

MRS
AWARDS
2019

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WELCOME TO THE MRS AWARDS 2019



PHYLLIS MACFARLANE
CHAIR OF MRS

At a time when many seem to be turning inward towards (national) self-interest, I welcome two significant changes to this year's awards.

Firstly, the Best Agency Awards have been merged into a single Global Agency of the Year category. We also split the Business Impact of the Year category into separate UK and international categories. Overall, these awards attracted entries from the USA, Singapore, Switzerland, Poland, Netherlands, Pakistan, Belgium, Ireland, Costa Rica, Algeria, France, Germany, as well as the UK.

Secondly, the new Liz Nelson Award for Social Impact has been introduced. Not only does the award honour Liz, whose service to the research sector has been both exemplary and extraordinary, but it will continue to draw attention to how research can be used as a force for good. Liz has been involved in the MRS Awards since their inception, and she has never ceased to champion research that benefits society and people.

Overall, there's so much to be celebrated here. The quality of the research demonstrated in the submissions was of the highest standard of execution and application – I offer my sincerest congratulations to all the finalists and winners. Just as importantly, I'm very proud to work in a sector that does such good work, and strives to look outward and be inclusive.



RESEARCH LIVE AWARDS

Main panel: Jane Bainbridge (Chair), Impact and Research Live; Harry Davies CMRS, Google; Rhea Fox, Aviva; Stuart Fox MMRS, Camargue (not pictured); Debrah Harding, MRS (not pictured); Catherine Haigh, Premier Foods; James Holden MMRS, BBC News; Jake Steadman MMRS, Twitter; Mike Taylor, Vodafone; Amanda Wigginton MMRS, TI Media

Best Innovation Panel: Jane Bainbridge (Chair), Impact and Research Live; Nick Bonney FMRS, Deep Blue Thinking (not pictured); 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

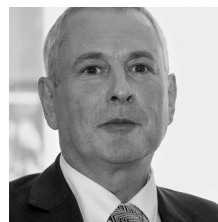
Main panel: Phyllis Macfarlane FMRS (Chair – pictured); Stephen Bairfelt FMRS; Ian Brace FMRS; Martin Callingham FMRS; Steven Darby; Rob Ellis CMRS; Alan Hathaway MMRS; Julie Irwin FMRS; Penny Mesure FMRS; Nick Moon FMRS; Liz Nelson FMRS; Darren Mark Noyce FMRS

Co-opted judges: Viv Harrison MMRS; Louise Sharpe; Simon Shaw CMRS; Sarah Whiddett MMRS; Caroline Wren CMRS



OPERATIONS AWARDS

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



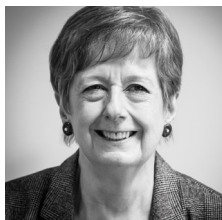
ANNUAL CONFERENCE AWARDS

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



INDEPENDENT CONSULTANTS AWARD

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



SILVER MEDAL

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 FMRS; Jane Frost; Chloe Fowler CMRS;
Lucy Davison MMRS; Sarah Newman; Carolyn Russell;
Nick Southgate; Peter Totman FMRS



ASC AWARD PANEL

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



BIG AWARD PANEL

The panel: Damon Thomas MMRS (Chair – pictured);
Claire Labrum CMRS; Virginia Monk FMRS;
John Temple MMRS; Trevor Wilkinson CMRS; Jon Wood

MRS GRAND PRIX FOR GREATEST IMPACT

Christopher Graves and Jon Puleston's paper *The real why & the hidden who: Deploying multiple behavioural science lenses to render a clearer picture of individuals at scale*, which won the MRS Award for Innovation in Research Methodology after originally being published as part of ESOMAR Congress 2019, wowed the judges with both its openness and massive implications for the sector.

The paper sets out a clear, fact-based assessment of existing personality tests and highlights the benefits and potential flaws in their use, factoring in the impact of changed technology, and defines an approach allowing almost any issue to be examined with more clarity by adding relevant lenses.

The authors are not offering an 'off the shelf' solution, but their findings can be adapted by any brand for any campaign in almost any audience.

The judges thought it was brilliant.

WINNER

KANTAR

Kantar Profiles Division

LIZ NELSON AWARD FOR SOCIAL IMPACT

Since founding Taylor Nelson Sofres in 1965, Dr Liz Nelson OBE has been passionate about championing research as a force for good. In her 14 years as a judge for the MRS Awards, she recalls many projects that she felt deserved wider recognition due to their positive social impact. This new award has been created to do that. The 2019 winner, which also won the Healthcare Research category, was personally selected by Liz.

The strength of the paper, which examines men's fear of HIV testing in South Africa, is in its potential impact on the lives of many, both now and in the future. Whilst it may seem relatively simple in scope and approach, it is highly sensitive to its participants, the context and the need for buy in – which led to its results being quoted by the US ambassador to PEPFAR, major funders of HIV programmes in South Africa.

"This is a really beautiful case study," says Liz, "and a perfect example of how research can uncover and reverse perceptions."

WINNERS

Ipsos, Population Services International & Matchboxology



MRS PRESIDENT'S MEDAL

Working closely with institutions in Africa, Professor Cheeseman and his colleagues have spent the last 10 years conducting research on election rigging and manipulation strategies. As well as surveying 8,500 citizens in Kenya, Ghana and Uganda, the programme included interviews with politicians and civil society leaders and 'field simulations' of electoral manipulation to provide a comprehensive view of how elections in newly-formed democracies are run.

