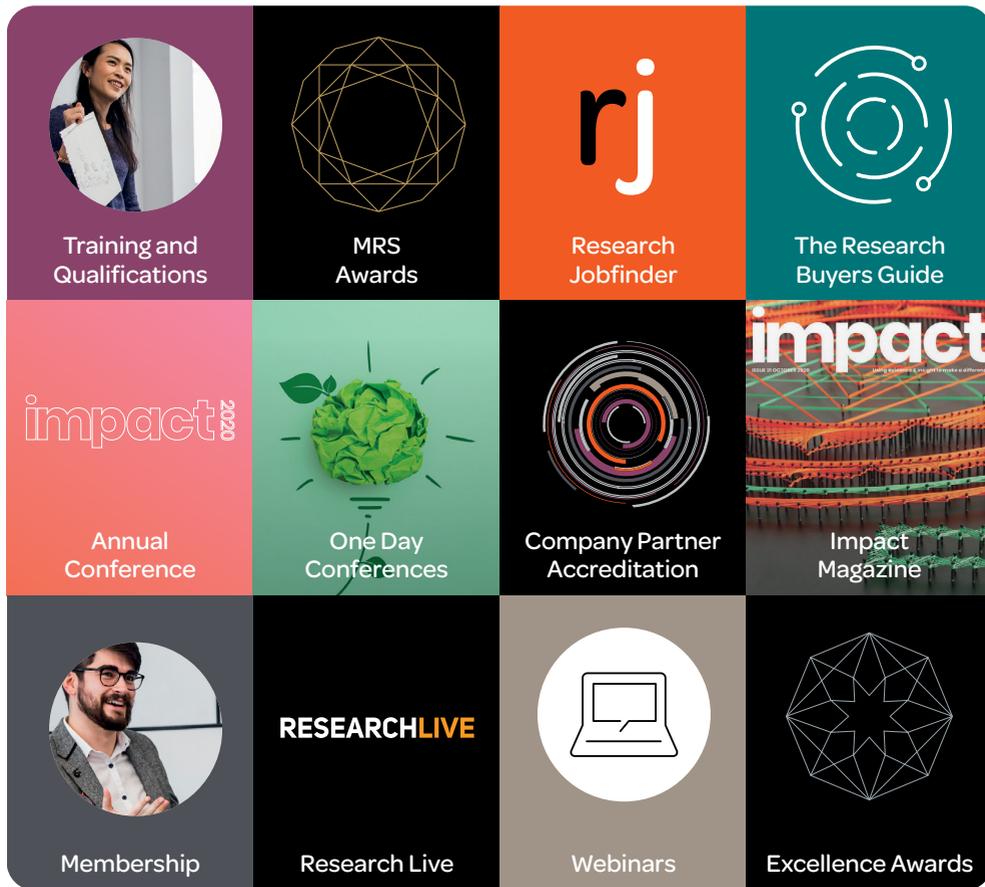


MRS
AWARDS
2020

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WELCOME TO THE MRS AWARDS 2020



DR NICK BAKER
CHAIR OF MRS

'The pack on my back is aching. The straps seem to cut me like a knife'. These words from the 1989 Stone Roses classic Fools Gold ring true when we look back at Covid 2020. So, in a time which might best be labelled a 'new abnormal,' it is fantastic to celebrate the phenomenal work done across our sector.

This year has also seen the birth of CORE (Colour of Research) and MRSpride go from strength to strength and it's fantastic to celebrate a new addition to the MRS Awards with the introduction of the MRSpride Award for Inclusive Research.

Supporting the sector as it strives to truly represent the world it seeks to understand is a key part of the MRS agenda and, alongside the launch of the MRS Diversity, Inclusion & Equality Council, the Inclusive Research Award shows exactly how sharing the stories of culturally and socially diverse communities can positively affect those in power and public opinion.

The judges tell me that not only were entry numbers seemingly unaffected by the challenges we're all facing, but that the standard was as high as ever. I think that's a testament both to the resilience of our sector and the importance of research, insight and evidence in amplifying the voices of citizens, businesses and others, whatever is happening in the world.

Well done to all the winners and finalists – don't forget you can now maximise your success by adding your MRS Awards logo to your listing on the new Research Buyer's Guide site. I hope your businesses and the sector as a whole benefit from celebrating the social and commercial impact of investing in research and insight.

Let's hope that this time next year we're able to celebrate together in the same place, but for now congratulations on the fantastic work and the better decisions it is driving.

Finally, in the words of Vinnie Jones...'it's been emotional'.



RESEARCH LIVE AWARDS

Main panel: Katie McQuater (Chair – pictured), Impact and Research Live; Harry Davies CMRS, Google; Christina Finlay, National Trust; Stuart Fox MMRS, Camargue; Debrah Harding, MRS; Catherine Haigh MMRS, Premier Foods; James Holden MMRS, BBC News Group; Jake Steadman CMRS, Deliveroo; Mike Taylor, Vodafone; Amanda Wigginton CMRS, Independent Consultant

Best Innovation Panel: Katie McQuater (Chair - pictured), Impact and Research Live; Nick Bonney FMRS, Deep Blue Thinking; Liam Kay, Impact and Research Live; Jessica Salmon MMRS, Telefonica UK; Jake Steadman CMRS, Deliveroo

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; Steven Darby MMRS; Rob Ellis CMRS; Alan Hathaway MMRS; Julie Irwin FMRS; Penny Mesure FMRS; Nick Moon FMRS; Darren Mark Noyce FMRS

