

MRS  
AWARDS  
2022

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## WELCOME TO THE MRS AWARDS 2022



SINEAD  
JEFFERIES  
CMRS  
CHAIR OF MRS

The enthusiasm that the sector continued to show for the MRS Awards over the last two years, when we were sadly unable to present the trophies in person, underscores how respected they are and how much value they add to the businesses, teams and individuals who win them. I am sure, like me, you were all glued to your screens to watch the virtual unveiling of our winners in 2020 and 2021!

Having said that, I think we can all agree that there is nothing quite like being able to celebrate together in person, cheering loudly and toasting the incredible work we do. In my first year as Chair I have been delighted to attend the Excellence Awards lunch in the summer, the fabulous Oppies in September and finally the legendary MRS Awards – our 'Night of a Thousand Stars' – which is back in its rightful place kicking off the Christmas party season.

But there is, of course, more to the awards than the chance to have a good time. I was particularly pleased to see the introduction of some new categories this year that connect to both our Inclusion and Net Zero Pledges – including the Equality, Diversity & Changemaker of the Year, Best Sustainable Operations and the Sustainability Research Award. The fact that the judges chose the winner of the latter for this year's Liz Nelson Grand Prix for Social Impact simply goes to underline what a vital issue this is for us all, both as individuals and business professionals.

Recognising excellence in the practice of research, as well as promoting businesses we can all learn from, is at the heart of what MRS does, and we should all feel rightly proud of what we achieve. I send my sincere congratulations to all those who took home trophies in 2022, as well as those Highly Commended and all the finalists.



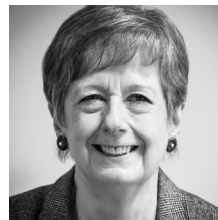
### RESEARCH LIVE AWARDS

**Main panel:** Katie McQuater (Chair – pictured), Impact and Research Live; Christina Finlay MMRS, Nest; Catherine Haigh, McCormick; James Holden, BBC; Seema Hope, Dennis Publishing; Mike Taylor, Vodafone

**Best Innovation Panel:** Katie McQuater (Chair – pictured), Impact and Research Live; Harry Davies, Sage; Liam Kay, Research Live & Impact; Jessica Salmon, Virgin Media O2; Jake Steadman CMRS, Access Intelligence

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](https://mrs.org.uk/awards/judges)



### MRS AWARDS

**Main panel:** Phyllis Macfarlane FMRS (Chair – pictured); Steven Darby; Alan Hathaway CMRS; Julie Irwin FMRS; Rachel Lawes FMRS; Clifford Lewis CMRS; Ben Marks FMRS; Louise Twycross-Lewis MMRS

**Specialist judges:** Daniela Aguilera; Rebecca Cole CMRS; Jo-Ann Foo; Viv Harrison MMRS; Annabelle Jones; Felicity Joyce; Tom Kerr FMRS; Louise McLaren CMRS; Elissa Molloy Hon FMRS; Louise Sharpe; Simon Shaw CMRS; Sabrina Trinquetel CMRS; Ryan Uhl; Sarah Whiddett CMRS; Clare Woodward; Caroline Wren CMRS



### OPERATIONS AWARDS

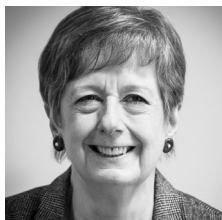
**The panel:** Penny Steele FMRS (Chair – pictured); Elaine Francis FMRS; Debrah Harding; Rowland Lloyd FMRS; Shibu Pillai; Chris Smith FMRS; Danny Sims CMRS




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### INDEPENDENT CONSULTANTS AWARD

The panel: Matt Kirby (Chair – pictured); Philly Desai FMRS; Chloe Fowler CMRS; Louise Fraser CMRS




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### SILVER MEDAL

The panel: Phyllis Macfarlane FMRS (Chair – pictured); Hosam Al-Samarraie; Philly Desai FMRS; Alena Kostyk CMRS; Tim Macer FMRS




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### AQR AWARD

The panel: Simon Patterson FMRS (Chair – pictured); Bianca Bailey-Wilson; Jane Frost; Keisha Herbert; Lucy Hobbs; Kathy Joe; Tom Kerr FMRS; Sarah Newman; Tim Steere




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### ASC AWARD

The panel: AJ Johnson (Chair – pictured); Rebecca Cole CMRS; John McConnell; Alex Reppel




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### BIG AWARD

The panel: Damon Thomas MMRS (Chair – pictured); Trevor Wilkinson FMRS; Jon Wood

# PREMIER AWARDS

## LIZ NELSON GRAND PRIX 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. The Liz Nelson Grand Prix for Social Impact was created to cement that ethos in the programme.

From all of 2022's winning case studies, the judges selected The Behavioural Architects and NSW Department of Planning and Environment's *Making Sydney Greener!* In its inaugural year, the Sustainability Research category attracted some of the strongest entries, and the judges felt it right to double crown its winner.

The Behavioural Architects identified the word 'tree' was the barrier to Sydney's tree planting campaign – it seemed 'too big' for people to envisage in their backyards – and so created new positive primes for the communications campaign.