The research team developed the Deep Election Monitoring tool, which tracks and identifies electoral manipulation strategies and points with the greatest chance of electoral violence.

The voting risk reports generated by the research have made a tangible difference on the ground for policymakers. Crucially, they have also significantly impacted the 2018-2022 strategic plan for the Westminster Foundation for Democracy, the UK's foremost democracy promotion organisation.

WINNERS



Professor Nic Cheeseman,
Professor Gabrielle Lynch,
Professor Justin Willis &
Dr Susan Dodsworth



FINALISTS

Girl-Kind North East

The Refugee Economies Programme,
University of Oxford

Sheffield Hallam University, GAME

Swachh Bharat (Clean India) Mission

MRS GOLD MEDAL

Peter Mouncey joined MRS in 1973 and has since dedicated over 45 years to supporting the institutions which protect and promote the research sector, most notably serving for 26 years as a member of the MRS Market Research Standards Board, 18 years delivering research training for MRS and other sector bodies and 15 years as Editor-in-Chief of the *International Journal of Market Research*.

Peter spent 5 years as a member of the MRS Main Board (MRS Council at that time) acting as Hon Secretary Treasurer (1989–90) and Chair (1990–92) and sitting on various other committees. He was also Chair of the Research Development Foundation and Chair of AURA.

Peter has been a Visiting Fellow of Cranfield University's School of Management for 18 years, spent 14 years as a Director of Research at the Institute of Marketing, 16 years supporting the IDM Journal of Direct, Data and Digital Marketing Practice and 8 years as a member of the Direct Marketing Centre Council.

Before becoming an independent consultant, Peter worked for 29 years in a variety of roles at the Automobile Association and received his MRS Fellowship in 1997.

WINNER

Peter Mouncey



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, *Exploring constituency-level estimates for the 2017 British general election*, provides an extremely authoritative, compelling and convincing investigation of its subject. Understanding how pollsters work in predicting what is happening at the constituency level is of vital importance. This excellent paper shows how the system can be manipulated to the detriment of democracy and, while it represents a work in progress, it is an important milestone and critique of what may well become an extremely significant and recognised common practice in the future.

WINNERS



Ron Johnston (pictured),
David Rossiter, Todd Hartman,
Charles Pattie, David Manley
& Kelvyn Jones

FINALISTS

Robert A Peterson

Nathalie Dens, Patrick De Pelsmacker, Peter Goos,
Leonids Aleksandrovs & David Martens

John Dawes, Rachel Kennedy, Kesten Green
& Byron Sharp

THE JUDGES SAID

"Jigsaw's win rate over the past 12 months set it apart from strong competition in this prestigious category. The high percentage of new business gained through word-of-mouth referrals was particularly impressive – indicative of the brilliant work the team has been doing and resulting in an interesting and varied range of clients."

RESEARCH LIVE AWARD FOR GLOBAL AGENCY OF THE YEAR

A new category at this year's awards bringing together all the Best Agency categories into one. This award recognises excellence among the biggest players in the research sector on the international stage. Strong referral rates and a broad range of clients contributed to a first-place finish for Jigsaw in a hotly contested category.

WINNER

Jigsaw Research

HIGHLY COMMENDED

Kadence International

FINALISTS

C Space

Firefish

Northstar

Opinium

SPONSORED BY



THE JUDGES SAID

"It was good to see that Opinium has not been resting on its laurels since winning this category previously. There is always room for improvement and Opinium's entry stood out for recognising the areas where it had been falling short and implementing changes to address them – with impressive results."

RESEARCH LIVE AWARD FOR BEST PLACE TO WORK

This category recognises those organisations that put their people at the heart of their strategies and believe that creating good places to work will drive productivity and get the best of out of their talent. Opinium's honest and well-written entry led the judges to choose it as this year's winner.

WINNER

Opinium

FINALISTS

Barclays UK
C Space
Censuswide
IFF Research
Kantar

SPONSORED BY



LONDON NEW YORK NEW DELHI

THE JUDGES SAID

"A fantastic entry that met all of the criteria for breakthrough business of the year. The speed at which Differentology has transformed from a one-person operation to the scale of the business it is now is extraordinary. This is an ambitious team that is clearly not scared to challenge preconceptions – it's exciting to watch."

RESEARCH LIVE AWARD FOR BREAKTHROUGH BUSINESS OF THE YEAR

Alongside well-established players, the research sector depends on new entrants to the marketplace – those that bring fresh thinking, innovation and entrepreneurial spirit. This year the judges felt that Differentology was the clear breakthrough business of the year.

WINNER

Differentology

FINALISTS

B2B International
Hotspex UK
Savanta

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7 - 8 Oct 20 | Tobacco Dock | London

THE JUDGES SAID

"This was a hard-fought category. The impact of the BBC World Service project was truly global, and the complexities involved in integrating data sources from all over the world to allow comparisons across all regions and activities should not be underestimated. The entry was compelling and demonstrated a clear outcome: a refocusing of strategy that led to an increase in viewership figures."

RESEARCH LIVE AWARD FOR BUSINESS IMPACT OF THE YEAR – GLOBAL

To impress the judges in this category a client or organisation must show that it has embraced research to make a real, lasting impact on its business and operations at an international level. Against extremely tough competition, the BBC World Service secured first place for its integration of data sources on a remarkable scale.

