN

You don't win awards by telling the same old story. Trinity McQueen is proud to have been MRS Awards winners and finalists over the last ten years. By combining behavioural insights, technology and creative magic, we make it happen for our clients. From media and communications planning, we've extended our portfolio to brand and ad tracking, VoC, CX, NPD and customer closeness programmes. We work in retail, grocery, FMCG, telecoms, financial services and utilities and are appointed to Her Majesty's Government and BBC rosters.

Truth.

TRUTH

The world is a different place now, infinitely more complex, with the relationship between people, brands, technology and culture far more fluid and unstable. Making sense of it demands a different kind of agency. One that can draw a net through that cultural sea, capturing the full richness of people's experiences. We are that agency.



TWITTER

Social media data represents an unprecedented opportunity for researchers to understand what consumers think and feel. We want to inspire research teams to be the ones who explore and innovate with social data to keep the voice of the customer firmly in their control and to lead their businesses in understanding and driving value from this new source of insight.

WARC

WARC

Warc.com offers advertising best practice, evidence and insights from the world's leading brands. We help clients grow their business by using proven approaches to maximise advertising effectiveness. With 12,000+ case studies, 2,000+ event reports, best practice guides, consumer insights and trend analysis, WARC will support your business proposals and improve marketing effectiveness.

Check us out at www.warc.com
Contact us at enquiries@warc.com



**WORSHIPFUL
COMPANY of
MARKETORS**

THE WORSHIPFUL COMPANY OF MARKETORS

The Marketors' Trust, the educational and charitable arm of the Worshipful Company of Marketors, is proud to sponsor the MRS Advanced Certificate Award. The Marketors is the City Livery Company for marketing professionals. One of the Company's aims is to promote excellence in the education and practice of marketing through awards made to individuals who demonstrate outstanding success in one or more of the marketing disciplines.



MRS

For over 70 years, the Market Research Society (MRS) has been championing the value of the research sector and raising standards within it.

With 5,000 members and 550 accredited Company Partners, MRS is the world's largest professional body representing providers and users of research, business insight and data analytics.

MRS supports the sector with best-in-class training and qualifications, specialist conferences, professional membership and innovative awards. MRS is the sector's regulator via the MRS Code of Conduct.

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RESEARCHLIVE

RESEARCH LIVE

Research Live is the leading source of industry news, opinion and reports for researchers, data analysts and insight professionals. Also featuring in-depth articles from the awarding winning Impact magazine, Research Live is the definitive news site for the latest trends and techniques from behavioural economics to big data analytics, as well as key issues including polling and privacy. Research Live provides you with everything you need to understand and interpret the latest developments in the market.

www.research-live.com
 @researchlive

100M survey
 completes in 2018

Over **40** years
 of innovation

5800 customers
 in **94** countries