The *Everyone Plant One Campaign* launched in October 2021. Rather than talking about trees per se, the campaign focused on the offshoot benefits afforded by trees such as shade, privacy, birds, and colour.

By 23 May 2022, 785,984 trees had been planted and the campaign is on track to hit the target of 1,000,000.

## WINNERS

The Behavioural Architects &  
NSW Department of Planning  
and Environment

THE  
**BEHAVIOURAL**  
ARCHITECTS



Planning,  
Industry &  
Environment

### MRS PRESIDENT'S MEDAL

Between 2019 and 2022, GAMAAN (Group for Analysing and Measuring Attitudes in Iran) conducted a number of online surveys that ensured anonymity to potentially fearful participants. They describe the process as a 'cat-and-mouse game,' in which a major survey application was blocked and at least one of their surveys was targeted with bots, not to mention the challenge of gathering data from participants who support the current Iranian regime.

In particular, following the death in custody of Mahsa Amini in September – who suffered fatal injuries resulting from an arrest and beating by the country's hijab police – GAMAAN used its data to demonstrate that there was wider support for the protests about Mahsa's treatment than the regime wanted the world to believe. Protesters caught the world's attention by chanting the revolutionary slogans: "zan, zendegi, azadi" (woman, life, freedom) and: "An Islamic Republic, we don't want, we don't want."

GAMAAN's 2022 survey on political systems indicated that about 67% of the target population of literate adults are against a political system governed by religious law. Women, younger people and university-educated people living in cities are the groups most opposed to the idea of an Islamic regime.

#### WINNER

GAMAAN

#### FINALISTS

Professor David Gadd  
Refugee Studies Centre



### 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 it was awarded to *TV adverts, materialism, and children's self-esteem: The role of socio-economic status*, Agnes Nairn (University of Bristol) and Suzanna J Oprea (Erasmus University Rotterdam) explore a new dimension to the understanding of the role of advertising in a society with high levels of inequality. Their work found that children from affluent backgrounds were more susceptible to advertising's reinforcing effect on materialism, whereas children from deprived background were more susceptible to materialism's detrimental effect on self-esteem.

The judges said: "This is one of the first attempts to deeply investigate the dynamic between deprivation, materialism, and advertising in children. It is remarkable work with real practical implications, addressing a crucial topic, which will only become more relevant given the cost of living crisis."

#### WINNERS

Agnes Nairn and Suzanna J Oprea

#### FINALISTS

Kylie Brosnan, Astrid Kemperman and Sara Dolnicar

Jerry Timbrook, Jolene D Smyth and Kristen Olson

Kelly Vaughan, Armando Maria Corsi, Virginia Beal and Byron Sharp



## EQUALITY, DIVERSITY & INCLUSION CHANGEMAKER OF THE YEAR

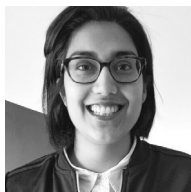
Sabrina was nominated for raising awareness of the intersectional agenda and impactful contributions to MRSpride and CORE.

Sabrina says: "EDI is very close to my heart. I feel strongly that we as a sector should create spaces and organisations that foster a sense of belonging, allowing people to do their best work. We have some difficult questions to answer in the future – climate change, pandemics, economic fluctuation – so we need the most diverse, confident, supported people working to provide unique insights to brands and governments across the world."

The judges said: "Sabrina leads by example, is unafraid to be bold or vulnerable and is really helping to drive change. Her work on wide-reaching communications and sector engagement tackles difficult issues head on and show how truly committed she is to inclusion. It's great to see such drive and enthusiasm."

### WINNER

## Sabrina Trinquetel



### FINALISTS

Daniela Aguilera

Rebecca Cole

Tom Holliss

Annabelle Jones

Sue Klinck

Ryan Uhl

Clare Woodward

Catherine Yuile



## JAN GOODING

Jan received an Honorary Fellowship after five exceptional years' service as President of MRS. Jan took on a broad ambassadorial remit, but throughout championed the drive to improve the diversity and inclusion of the sector. She says: "In a world where trust in our institutions, media and brands has been declining steadily, the role of research practitioners in providing trustworthy data and insight has never been more important. I step down as President confident that MRS will continue to provide the invisible threads that bind together our world-leading research practitioners. In particular because it is better placed than it was before to access, understand, and represent all voices in the UK."



## VIJAY RAJ

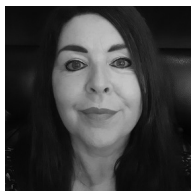
Vijay received his Honorary Fellowship for Unilever's continued support of MRS programmes that enhance inclusion in the research talent pool and widen diversity in the sector. He says: "I am incredibly humbled and honoured to receive a fellowship from the MRS after more than 20 years championing research within Unilever. Throughout my career, and particularly through my role as Secretary-General of the Market Research Society Singapore, I have been passionate about steering research practitioners toward the common goals of continued professionalism, cooperation and upholding the highest standards of research and business ethics."