WINNER

BBC World Service

HIGHLY COMMENDED

Shell & Kantar

FINALISTS

Condé Nast

Formula 1 & Goodform



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MIS | GROUP

THE JUDGES SAID

"This was a well written entry that demonstrated a clear outcome from the project. In a sector where innovation can be hard to find, insight was used as the basis to completely pivot an original strategy and the resulting numbers speak for themselves."

RESEARCH LIVE AWARD FOR BUSINESS IMPACT OF THE YEAR – UK

This category rewards clients or organisations that demonstrate how they have used research to shape business strategy, drive innovation and deliver positive outcomes. Populus & BT secured first place for a project that provided a solution to a key priority for BT's SME customers – reliability of internet access.

WINNER

Populus & BT

FINALISTS

Basis & Dixons Carphone

Bonamy Finch & TUI

C Space & Jaguar Land Rover

Formula 1 & Populus

Walnut Unlimited & Tesco

Populus



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THE MARKETING SOCIETY

THE JUDGES SAID

"This was a really strong entry from the NEC Group and one thing that came through strongly was a sense that this team is enjoying the work that they are doing. It's clear that they have developed an insight-led culture within the organisation and become an integral part of the NEC Group's decision making – delivering useful and actionable insight for its sales teams."

RESEARCH LIVE AWARD FOR BEST IN-HOUSE TEAM

The best in-house team is one that convinces the judges it has developed and delivered outstanding work within its organisation in the past year. This year the NEC Group's insight team has been recognised for an approach that's not business as usual within its sector.



WINNER

NEC Group

FINALISTS

Barclays UK
BBC World Service
Formula 1
Twitter UK
Unilever

SPONSORED BY



THE JUDGES SAID

"This isn't all about doing more for less or quicker, it is about truly being able to demonstrate the worth and value of research to a wider audience that needs to use it for confidence, learning and application."

MRS/AURA AWARD FOR INSIGHT MANAGEMENT

Macmillan's 'Essential Evidence' resource has been invaluable in helping their marketing team deliver a successful campaign to meet the charity's strategic priority to reach people living with cancer at one of the times of greatest need, diagnosis. The work is already having an impact on the people they exist to support. This was a great example of an imaginative and truly collaborative approach to insight management.



WINNER

Macmillan Cancer Support

FINALISTS

Barclays UK
Dixons Carphone & Trinity McQueen
Join the Dots | InSites Consulting & Matalan

IN ASSOCIATION WITH



THE JUDGES SAID

"This is a well known campaign and perfectly hits the sweet spot of providing a great and simple solution to a deep rooted customer problem which nobody else seems to have addressed."

MRS AWARD FOR APPLICATIONS OF RESEARCH

Basis clearly demonstrated how their long-standing collaboration with BT was vital to the BT project to defend their position in the broadband market being successfully delivered across the organisation in a variety of ways, maintaining interest and engagement. The paper is a great example of research being used to define a solution, with simple yet effective insights driving major changes at BT.

BASIS



WINNERS

Basis & BT

FINALISTS

2CV & Tesco
Bonamy Finch & TUI
Ipsos & RB

SPONSORED BY



THE JUDGES SAID

"The project combined operational, research, insights and visualisation to maximum effect. A great paper!"

MRS/BIG AWARD FOR BUSINESS-TO-BUSINESS RESEARCH

BAMM came up with an innovative and creative approach to a difficult project, overcoming significant logistical and cultural hurdles to develop 'business personas' for Shell, which are clearly being used to effect change.



BAMM

WINNERS

Shell & BAMM

FINALISTS

Fujitsu & Watermelon Research
Opinium
RBS & Savanta

IN ASSOCIATION WITH



THE JUDGES SAID

“The results of this research are powerful and should not be underestimated – increasing switching away whilst maintaining brand results.”

MRS AWARD FOR FINANCIAL SERVICES RESEARCH

This unusual project required some seriously creative thinking – how can a bank try to persuade customers to go away, without damaging its brand? Through a tricky programme of exploratory depth interviews, pricing modelling, choice-based conjoint modelling, literature testing, mystery shopping and ongoing customer experience tracking, Savanta turned traditional ‘how to retain customers’ research on its head and designed a sensitive programme to understand ‘what would make customers switch away.’

WINNERS

RBS & Savanta

FINALISTS

Discovery & NS&I
Ipsos & Open Banking
MESH Experience



Savanta:

SPONSORED BY



THE JUDGES SAID

“This is a great piece of research showcasing a careful, responsible attitude to insight on topics of huge sensitivity and of real social importance.”

MRS AWARD FOR HEALTHCARE RESEARCH

This research uncovered some unknown and exceptionally significant findings that helped reframe the approach to HIV in South Africa. The reasons for not testing/disclosure are fundamentally different from the traditional views and Ipsos ensured that the research was not founded in preconceived ideas or assumptions on the population and specific subjects. The results were at all times research-led and gave true insight into some hard to hear realities. The interventions developed alongside the research have and will continue to have far reaching positive consequences.

WINNERS

Ipsos, Population Services
International & Matchboxology

FINALISTS

Incite
Ipsos MORI UK
SKIM



SPONSORED BY



THE JUDGES SAID

"This is the type of agile research that really delivers a compelling case for 'going small' to counter the confusion of 'big data.'"