Co-opted judges: Dan Hayes; Suzanne Lugthart; Liz Nelson FMRS; Simon Shaw CMRS; Nick Southgate; Caroline Wren CMRS



OPERATIONS AWARDS

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



ANNUAL CONFERENCE AWARDS

The panel: Mark Speed FMRS (Chair – pictured); Paul Child CMRS; Chloe Fowler CMRS; Victoria Maxey CMRS; Julie Vincent CMRS; Michael Webley MMRS



INDEPENDENT CONSULTANTS AWARD

The panel: Arthur Fletcher FMRS (Chair – pictured);
Nikki Bell FMRS; Sarah Jenkins; Tom Kerr FMRS;
Neil Swan FMRS



SILVER MEDAL

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



AQR AWARD PANEL

The panel: Simon Patterson FMRS (Chair – pictured);
Bianca Bailey-Wilson; Steven Darby MMRS; Jane Frost;
Keisha Herbert; Kathy Joe; Tom Kerr FMRS;
Sarah Newman; Tim Steere; Rory Sutherland;
Peter Totman FMRS



ASC AWARD PANEL

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



BIG AWARD PANEL

The panel: Damon Thomas MMRS (Chair – pictured);
Amy Middleton CMRS; John Temple MMRS;
Trevor Wilkinson CMRS; Jon Wood

PREMIER AWARDS

LIZ NELSON AWARD FOR SOCIAL IMPACT

Since founding Taylor Nelson Sofrès in 1965, Dr Liz Nelson OBE has been passionate about championing the power of research and insight outside the commercial sphere. In her 14 years as a judge for the MRS Awards, Liz was enthusiastic about bringing wider recognition to entries that demonstrated this, and the Liz Nelson Grand Prix for Social Impact has been created to cement that ethos in the programme. The 2020 winner, which also won the Public Policy/Social Research category, was personally selected by Liz.

Humankind Research's innovative research for STOP THE TRAFFICK gained significant insights about the myriad forms of exploitation involved in migration from Lithuania to the UK. The project tackled a complex topic with an extremely hard-to-reach audience on a tiny budget, but it led to interventions that amplified the reach of the campaign, particularly in the UK, and there are clear longer-term benefits.

"This was an excellent example of how research can be used for social good," said Liz.

WINNER

Humankind Research
& STOP THE TRAFFIK



MRS PRESIDENT'S MEDAL

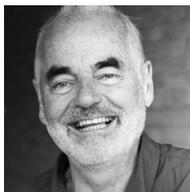
Sir David Spiegelhalter has been hugely influential for advocating the dual ideas that decision-makers need to act on evidence and that researchers need to communicate evidence effectively.

Jan Gooding, President of MRS, who selected the winner along with Chair of MRS Nick Baker and CEO Jane Frost, says: "We had a very strong field to choose from this year and it was great to see a shortlist that represented such diverse issues and techniques. Each in their own way demonstrated why evidence matters in a wide range of areas."

"We chose Sir David Spiegelhalter to acknowledge a lifetime devoted to informing public discourse with data-driven insight. He encourages the idea of standing back from data and finding useful actionable insights. He is extraordinarily modest about his ability to communicate and explain and is respected because he wants no part in the use of statistics as a tool of persuasion, but rather as a path to enlightenment."

WINNER

Sir David Spiegelhalter



FINALISTS

Siamack Salari

WHO/Europe Cultural Behavioural Insights Unit

MRS SILVER MEDAL

The Silver Medal has been awarded annually since 1979 to the best paper published in the *International Journal of Market Research*.

On selecting *Qualitative semiotics: Can we research consumer meaning-making?* by Chris Barnham as this year's winning paper, the judges said: "Without strong foundations, qualitative research is easily dismissed, and its validity questioned. Chris has written an authoritative and important paper that provides a theoretical basis for future qualitative practice."

On being awarded his second Silver Medal, Chris says: "It has been great to be recognised by MRS, and to win this award. Currently, there is a real need for innovative thinking in terms of qualitative theory. This is the best way to add value to qualitative research as a methodology and approach. I hope this paper makes a small contribution in that direction."

WINNER

Chris Barnham



FINALISTS

Ying Cui

Weiqliang Hang & Timothy Banks

George Terhanian



SUE BURDEN

Sue has been a regular speaker at research conferences and has made a significant contribution to MRS since joining in 1987, including 18 years as a member of the MRS Market Research Standards Board supporting the development of the *Code of Conduct*, MRS guidance and undertaking investigations. As an MRS trainer she has delivered an extensive range of courses for the face-to-face programme and developed bespoke training for a range of MRS' in-company customers.



DR RACHEL LAWES

Rachel has produced a number of award-winning papers and conference presentations. Her books include *Using Semiotics in Marketing: How to achieve consumer insight for brand growth and profits* (Kogan Page, 2020). Her extensive support of MRS includes acting as a mentor and trainer, delivering a wide range of professional development programmes. For more than 10 years she has convened the MRS Advanced Qualitative Methods Masterclass.



BEN MARKS

Ben has made a significant contribution to the practice and understanding of researching children and young people, particularly via the use and application of online research panels. He has presented widely on conducting research with children at industry events, including at AIMRI, ASC and MRS conferences.



BEN PAGE

Ben has made a significant contribution to the sector as one of the most prominent and well-known researchers and research business leaders. He has extensively supported a wide range of research associations, including MRS and AMSR, as well as other organisations such as the Kings Fund and Social Market Foundation. In 2005 he was awarded the MRS Silver Medal for Best Paper in the IJMR.