MRS/ICG INDEPENDENT CONSULTANTS AWARD

Qual Street's concise entry perfectly conveyed how the partnership approach between client and consultant should deliver helpful insights to inform product development. Their work for Bells of Lazonby directly led to a new brand launch. They demonstrated impact, had great client feedback and showcased independent excellence on a small budget.



WINNER

Qual Street

HIGHLY COMMENDED

Deep Blue Thinking

FINALISTS

Feeling Mutual

Magenta

IN ASSOCIATION WITH



THE JUDGES SAID

"Fake news is a big subject, but this paper excellently details the vast planning and preparation that went into the project."

MRS AWARD FOR INTERNATIONAL RESEARCH

This thorough, wide ranging investigation of the dissemination of fake news by ordinary citizens across three challenging markets delivered against all the criteria for this category. The innovative use of algorithmic techniques, as well as unprecedented access to participant WhatsApp feeds to follow up qualitative interviews, led to an influential and important study, which was well communicated.



WINNER

BBC World Service

HIGHLY COMMENDED

Flood + Partners

FINALISTS

BBC World Service

Edelman Intelligence

SPONSORED BY



THE JUDGES SAID

"Easy to follow, highly innovative use of research, clear client benefits and creative excellence demonstrated. This had it all!"

JEREMY BULLMORE AWARD FOR CREATIVE DEVELOPMENT RESEARCH

Lumen provided Tesco with some incredibly effective insights into delivering successful advertising designed to be read and understood in two seconds. What was particularly strong within the submission were the examples of converting findings into on-going rules of thumb to benefit current and all future advertising design and implementations.



WINNERS

Lumen Research & Tesco



FINALISTS

Basis & Cancer Research UK

The Nursery, Department for Education & M&C Saatchi

The Nursery, Department of Health and Social Care & Engine

THE JUDGES SAID

"System1 demonstrated excellence and innovation in methodology, analysis and collection of data."

MRS AWARD FOR MEDIA RESEARCH

This paper is an ideal example of self-funded independent research into a specific market. The research takes the view that 'fluent devices' in advertising (such as a character, punch-line or theme music) are excellent at building brand recognition and brand enjoyment simultaneously and the results can be used by all organisations to better build brand awareness and success, specifically those brands that can export their campaigns to multiple mediums.



WINNER

System1

FINALISTS

Pearl & Dean

Thinkbox & MTM

Twitter

SPONSORED BY



acumen
INTELLIGENT RESEARCH MANAGEMENT

THE JUDGES SAID

"This was an outstanding paper, blending methods and innovative techniques for some concrete outcomes. An innovative approach to an important issue."

MRS AWARD FOR PUBLIC POLICY/SOCIAL RESEARCH

Public Health England's *Be Clear on Cancer* campaign was created to improve the public's awareness of cancer and its symptoms in order to encourage more people to present at their GP sooner, but after 10 years the numbers of patients presenting had actually dropped. Flamingo recognised that subconscious attitudes were strongly in play and uncovered these using digital forensics and semiotics. The appropriate and clever use of technology to support the project and analysis of significant data sets ensured a comprehensive picture was built.

WINNERS

Flamingo & Public Health England

FINALISTS

BBC World Service
 IFF Research, Department for Education,
 Welsh Government & Department for the Economy,
 Northern Ireland
 Opinium & PwC

Flamingo



Public Health
 England

SPONSORED BY



THE JUDGES SAID

"This is a fantastic case study showing how creative, insightful, qualitative research can get you so much closer to really understanding what your audience want."

AQR QUALITATIVE EXCELLENCE AWARD

This Award recognises the enormous contribution that excellent qualitative research makes to marketing, strategy and societal issues. The AQR is most grateful for the time and support given by our guest judges who represent AURA, MRS, ESOMAR, and APG. Qualitative research is now more important than ever, as ably demonstrate by this year's winner, *From Pitches to Riches: How qual powered the future of factual TV* by Hope + Anchor and ITV.

WINNERS

Hope + Anchor & ITV

FINALISTS

ampersand research & Nottingham Trent University
 The Nursery, Department for Health
 and Social Care & Engine

HOPE + ANCHOR



ORGANISED BY



THE JUDGES SAID

“Results so far from those using the privacy-based platform support its excellent potential.”

MRS/ASC AWARD FOR BEST TECHNOLOGY INNOVATION

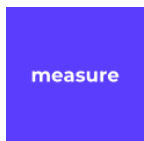
Measure Protocol’s automated marketplace for person-based data is a potential game change for market research. It reinvents the traditional research panel processes by leveraging blockchain and cryptographic technologies to build greater trust and provide high levels of transparency with research participants.

WINNER

Measure Protocol

FINALISTS

Blue Yonder Research
Sketchbook Consulting



IN ASSOCIATION WITH



THE JUDGES SAID

“While Lumen’s written entry impressed the judges, it was the presentation to the panel and in-the-room demonstration of its technology that secured it first place in this category. The project feels truly innovative while being cost effective and scalable – both key criteria in this category.”

RESEARCH LIVE AWARD FOR BEST INNOVATION

This award singles out the individual or organisation that has pioneered a methodology, product, service, process or initiative that can be hailed an innovation in research across all international markets. Once again, finalists were submitted to a Dragons’ Den-style judging format to make their case that their project was truly transformational with Lumen coming out on top.

WINNER

Lumen Research

FINALISTS

Gemius
Happen
System1 Group
Unilever



SPONSORED BY



THE JUDGES SAID

“What set this apart was the willingness to test and assess all the aspects of the project, not settle for the assumption of being correct”

MRS AWARD FOR INNOVATION IN DATA ANALYTICS

This is an excellent example of how using technology can enhance a project by working with the researchers. Formula 1 and Flamingo used data from real-time fan conversations on community forums to model and predict future engagement – adding insight and depth to what was being observed through people tracking studies. There were clear examples of how Formula 1 has benefited from the data analysis, but more importantly a clear link to customer benefit and the on-going potential to apply the technique in other markets.

WINNERS

Formula 1 & Flamingo

FINALISTS

dunnhumby & MMR
Future Thinking
SKIM



Flamingo

SPONSORED BY



Part of the STRAT7 group

THE JUDGES SAID

“Kantar are generously holding nothing back that would prevent others replicating this methodology – if you are willing to put in the amount of work that the authors have.”

MRS AWARD FOR INNOVATION IN RESEARCH METHODOLOGY

The real why & the hidden who: Deploying multiple behavioural science lenses to render a clearer picture of individuals at scale tackles a number of issues regarding personality assessment that have worried researchers for years. It thoughtfully draws on relevant previous works and comes up with a series of solutions that may not all be new in themselves, but in combination show real innovation. This thorough approach to understanding and measuring personality in an actionable way could have far reaching consequences for research, marketing and all brands.

WINNER

Kantar Profiles Division

FINALISTS

Hochschule für Wirtschaft und Umwelt
Nürtingen-Geislingen
JCDecaux Airport
Unilever
Universite Blida 2, Rennes School of Business,
Universite Paris 13 & Grenoble Ecole de Management,
Universite Grenoble Alpes ComUE

KANTAR

THE JUDGES SAID

"A clear demonstration of how new research thinking has led to new consumer insight and impacted decisions made."

MRS AWARD FOR
NEW CONSUMER INSIGHTS

Unilever's innovative Comparative Language Analyser is a machine learning-based tool that compares how different groups speak via grammar, sentence structure, linguistics, topics and sentiment. The paper demonstrated how technological developments such as AI and machine learning, combined with approaches such as NLP and more traditional research techniques, can have a really powerful benefit to a multinational organisation.



WINNER

Unilever

FINALISTS

Flamingo & GSK
The Sound & Twinings
WWF & Mindshare UK

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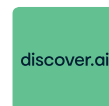
THE JUDGES SAID

"It is clear that previous attempts to address the client's issue had failed to go deep enough and the innovative approach fully met their expectations – a key objective of this exercise."

VIRGINIA VALENTINE AWARD FOR
CULTURAL INSIGHTS

Through a hybrid use of methods, Crowd DNA and discover.ai helped Asahi to understand the cultural complexity of advertising a national brand in an international market. The use of machine learning to enhance desk research, combined with semiotic analysis, revealed new perspectives on what constitutes 'Japaneseness' and enabled the development of a coherent global positioning for the brand, with market-specific customisation.

CROWD.DNA



WINNERS

Crowd DNA, Asahi & Discover.ai

FINALISTS

COG Research, Space Doctors
& Lloyds Banking Group
Ipsos & GSK
System1

INITIATED AND
SPONSORED BY

THE JUDGES SAID

"This is always one of the toughest categories to judge – choosing a winner from a shortlist of incredible rising stars in the research sector. The entrepreneurship that Katherine has demonstrated to build an insight team around her and Jack's clear impact on commercial outcomes makes them both extremely worthy winners. We can't wait to see what they do next."

RESEARCH LIVE AWARD FOR
YOUNG RESEARCHER OF THE YEAR

The Young Researcher of the year category recognises future leaders in the industry – young people that are going above and beyond their day jobs to act as ambassadors for research. Once again it was too hard to choose just one, and the judges selected two winners – Katherine Nicholls and Jack Tadman.

JOINT WINNERS

Katherine Nicholls, Natives
Jack Tadman, Opinium

FINALISTS

Akil Benjamin, Comuzi
Hannah Brown, Ipsos
Sarah Grant, Join the Dots | InSites Consulting
Chantel Le Carpentier, YouGov
Sophie Menzies, Hall & Partners
Michelle Milner, the7stars
Carolina Starkhammar, Kadence International



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MRS ADVANCED CERTIFICATE IN MARKET
& SOCIAL RESEARCH PRACTICE AWARD

This Award is given annually for the best performance by a candidate taking the MRS Advanced Certificate in Market & Social Research Practice, the leading, fastest growing, degree-level vocational qualification for the research sector.

George is a Research Executive at ICM Unlimited, the specialist social and political research division at Walnut Unlimited. He joined the company in September 2017 as part of the graduate scheme, after completing a three-month graduate internship at the Gambling Commission. He specialises in quantitative research, with a specific interest in opinion polling and political polling.

George graduated from Clare College, University of Cambridge in 2017, with a BA in Human, Social, and Political Sciences. His particular academic interests include the history of political thought and the application of statistics and methods to politics.