JOHN PAWLE

John has made a significant contribution to associations supporting media research, particularly in the Middle East, including as Secretary, Vice-Chairman and Chairman of the Joint Industry Committee for Media Research in the Middle East. He has written many research papers on branding, including publication in the IJMR, and has presented at MRS conferences and ESOMAR Congress, leading to a nomination for Best ESOMAR Congress Case Study in 2006.



BOB QURESHI

As well as founding the Research Club, Bob has made a significant contribution to a wide range of research associations, particularly the charitable bodies MRBA and AMSR. He mentors a number of market researchers from ethnic minority backgrounds along with his volunteer role as Trustee of Surrey Cricket Foundation Charity, where he heads up Insight and promotes the use and application of market research.



RESEARCH LIVE AWARDS

THE JUDGES SAID

"This award is won on the last 12 months' performance and, alongside the financials, BritainThinks' strong retention rates and extraordinary levels of media coverage were particularly impressive. This is an example of an organisation having an impact and doing it in the right way."

RESEARCH LIVE AWARD FOR
AGENCY OF THE YEAR

This category recognises excellence among the biggest players in research and this year BritainThinks stood out for the judges amid an exceptionally strong field of diverse and well-written entries. The judges responded to their story of sustained growth over the past ten years and their ethos and approach to employee partnership felt genuine.



WINNER

BritainThinks

FINALISTS

- IFF Research
- The Mix
- MTM
- Opinium
- Savanta
- Truth Consulting

SPONSORED BY



THE JUDGES SAID

“Creating a good place to work is about much more than a nice fruit bowl and trips to the pub. Northstar Research clearly invests in its people and supports their progression. The level of training delivered set it apart from a strong group of finalists this year.”

RESEARCH LIVE AWARD FOR
BEST PLACE TO WORK

Good places to work are not just important for employee wellbeing, they are business critical and drive productivity and commercial performance. This category recognises the organisations that understand that and go above and beyond in putting people at the heart of their strategies. The Judges chose Northstar Research as this year’s winner for their refreshing, well-written entry that used staff surveys to great effect.

WINNER

Northstar Research

HIGHLY COMMENDED

Opinium

FINALISTS

BritainThinks

IFF Research

Unilever

Walnut Unlimited

SPONSORED BY



LONDON NEW YORK NEW DELHI

THE JUDGES SAID

“Blue Yonder split its business in two and overhauled its structures and ways of working to deliver innovation and a competitive advantage for its clients. This has translated into impressive revenue growth and staff retention this year.”

RESEARCH LIVE AWARD FOR
BREAKTHROUGH BUSINESS OF THE YEAR

A thriving and world-leading sector depends as much on its household names as the new businesses that enter the market each year, bringing fresh thinking, innovation and entrepreneurial spirit. This year the strong supporting evidence in Blue Yonder’s well-written entry earned them Research Live’s Breakthrough Business of the Year Award.

WINNER

Blue Yonder

FINALISTS

Savanta



THE JUDGES SAID

"This project demonstrated impact in the truest sense of the word, with its findings presented to the ambassadors of the 30 allied nations at the North Atlantic Council in December. This is an excellent case study for how a team can effectively leverage insight to gain traction and support at a senior level."

RESEARCH LIVE AWARD FOR BUSINESS IMPACT OF THE YEAR – GLOBAL

In this category the judges are looking for a client or organisation that has embraced research to have a meaningful and long-lasting impact on its business and operations at an international level. This year they chose NATO and Yonder as their winner for a project that allowed NATO to pivot from a policy-led communications approach to an evidence-based strategy.



WINNER

NATO & Yonder (formerly Populus)

FINALISTS

Ipsos MORI & GSK
Zappi & the Insights Alliance

.YONDER
insight + strategy + imagination

SPONSORED BY

MIS | GROUP

THE JUDGES SAID

"This has been an extraordinary year in retail, and it is often true that times of crisis can elevate and challenge priorities within organisations. The project's success is testament to the team's ability to commission the right solutions, feed insights up to board level and influence business-critical decisions."

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. Tesco and C Space secured first place for an entry that demonstrated how a surge in demand for evidence meant an invigorated role for insight at the centre of a large and complex organisation. A perfect example of the value of quality research in times of economic and societal flux.

TESCO

WINNER

Tesco & C Space

c space

HIGHLY COMMENDED

Vodafone & Truth Consulting

FINALISTS

The Football Association
Network Rail & Yonder (formerly Populus)
Sparkler & Twitter UK
STRAT7 ResearchBods & ASDA

SPONSORED BY

THE MARKETING SOCIETY

THE JUDGES SAID

“Setting clear constraints on its scope within a large and complex organisation made its outcomes that much more powerful and its impact was clearly articulated. This is how good work should be done.”

RESEARCH LIVE AWARD FOR IN-HOUSE TEAM OF THE YEAR

To win the award for in-house team of the year, entrants must convince the judges that they have developed and delivered outstanding work within their organisation in the past year. This year BBC Audiences – Sounds impressed the judges to claim the top spot with an excellent submission that showcased a truly integrated and collaborative in-house team that spans data analytics as well as research

WINNER

BBC | AUDIENCES

BBC Audiences – Sounds

FINALISTS

BT
Bumble
Formula 1
Herbalife Nutrition
Royal London

THE JUDGES SAID

“It’s clear that participant experience has been put at the heart of Jigsaw Research’s WhatsApp research project. It’s scalability and accreditation, combined with its potential to make a meaningful impact by opening up conversations with introverts and hard-to-reach groups, secured the award this year.”