WINNER

George Pinder



SPONSORED BY





STEPHEN BAIRFELT

Stephen was Chairman of the ICG for six years and has also served as a committee member of AIMRI (now part of the Insights Association), an international trade organisation representing smaller suppliers. Until recently, he sat on the MRS Main Board, leading a team which reviewed and revised the current corporate governance structure.



RICHARD DRURY

Richard been a key exponent of the importance of the client-side voice as a Director of AURA since 2009, serving as Chair from 2010–2014, and as a member of the MRS Main Board. He has acted as a Special Advisor to MRS on a variety of client-side activities and has also been a long standing judge of AQR's Prosper Riley Smith Award.



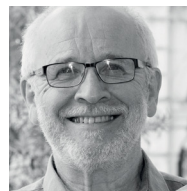
BEN HOGG

Ben has been a long-standing member of the MRS Company Partner Service Board and was a launch partner and board member for the MRS Fair Data Accreditation Board. He has also been a long-standing supporter of BIG and BIG Conference, strengthening understanding of B2B research practice, and has won several MRS and BIG Awards.



DR LEIGH MORRIS

Leigh is the founder and Chair of the MRS ADA network for data analysts and a key supporter of the Innovation in Data Analytics Award. He has significantly contributed to research understanding in the area of multi-variate statistics through papers published in the *International Journal of Market Research* and broader academic practice.



RAY POYNTER

Ray has authored several market research textbooks and is a content author for the University of Georgia's market research course. He is a long standing supporter of MRS through its conferences, events and training programme and he also supports a wide range of other research associations, including ESOMAR and NewMR.org.



JANE RUDLING

Jane has made a significant contribution to the understanding of research via her long-term partnership with the University of Winchester Business School. She has supported a wide range of MRS activities, hosted regional roadshow events and taken the lead on work-based learning programmes, including apprenticeships.



YVONNE TAYLOR

Yvonne has authored many articles and spoken widely on food/sensory and product development research, adding significantly to the sector's understanding of this area. She is a mentor for MRS, promotes its CPD scheme and supports other associations including the Institute of Food Science and Technology.



RAY TIWARI

Ray made a significant contribution to the former trade association, the BMRA, including acting as one of the main negotiators who undertook the integration of BMRA services into MRS, and has subsequently given long-standing support to MRS as a member of the Company Partner Service Board advocating the voice of SMEs within MRS.



PAUL WALTON

Paul has published a wide range of articles and books particularly focussing on strategy, brand and innovation. He has contributed to the understanding of research by cascading this knowledge via business schools and universities and supports other sector associations including the Marketing Society and Account Planning Group.



MRS ANNUAL CONFERENCE 2019 AWARD FOR BEST CHAIR

WINNER

Danny Wain

"Danny chaired this extremely well-conceived (and planned) session with creative flair. The flow of the three presentations which covered diverse industries detoured from the norm and had been imbued with energy, which held the audience's attention to the very end. The session concluded on an animated note with a strong summary of take-outs."

Sponsored by Hannelius Recruitment



MRS ANNUAL CONFERENCE 2019 AWARD FOR BEST NEWCOMER

WINNER

Kate Skivington

"Kate stood out for her composure, charisma and ability to manage a room full of rowdy participants. Her use of props and clues tied the whole session back to how we could implement immersive techniques in our work and she facilitated a lively and open discussion."

Sponsored by New Fieldwork Company



MRS ANNUAL CONFERENCE 2019 AWARD FOR SPECIAL CONTRIBUTION

WINNERS

Tom Ewing & Lucy Davison for *Murder at Marketing Manor: Who Killed Effectiveness?*

"A session which showed that simple ideas done well can bring the best out of an audience. The session established an engaging premise and then allowed the audience to run with it to great effect."



MRS ANNUAL CONFERENCE 2019 AWARD FOR BEST PRESENTATION

WINNERS

Crawford Hollingworth & Lara McCullagh for *The Big Issue Facing 'The Big Issue'*

"This entertaining presentation demonstrated the practical application of behavioural economics, showing how it can be used to shift consumer behaviour in a challenging market. The presenters showed how research insights led to concrete business recommendations and to an uplift in sales and vendor engagement for the Big Issue."



MRS ANNUAL CONFERENCE 2019 AWARD FOR BEST WORKSHOP

WINNERS

Kelly McKnight, Kate Skivington & their participants for *Making Memories: Communicating Insights in the Experience Era*

"Kelly and her team facilitated not just one but three totally unique immersive experiences that involved classical music, humming, a bespoke escape room and a final session that brought us back to how we can immerse clients in their insights."



THE JUDGES SAID

"The client recognised Ipsos MORI's highly skilled interviewers and their innovative and sensitive approach to data collection, which ensured the research would help shape future Government policy and make a real difference to these families' lives."

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

Ipsos MORI's submission clearly demonstrated how their face-to-face teams delivered outstanding results. This was a challenging project requiring interviews with vulnerable participants for the Government's "Troubled Families" programme.



WINNER

Ipsos MORI

FINALISTS

Acumen Fieldwork
Face Facts Research
Kadence International
Kantar
Walnut Unlimited

THE JUDGES SAID

“The client was clearly impressed with the team’s sensitivity, flexibility and creativity throughout the project, and several abstracts from the resulting data have been accepted for presentation at national and international conferences.”

MRS AWARD FOR BEST DATA COLLECTION (ONLINE)

Hall & Partners demonstrated real innovation in fulfilling a brief to research the impact of a common health issue on the lives of patients and their families. A lack of available panel profiling necessitated an innovative approach to sampling. Hall & Partners supplemented traditional panels with a mixed recruitment approach across multimedia channels, flyers and doctor and patient association referrals to target patients while safeguarding anonymity and validity of response. Throughout the project, Hall & Partners worked hard to ensure they included the more difficult to access audiences they needed to achieve a robust and inclusive sample capable of withstanding critical review from leading medical journals and scientific congress. Hall & Partners successfully delivered their interview target within an extremely aggressive timeline.

WINNER

Hall & Partners

HIGHLY COMMENDED

Cobalt Sky
Flood + Partners

FINALISTS

Lucid
Made in Surveys

Hall & Partners

THE JUDGES SAID

“The success of the approach was demonstrated by some good metrics and evidence of how the research data is being used by the client for the benefit of residents.”

MRS AWARD FOR BEST DATA COLLECTION (TELEPHONE)

Watermelon successfully implemented a residential telephone research project using qualitative researchers to gather in-depth views. Watermelon used innovative approaches, using a mixture of interview techniques, real-time reporting portals with alerts with refinements to the approach for vulnerable participants to encourage participation across the sample universe.



WINNER

Watermelon Research

FINALISTS

Acumen Fieldwork
B2B International
Explain Market Research
Kadence International

SPONSORED BY

kudos
research

THE JUDGES SAID

"An impressive and innovative research tool. Congratulations Market Logic!"

MRS AWARD FOR BEST DATA SOLUTION

Market Logic built a new technology platform for one of their retail clients that enables thousands of research projects, industry reports and Global Data to be analysed at a touch of a button. The platform removes the need for manually hunting for answers to business questions and instead brings together all of the internal knowledge in one place.



WINNER

Market Logic Software

HIGHLY COMMENDED

PAMCo & Ipsos MORI

Populus Data Solutions

FINALISTS

MMR Research Worldwide

Walnut Unlimited

SPONSORED BY



THE JUDGES SAID

"People for Research delivered great value on a challenging research programme."

MRS AWARD FOR BEST SUPPORT SERVICES

People for Research's methodology required full inclusivity, and duty of care to the vulnerable participants was of paramount importance. They ensured interviews were handled sensitively and empathetically to elicit honest and frank feedback. The research produced rich insights, helping to inform a highly successful refresh of the client's website content which saw traffic increase by 43%.



WINNER

People for Research

HIGHLY COMMENDED

EMPOWER (formerly RP Translate)

FINALISTS

Language Connect

Omnis

Research Runner

Roots Research

SPONSORED BY



THE JUDGES SAID

“Glowing client testimonials strongly reinforce how the company is dedicated to companywide multi-disciplinary training, which produces high quality work.”

MRS AWARD FOR BEST TRAINING & DEVELOPMENT

Walnut Unlimited are clearly committed to the ongoing training of all their operational staff. Their innovative and inclusive approach to training and development has improved staff retention and satisfaction. In addition to personal development plans, all staff undergo annual refresher training in all the important aspects of the MRS Code, GDPR regulations and ISO standards under their new Learning Management System programme.

WINNER

Walnut Unlimited

HIGHLY COMMENDED

Kadence International

FINALISTS

Acumen Fieldwork

B2B International

Ipsos MORI

WAL
|
NUT

THE JUDGES SAID

“This was an all round excellent entry which addressed fully the award criteria.”

MRS AWARD FOR BEST VIEWING FACILITY

i-view successfully undertook significant investment in their viewing facility technology and infrastructure. The success of this investment was demonstrated in the metrics supplied, VFA membership and the excellent client testimonials. Their entry was supported by strong evidence of staff going the extra mile to ensure exceptional customer service.

WINNER

i-view

HIGHLY COMMENDED

The Research House

FINALISTS

Aspect Viewing Facilities

Spectrum

The Buzz Rooms

The Glasgow View

i·view
LONDON LEEDS WARSAW

SPONSORED BY

leftfield

THE JUDGES SAID

"Another year, another example of Cobalt Sky demonstrating their business ethos extremely well."

MRS AWARD FOR OPERATIONAL EXCELLENCE

Cobalt Sky's continuous learning and development and utilisation of MRS resources is impressive. In addition they proactively offer innovative, leading edge solutions via partners where required. Great focus to their customers and accurate automated solutions means their customers spend their time on the interpretation of research data. All this is underpinned by broad training of their staff to ensure they understand the end-to-end workflow and GDPR obligations.



WINNER

Cobalt Sky

HIGHLY COMMENDED

QRS Market Research

FINALISTS

Kantar

PwC Research

Savanta

System1 Group

SPONSORED BY



CINT

Cint is the technology backbone of the world's most successful insights companies. Cint's platform automates sample fieldwork and operations so that companies can gather insights faster, more cost-effectively and at scale.

Cint has the world's largest sample exchange platform that connects sample buyers to 100+ million panellists around the globe so they can access the most engaged, relevant and 'real' sample.

More than 2,000 researchers, agencies and brands – including Zappi, GfK and SurveyMonkey – use Cint to transform how they gather insights and be competitive in the market.

Cint has a rapidly growing team across 15 global offices including London, New York, Stockholm, Los Angeles, Atlanta, Barcelona, Tokyo and Sydney.

www.cint.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 the 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.