RESEARCH LIVE AWARD FOR INNOVATION OF THE YEAR

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. Following a virtual Dragons’ Den style panel session, the judges chose Jigsaw Research as their winner for its WhatsApp-supported and authenticated WhatsApp research project.

WINNER

Jigsaw Research

FINALISTS

InSites Consulting & Gorilla in the Room
Lumen
Streetbees



SPONSORED BY



THE JUDGES SAID

“The way Bessie introduced a new approach to her organisation, and had it taken on board, and Tarek’s unusual but entirely logical route into research driven by a clear passion for giving people a voice made them both worthy winners this year.”

RESEARCH LIVE AWARD FOR YOUNG RESEARCHER OF THE YEAR

This category honours the rising stars of the sector – young people going above and beyond their day jobs to act as ambassadors for research. The field this year was outstanding and the judges felt all of the finalists deserved to be recognised for their incredible achievements, but two stood out for flying the flag for research beyond their day-to-day responsibilities and outside working hours – Tarek Chaudhury and Bessie Pike.

JOINT WINNERS

Tarek Chaudhury – Discover.ai
Bessie Pike – Walnut Unlimited

FINALISTS

Chloë Bartlem – Razor Research
Lottie Birdsall-Strong – The Football Association
Fattori Fraser – Quantum Consumer Solutions
Amanda Hammond – ITV
Francesca Harvey – Whitbread
Sophie Holland – Opinium
Kenny Imafidon – ClearView Research
Hannah Marcus – Discover.ai
Priya Minhas – Opinium
Nick Saxby – Walnut Unlimited
Oliver Worsfold – Savanta



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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.

Rhys Jones is a Citizen Engagement Manager at the Welsh Parliament. He works closely with a number of its specialist committees, designing and facilitating engagement opportunities which directly inform the scrutiny process.

Originally from the Swansea Valley, Rhys graduated in Law from Cardiff University before working in the legal sector for a number of years, most recently as the Development Executive at the Law Society’s Wales Office.

WINNER

Rhys Jones



SPONSORED BY



MRS AWARDS

THE JUDGES SAID

"The improvement in core KPIs was impressive, but they also clearly showed their role in getting to an insight that drove business - and that hung on an honest-to-goodness, money-in-the-bank acquisition at the end - which is the icing on the cake."

MRS AWARD FOR APPLICATIONS OF RESEARCH

In their beautifully-written entry *Turn on, tune in, drop out (then turn on again)*, Basis told a detailed and evidence-based story about how research helped with an innovative launch for BT TV.

BASIS



WINNERS

Basis & BT

FINALISTS

LATAM Airlines & MESH Experience
RED C & Liberty Insurance
Sparkler & Whitbread

SPONSORED BY



THE JUDGES SAID

"The development of an open source Covid-19 behavioural science toolkit was great and of potential benefit to many organisations and society overall."

JEREMY BULLMORE AWARD FOR CREATIVE DEVELOPMENT RESEARCH

The Behavioural Architects' prescient entry *How to keep people moving and socially distanced* shows how well-executed research leading to clear recommendations can absolutely change behaviour. The interventions put forward improved TfNSW's customer flow.

THE
BEHAVIOURAL
ARCHITECTS



WINNERS

The Behavioural Architects & TfNSW

FINALISTS

BAMM, McDonald's & Leo Burnett
The Nursery Research & Planning & Shell
Relish & Paddy Power Betfair

THE JUDGES SAID

"The idea of improving appropriateness of language and cues around taste across cultures is clearly commercially valuable."

VIRGINIA VALENTINE AWARD FOR CULTURAL INSIGHTS

In Refreshing flavour, Sign Salad outline how cultural insight created category redefining flavour wheels for Chivas Brothers' brands globally. The innovative project took a new look at an established category, making it more relevant and accessible to consumers.



WINNERS

Sign Salad & Chivas Brothers

HIGHLY COMMENDED

Sony Music UK – 4th Floor Creative
& One Minute to Midnight

FINALISTS

Lawes Consulting
Sparkler & The Football Association

SPONSORED BY

Truth.

THE JUDGES SAID

“The behavioural approach used was especially well-adapted to overcome a number of challenges in a sensitive area.”

MRS AWARD FOR FINANCIAL SERVICES RESEARCH

In *The honest lie*, Dectech clearly demonstrate the significant benefits of cross-industry fraud communications both to their client and the entire insurance sector. Their innovative and tailored methods had real impact for every paying customer, the regulators and the companies involved.



WINNERS

Dectech & Insurance Fraud Bureau



FINALISTS

The Big Window & Legal & General
Brandscapes Worldwide & Visa (Europe)
Truth Consulting & Barclays

SPONSORED BY



THE JUDGES SAID

“This ticked all the boxes: tailored, innovative and hopefully of benefit to those who will action the results.”

MRS AWARD FOR HEALTHCARE RESEARCH

In *Unapologetic Stories* Discover.ai use AI-accelerated qualitative analysis to scope out the true size of the women’s health data gap. The findings are positive and show what AI can add and achieve, especially with a really difficult brief.



WINNERS

Discover.ai & The Women’s Health Tech Hive



FINALISTS

Healthcare Research Worldwide & RealityMine
Incite & Takeda
Instar

SPONSORED BY



THE JUDGES SAID

"An ambitious piece of work, conducted with deep thought and flexibility – enabling a vulnerable group to engage on their own terms."