IFF also co-sponsor the Young Researcher of the Year category



 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.



ACUMEN

Acumen take the intelligent approach to managing your research. Our award-winning teams of fieldworkers are adept in all aspects of qualitative, quantitative and healthcare fieldwork. We combine our years of experience with an adaptable and dynamic approach to find solutions for even the trickiest research briefs.

We are proud to support the MRS Awards, in our capacity as sponsors for this category, and to celebrate the outstanding achievements of so many people within the wider world of market research.



AQR

The Association for Qualitative Research (AQR) represents and furthers the interests of the qualitative research industry in the UK and beyond. Over the last 40 years, AQR has established itself as the internationally recognised Hub of Qualitative Thinking via education and training programmes, conferences, seminars, networking events and liaising with the wider research industry. Our core objectives are to promote the highest professional standards across our industry and to promote understanding of the value and insight 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

Proud to be one of the UK's top five independent Chartered Insurance Brokers and the British Insurance Awards Insurance Broker of the Year 2019. While insurance can be complex, we make things simple and are happy to offer a review of your insurance solutions at no cost. The scope of our expertise is extensive, working across numerous sectors including commercial, private clients, employee benefits and a wide range of specialist schemes.



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

A lot of brands are stuck at a crossroads: aware they should be exploiting the wealth of data that is now available to them, but struggling to put this into practice in the business. As a leading analytics and insights consultancy, we are at the heart of the research industry's changing data landscape. Now part of the STRAT7 Group, we connect the worlds of data, analytics and strategy for many of world's most successful brands. We help our clients to make data-driven decisions – to find, keep or grow customer relationships.



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.



EMPOWER

EMPOWER is the fresh face of RP Translate, an expert team on a singular mission: to empower global researchers to deliver highly actionable international insights. Our dedication knows no bounds... we are the only agency in the world (to our knowledge!) to specialise exclusively in market research translations and, with 25 years of expertise under our belts and countless innovations, the EMPOWER team has started a revolution in the global research game. Get in touch today to find out how you can be empowered to deliver accurate and actionable global insights.



FESTIVAL OF MARKETING

The Festival of Marketing is a unique experience where ambitious marketers can discover, learn, celebrate and shape the future together. It brings together over 4,000 senior marketers from across the industry. With 12 stages of content, there's something tailored to each marketing forte, including insight specific learnings. The next Festival will be held on 7–8 October 2020 at Tobacco Dock, London. For full details: www.festivalofmarketing.com/MRS.



GLOBALEXICON

GlobalLexicon is the leading translation and language service provider to the market research sector. Led by experienced MR professionals, our team of 90+ 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.



LEFTFIELD

Leftfield are delighted to sponsor the Best Viewing Facility Award. We're pleased to see so many of our research partners recognised for the high standards and levels of professionalism they bring to our industry. Our warm congratulation to the winners, i-view.

Leftfield brings experience, dedication and ideas to your qualitative fieldwork projects, both nationally and internationally, though our UK Field Department, Leftfield North and Leftfield International.



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 MARKETING SOCIETY

We are a progressive global community of over 3000 senior marketers who help each other be braver about our decisions and demonstrate that marketing is good for business. Launched in London in 1959, we've grown into a global network with hubs in Scotland, New York, Dubai, Singapore, Hong Kong, London and India. We look at everything we do through a brave lens, pushing boundaries, tackling taboos and creating comfortable spaces for our members to have uncomfortable conversations.



MIS GROUP

MIS Group embodies the professionalism and experience of a larger company with the drive, passion and personality of a start-up.

Harnessing their expertise in both Qualitative and Quantitative solutions under 2 separate entities; Made in Studios and Made in Surveys, they have gained the trust and standing within the industry to deliver quality service and results across both methodologies.

Satisfaction is forefront, not only for clients but also for respondents.



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, Kate Skivington.



PRODEGEMR

ProdegeMR has reinvented the market research process by taking a respondent first approach. We are a leading provider of people driven insights for the market research industry. Our diversified recruitment methods & world-class consumer engagement model comprised of over 100 million registered members globally, fosters member retention & ongoing participation. This extends many benefits to our clients; allows for delivery of recontact surveys, longitudinal studies, in-home use texts, & on-going research programs.



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.



THE RICHMOND MARKET INSIGHT FORUM

The Richmond Market Insight Forum is the most established and respected B2B networking event for the UK insight community. Now in its thirteenth 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.



SERMO

Sermo is the largest healthcare data collection company and social platform for physicians reaching 1.3M HCPs across 150 countries. We bring new capabilities and a tech-first approach to traditional market research to help you unearth insights – smarter and faster. Through Sermo's unique community, pharmaceutical and healthcare partners can gain deep understanding of HCP perceptions to benefit the medical community at large. To learn more, visit www.sermo.com/business.

TRINITY
MCQUEEN

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 13 years. Making audiences more predictable, we use a blend of behavioural science and technology to get a truer picture of people, to help our clients be more decisive. We specialise in CX, NPD, audience understanding and brand measurement and tracking. And work in retail, grocery, FMCG, telecoms, financial services, 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.



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.

Audiences at scale

World's largest sample exchange platform that connects sample buyers to over 100 million panellists across the world so they can access the most engaged and relevant sample at scale.

Cint

www.cint.com