MRS PRIDE AWARD FOR INCLUSIVE RESEARCH

Lived experience of older age amongst marginalised sub-groups used research to challenge stereotypes amongst a group requiring a much-needed voice. Crucially, the methodology was well suited to purpose, carefully executed and sensitive to the audience. The results have been widely disseminated by Independent Age and have given a different perspective on later life.



WINNERS

Humankind Research
& Independent Age



FINALISTS

Kantar & DIVA Media Group
Opinium
Twitter, O.I & Sparkler

SPONSORED BY

THE JUDGES SAID

"A genuine opportunity to improve the lives of real people when they need it the most."

MRS AWARD FOR INNOVATION IN DATA ANALYTICS

This was an outstanding category this year, but the judges felt the fact that *Predicting Macmillan's impact on cancer patients' quality of life* so clearly outlined the positive impact Yonder's research had upon a brand and that the brand is a cancer charity gave it the edge. A great framework has been developed to help prioritise funding for services with important implications for health and wellbeing.



WINNERS

Yonder (formerly Populus)
& Macmillan



FINALISTS

Colt Technology Services & Northstar Research
Formula 1 & Flamingo
Unilever

SPONSORED BY

THE JUDGES SAID

“Clear, relevant, continuous and full of fresh insights to keep a finger on the pulse of consumer sentiment during the pandemic.”

MRS AWARD FOR INTERNATIONAL RESEARCH

In *CovidWatch* Ipsos outline an international social commentary on what unites and divides us during the pandemic. The judges felt this deserved recognition both for its topicality and sensitivity to emerging issues, and also because their proactive approach had clearly helped save the jobs of Ipsos’ ethnographers.



WINNER

Ipsos

FINALISTS

antedote & Clif Bar and Company

BBC World Service

Flood + Partners & World Animal Protection

SPONSORED BY



THE JUDGES SAID

“The free, open source econometric planning tool resulting from this work has had a clear impact in helping brands decide how best to deploy their budgets.”

MRS AWARD FOR MEDIA RESEARCH

Demand generation: How we made econometrics free to all fundamentally advances existing modelling approaches. Thinkbox impressed by leveraging scale and opportunity, but in a way that seeks to improve things across the board and offer value.



WINNERS

Thinkbox, Gain Theory, MediaCom & Wavemaker



FINALISTS

BBC & Ipsos MORI

Discovery & Tapestry Research

JCDecaux UK, nucleus & OnDevice



THE JUDGES SAID

"This is a very robust piece of work that has been widely shared and a worthy winner."

MRS AWARD FOR NEW CONSUMER INSIGHTS

Decoding decisions: Making sense of the 'messy middle' looks at changing a fundamental pillar of recognised research to update existing decision-making models. The Behavioural Architects demonstrated a great partnership with Google. The research brought a new perspective and clearly illustrated how some behavioural interventions can catapult a brand into most preferred.

THE
BEHAVIOURAL
ARCHITECTS

Google

WINNER

The Behavioural Architects
& Google

FINALISTS

Ipsos MORI & GSK

Unilever

Unilever

SPONSORED BY

criteria
qualitative fieldwork

THE JUDGES SAID

"Seeing how significantly the client gained from research in such an important area made this a clear winner."

MRS AWARD FOR PUBLIC POLICY/SOCIAL RESEARCH

This was a unique piece of work. *Research for digital disruption of human trafficking* discusses a known but difficult subject with hard to reach participants. Whilst the approach was simple, it was very carefully thought-out and the insights influenced a campaign with good reach and long-term benefits.

HUMANKIND
RESEARCH



WINNERS

Humankind Research
& STOP THE TRAFFIK

FINALISTS

BBC World Service

Guys and St Thomas' Charity & Opinium

Policis

THE JUDGES SAID

"This year's finalists show how excellent qualitative research engages clients from a wide range of industries providing deep insights that can have a significant impact on their businesses."

AQR QUALITATIVE EXCELLENCE AWARD

This year's deserved winner, *Lurpak: Feeding the imagination* by Peter Fenton-O'Creevy and Matt Allen from Folk Research, stood out for its creative, fun and engaging methodology, whilst building on a well thought-out hypothesis and long term engagement with the client.



WINNER

Folk Research

HIGHLY COMMENDED

Hook Research

FINALISTS

Pearl Research and Strategy with Survation
& Tax Justice

SGS

PRESENTED BY



PARTNER
AWARDS

THE JUDGES SAID

"This technology innovation is in a key area of opportunity and the judges look forward to seeing Phebi further succeed as it is effectively applied across the research industry."

MRS/ASC AWARD FOR
BEST TECHNOLOGY INNOVATION

Phebi uses speech recognition, natural language processing and machine learning to create an easy-to-deploy software allowing researchers to process human speech. The technology combines a plug-in to capture voice within all major survey platforms and a portal to analyse and visualise voice data. The judges were particularly impressed with the design quality of the software, despite it being still a relatively new product.



WINNER

Phebi

HIGHLY COMMENDED

Red Centre Software

FINALISTS

Sample Answers

IN PARTNERSHIP WITH



THE JUDGES SAID

"This paper shows how vast amounts of information can be harnessed with clear success across all levels of a business."

MRS/AURA AWARD FOR
INSIGHT MANAGEMENT

Dectech's comprehensive *Democratising pricing insight* showed how they built a model for BT by bringing together an array of disparate market intelligence from across the business in a very collaborative way. The resulting simulator radically changed how BT reaches pricing decisions and saved time and resource.



WINNERS

BT Group & Dectech

FINALISTS

Brandscapes Worldwide & Unilever

Shell Global Insights, Infotools
& Incite Marketing Planning

JCDecaux UK, Clear Channel & Posterscope



IN PARTNERSHIP WITH



THE JUDGES SAID

"The ability to link loyalty insights to financial impacts was both innovative and powerful for the client, and the paper was excellently-written."

MRS/BIG AWARD FOR BUSINESS-TO-BUSINESS RESEARCH

The judges thought Motif's use of customer-centric insight to help City and Guilds Group in their entry *Driving action to build brand loyalty* was a great example of business-to-business research.



WINNERS

Motif & City and Guilds Group

FINALISTS

Colt Technology Services & Northstar Research
Opinium & Dawn Foods
Thinkbox, Gain Theory, MediaCom & Wavemaker

City & Guilds Group

IN PARTNERSHIP WITH



THE JUDGES SAID

"This is a sign of the future, and how research users will have to adapt to succeed against the challenges of COVID-19."

MRS/ICG INDEPENDENT CONSULTANTS AWARD

In *You don't need new research to generate growth*, Shed Research Consulting pulled together previous research from within Primark's business and added impressive investigative prowess through desk research to create a compulsive story that drove action.



WINNER

Shed Research Consulting

FINALISTS

Craft
Jump Research
Sketch Insight & Consulting

IN PARTNERSHIP WITH



MRS CONFERENCE AWARDS



MRS ANNUAL CONFERENCE 2020 AWARD FOR BEST MAIN STAGE CONTRIBUTION

WINNERS

Ali Camps, Kenny Imafidon, Melissa Gonsalves,
Ella Fryer-Smith & Marie-Claude Gervais

“Expertly chaired by Ali Camps, the panel challenged us and each other to think about what diversity means for what we do professionally as researchers, but also for us personally in our careers.”



MRS ANNUAL CONFERENCE 2020 AWARD FOR BEST NEWCOMER

WINNER

Imogen Williams

“Energetic, engaging and refreshing. Potentially difficult to pull off when the subject matter is industrial tyres, but Imogen introduced and explained her analytical method with poise and enthusiasm. Well versed in her method, the process and outcomes, this newcomer could definitely hold her own against more established presenters.”

Sponsored by New Fieldwork Company



MRS ANNUAL CONFERENCE 2020 AWARD FOR BEST PRESENTATION IN THE APPLIED INTELLIGENCE ZONE

WINNERS

Caroline Hayter & Martin Lee



“Thinking about the reader was a refreshing angle on the well-trodden path of better story telling. Engaging delivery, insightful content and interactive thinking... if you were part of this session you learnt something, reflected and came away with a personal challenge to act upon it.”

THE JUDGES SAID

“This submission was backed up with such glowing client testimonials that we had absolute confidence in choosing it as the winner – congratulations.”

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

Face Facts were commissioned with the huge task of using ‘automated observation’ technology, wearing camera glasses, to recruit 1000 supermarket customers to record their entire customer shopping experience across one store. Such was the success of their fieldwork that the results enabled the client to format better store layout, helped them realise better ROI for their marketing budgets and captured essential metrics on each category across the whole store portfolio – a resounding success.

facefacts

WINNER

Face Facts Research

FINALISTS

Acumen
BEAM Fieldwork
Walnut Unlimited

SPONSORED BY



THE JUDGES SAID

"Both the management of this study and the high profile reporting of results impressed the judges making it a clear winner."

MRS AWARD FOR BEST DATA COLLECTION (ONLINE)

Savanta and Brandwatch conducted an online study across 87 countries that was designed to capture both emotional and rational responses. The study looked at the influence that countries have on other countries due to their approach to social needs such as education.

WINNER



Savanta & Brandwatch



HIGHLY COMMENDED

Kantar

FINALISTS

Cobalt Sky

Natives

Omnisis

THE JUDGES SAID

"The excellent supporting statements from the end client team highlighted the success of the approach and the rigorous and credible expert views obtained."

MRS AWARD FOR BEST DATA COLLECTION (TELEPHONE)

RONIN International demonstrated great expertise in successfully delivering this complex and high profile global study comprising 1000 interviews across 71 countries in 20 different languages. They utilised highly effective multi-mode recruitment and desk research techniques to access the hard to reach audiences required and implemented bespoke project training to equip the multi-lingual team with all the necessary tools to maximise response rates and deliver quality data for their client.

WINNER



RONIN International

FINALISTS

Kynetec

Prevision Research

QRS Market Research

Walnut Unlimited

SPONSORED BY



THE JUDGES SAID

"An innovative and elegant data solution which is a worthy award winner."

MRS AWARD FOR BEST DATA SOLUTION

mTab successfully developed an intuitive data marketplace for organisations who need data-driven decisions and strategies. The breadth of the solution is impressive with over 30,000 global datasets and the ability to create dynamic dashboards which has significant benefits allowing users to focus on testing hypotheses and exploring evidence and insights. The success of the approach was demonstrated by some good metrics and strong client testimonials.



WINNER

mTab

FINALISTS

Colgate Palmolive & Market Logic
 Confirmit
 Savanta

THE JUDGES SAID

"All round an excellent entry which addressed fully the award criteria."

MRS AWARD FOR BEST SUPPORT SERVICES

EMPOWER was set an 'impossible' task by a client to reduce by 50% the time-to-market for the translation of multi-market medical surveys. The solution developed by EMPOWER met and exceeded the original client challenge as demonstrated by strong metrics. The solution is also scalable and can be applied to other clients, particularly those seeking localised solutions, evidenced by the strong range of supportive client testimonials.



WINNER

EMPOWER Translate

FINALISTS

Kadence international
 Language Insight
 Research Opinions

SPONSORED BY



THE JUDGES SAID

"The team should be proud of this well-deserved win."

MRS AWARD FOR BEST TRAINING & DEVELOPMENT

RONIN International clearly demonstrate their wholehearted commitment to interviewer training and development on their annual study amongst an extremely vulnerable audience. With MRS and IQCS quality guidelines underpinning the whole process, the impressive training program combined qual and quant techniques in order to equip the niche language speakers required with the competence, confidence and engagement skills necessary to deliver this highly complex and culturally sensitive research program.

WINNER

RONIN International

FINALISTS

Perspective Research



THE JUDGES SAID

"i-view's huge investment in the latest and most sophisticated technology to complement this sector is outstanding – one client has described them as 'phenomenal'. Congratulations to the worthy winners for 2020."

MRS AWARD FOR BEST VIEWING FACILITY

i-view have truly exceeded all the criteria the judges were looking for this year. They have demonstrated exceptional and consistent client servicing and participant experience, which was endorsed by three fabulous client testimonials. Within the VFA they are the only facility to have scored 5/5 in every compliance category.

WINNER

i-view Studios

FINALISTS

Aspect Viewing Facilities

Home Sweet Home

Perspective Research – Holborn Focus

Taylor McKenzie – Glasgow View



SPONSORED BY



THE JUDGES SAID

"IFF Research overcame challenges which helped them deliver record performance in 2019/20. Congratulations and really well done."

MRS AWARD FOR
OPERATIONAL EXCELLENCE

This impressive entry detailed how IFF Research had migrated their telephone interviewing operation to a home-working model. At the peak it included 1,100 interviewers with 250 working concurrently to deliver some of the largest surveys in the UK.

WINNER

IFF Research



HIGHLY COMMENDED

RONIN International

FINALISTS

B2B International

Cobalt Sky

QRS Market Research

SPONSORED BY



COMING SOON

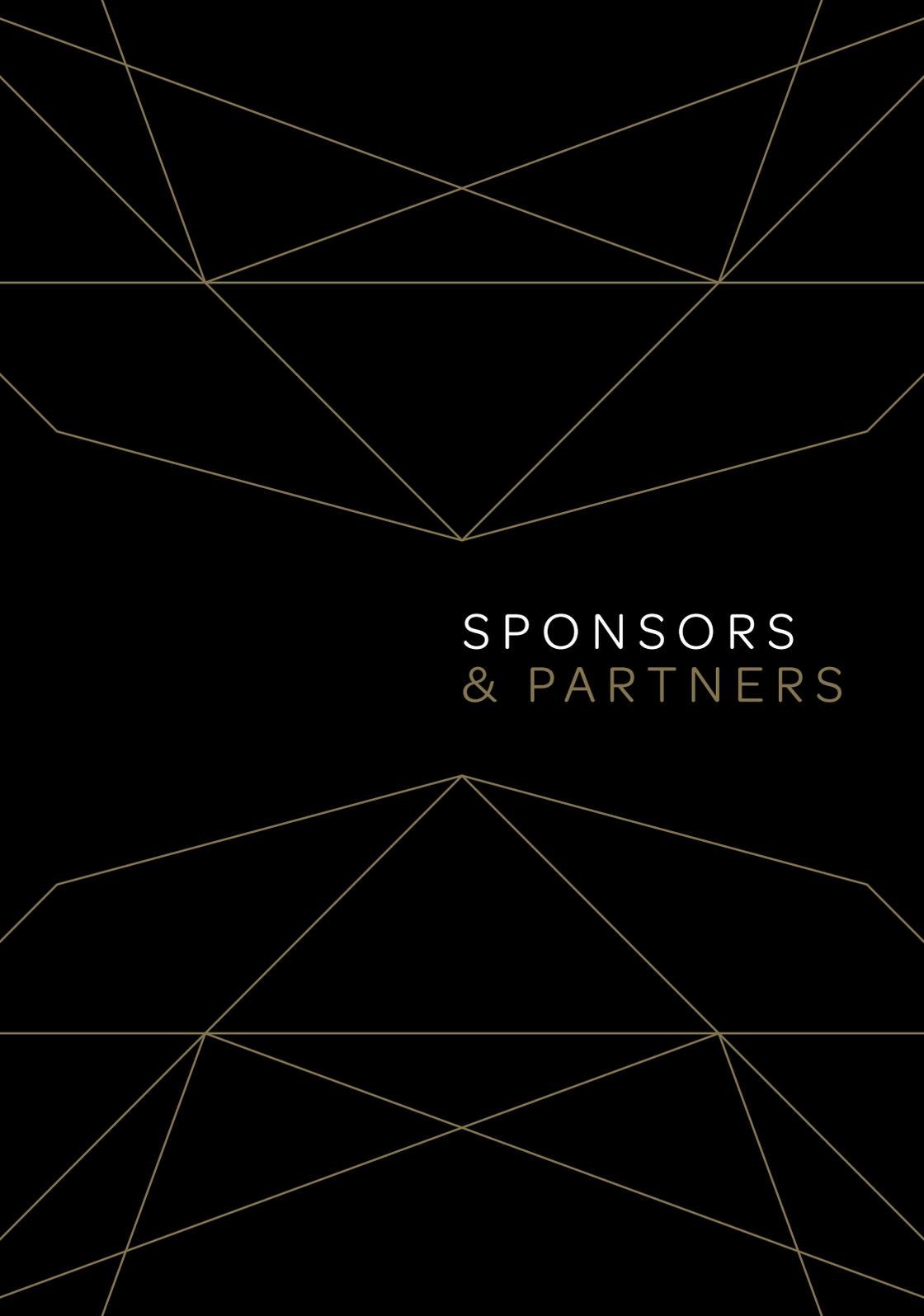
MRS AWARDS SHOWCASE

This year's winners share case studies that highlight research's ability to drive innovation, inspire change and deliver results and make a clear statement about the strength with which the sector will emerge from these challenging times.

For more information contact:
awards@mrs.org.uk

PRINCIPAL SPONSOR





SPONSORS & PARTNERS



CINT

Cint is the technology backbone of the world's most successful insights companies. The Cint platform automates sample fieldwork and operations so that companies can gather insights faster, more cost-effectively and at scale. Cint also has the world's largest sample exchange that connects sample buyers to 100+ million engaged consumers across 150+ countries.

More than 2,000 researchers, agencies and brands – including Kantar, Zappi, GfK and SurveyMonkey – use Cint to transform how they gather insights.



OPPIES+ BROADCAST

FOREIGN TONGUES – MARKET RESEARCH TRANSLATION

Acknowledged by the market research industry, year-on-year, as one of the leading translation and language service provider – Foreign Tongues is honoured to continue their sponsorship of the MRS Awards, as Principal Sponsor of the Oppies+ – virtually the best party in town. Foreign Tongues congratulate all of this year's winners for their outstanding performance!



MRS AWARDS VIRTUAL SHOWCASE

CRITERIA FIELDWORK

We are particularly proud to be sponsoring the MRS Awards in 2020, an incredible year!

Criteria continually promotes fieldwork of the highest standards, integrity and skill and this year has been no exception. We deliver recruitment both on and offline using all existing and emerging methodologies without compromising quality or confidentiality.

Congratulations to all the nominees and winners!

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



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.



ASTONLARK

The scope of our expertise is vast, working across numerous sectors including commercial, private clients, employee benefits and a wide range of specialist schemes. While insurance can be complex, we make things simple and are happy to offer a review of your insurance solutions at no cost.

With over 1,000 staff in 35 regional locations, and trusted by over 140,000 clients, we believe this combined knowledge across all our divisions truly differentiates us.



AURA

AURA inspires insight professionals working in client-side research and insight teams. It is a networking, learning and support association for client-side researchers. We share best practice, swap tips and stimulate new thinking, through our innovative Seminar and Webinar programmes. AURA is a not for profit organisation, run by members for members, with over 700 members from over 170 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 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.



EMPOWER

EMPOWER is a one-of-a-kind insight localisation agency. With award-winning innovations and 25 years of experience empowering global researchers to deliver game-changing insights, our clients now span the biggest and most cutting-edge insight enterprises in the world. Our passion and commitment to bespoke insight localisation go far beyond 'just translation': we've started a revolution in the world of global research. Get in touch with our team of experts to find out how you could be empowered to transform your multimarket research process.



GLOBALEXICON

GlobalLexicon is the leading translation and language service provider to the market research sector. Led by experienced MR professionals, our team of 105+ 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 of 30% year on year and team expansion across all offices.



ICG

The ICG is a membership organization for independent consultants and micro-businesses working in market research. Most of its 400+ members are UK based but there is a good representation of international members. Members benefit from a fabulous hub of information, advice, support and collaboration with some of the smartest people in our industry – including a thriving online forum, an active webinar & training programme and member discounts. Buyers of research benefit from the depth and breadth of our members' expertise, experience and flexibility.



IFF

IFF Research is one of the largest independent research agencies in the UK delivering high quality solutions to public, private and voluntary 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.



LEFTFIELD

Leftfield are delighted to have sponsored the Best Viewing Facility Award for a second year. Congratulations to i-View on their win and to all the other nominees and research venues. In what has been an incredibly difficult year for everyone, for those that host face-to-face research it has been particularly challenging. We look forward to seeing you all in person next year!

Special mention to Marie Taylor, founder of nominee Taylor McKenzie – The Glasgow View, a great friend of Leftfield's, whom we sadly lost at the end of 2019.



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 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 field 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, Imogen Williams.



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 in-person and virtual 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, taking place on 9 June at Savoy Place, London, is the most established and respected B2B networking event for the UK insight community. Now in its fourteenth year, this invitation only event matches buyers and sellers to generate new business, learn from each other and network. The senior research professionals who qualify to receive an invitation will have the opportunity to attend interactive workshops and discussion groups, whilst meeting with research service providers. Find out more from edoniger@richmondevents.com, 07740 486428.



SERMO

Sermo is the world leader in turning physician experience, expertise, and observations into actionable insights for the global healthcare community. Engaging with more than 1.3 million physicians across 150 countries, the company offers a unique physician-first online community that allows clinicians to communicate about issues that are important to them and their patients. Sermo uses a suite of proprietary, technology-enabled tools, so that they are able to cultivate a deep understanding of healthcare provider observations. www.sermo.com/business



YOUGOV

YouGov is an international research and data analytics group. Our mission is to supply a continuous stream of accurate data into what the world thinks. Each day, our highly engaged proprietary global panel of over 8 million people provides us with thousands of data points on consumer opinions, attitudes and behaviour. We combine this continuous stream of data with our research expertise to provide insights that enable intelligent decision-making and informed conversations.



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.