### DR NICK BAKER

Dr Nick Baker has made a significant and long-term contribution to MRS as a Main Board member, including two years as Chair steering the Society through the Covid-19 pandemic. He is founding Chair of the MRS Delphi Group, supports MRS diversity and inclusion activities, contributes to the sector's sustainability initiative as a member of the Insight Climate Collective and was MRS representative on the BPC/MRS 2015 General Election inquiry.



### RITA BROPHY

Rita Brophy has made award-winning contributions to research understanding on a range of health-related topics, including health screening and smoking cessation intervention for pregnant women via a range of publications and conference sessions. She has contributed to the academic sector as an Associate Lecturer at Northumbria University and as a trainer for a wide range of courses on public health.



### CAROLINE CALLAHAN

Caroline Callahan has served for 16 years as a member of the MRS Market Research Standards Board and was the lead author of the MRS *How to Read Opinion Polls* guidance. She has made a significant contribution to research understanding on a range of topics, including family life and higher education, via several published articles and conference sessions, and as a trainer for numerous ethics and standards-based courses.



### PAUL CHILD

Paul Child has made a significant and award-winning contribution to research understanding on a range of topics, including financial research and lean methods, via a variety publications and conference sessions. He served for several years as an MRS Annual Conference Awards judge, led events for MRS North and delivered a wide selection of online courses.



### DR NICK COATES

Dr Nick Coates has served MRS as Co-Chair of the Conference Committee and supported the BIG Conference for over 10 years. His significant and award-winning contribution to research understanding includes a wide range of books, journal articles, training and conference sessions on topics such as brand, innovation and CX.



### DR BOB COOK

Dr Bob Cook has made a significant and award-winning contribution to research understanding on topics such as product innovation, AI and innovative thinking through books, articles and as a speaker at numerous conferences. He has supported the APG and ESOMAR training programmes and done innovative work in academia, primarily with UEA.





### SARAH DAVIES

Sarah Davies has made a long-standing contribution to the sector as a Board Member and Vice Chair of AQR. She has delivered many training courses, including for MRS, and her award-winning contributions to the understanding of topics such as research effectiveness, consumer insights and purchase decision-making include books, articles and conference sessions.



### JEM FAWCUS

Jem Fawcus has made a significant contribution to the sector's sustainability initiatives by creating the Insight Climate Collective and supporting the MRS Sustainability Council and Net Zero Pledge. He has been a long-standing contributor to a number of association programmes, including as an MRS mentor, trainer and conference speaker.



### JULIE FULLER

Julie Fuller has made a significant and long-term contribution to the sector, serving as a member of the AQR Board, the MRS Company Partner Service Advisory Board (now the ACP Council) and as a mentor. She is the creator and driving force behind the AQR/MRS Recruiter Accreditation Scheme (RAS) and won the Ginny Valentine Badge of Courage Award in 2017.



### JOSEPHINE HANSOM

Josephine Hansom is a leading voice within youth research and the development of online qualitative methodologies. Her long-term contribution to MRS includes chairing the Kids & Youth Research Conference and serving as a mentor. She is also an active member of the MRSpride steering group and co-hosts the MRSpride podcast OUTsights.



### LIZ SYKES

Liz Sykes has served as a Board Member, Company Secretary, Treasurer, Honorary Secretary and Director of AQR. She has chaired the Viewing Facilities Association for over eight years and been an IQCS Council member for six years. Her contribution to research understanding on topics such as quality, standards and fieldwork encompasses a range of published articles and conference sessions.



### CAROLINE WHITEHILL

Caroline Whitehill has made an award-winning contribution to research understanding on topics such as behavioural economics, ethnography and brands via numerous published articles and conference presentations. Her significant contribution to MRS and AQR includes time as a Main Board member for both organisations. She has also delivered training for AQR, AURA, the Research Society (formerly AMSRS) and ESOMAR.



# RESEARCH LIVE AWARDS

THE JUDGES SAID

“It’s great to see so many outstanding entries this year and such a strong set of financial results – proof of the sector’s health following the pandemic.”

RESEARCH LIVE AWARD FOR  
AGENCY OF THE YEAR

This category recognises excellence among the major players in research, agencies that have stood out over the past year. It’s one of the flagship awards of the night and to win entrants must deliver excellence for their clients. Kokoro’s submission stood above the rest. It is growing at pace, bringing on a wide range of new clients and the judges were particularly enamoured with its consumer barometer. It is creating a fun, positive atmosphere for its employees and, away from its commercial activity, takes on an impressive level of pro bono work as well. Kokoro seems like an agency where staff and clients are satisfied in equal measure.

WINNER

**KOKORO**

Kokoro

FINALISTS

- Basis
- Blue Yonder Research
- Differentology
- DJS Research
- IFF Research
- MESH Experience
- MTM
- Opinium
- Quantum Consumer Solutions
- STRAT7 Researchbods
- Savanta
- Truth
- Verve

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**TOPPAN**  
TOPPAN DIGITAL LANGUAGE

## THE JUDGES SAID

"It's fantastic to see such an emphasis on employee welfare from across the sector. However, the Nursery stood out as an agency doing things differently to the norm."

## RESEARCH LIVE AWARD FOR BEST PLACE TO WORK

The partial return to the office has been welcomed by many for efficiency, learning and social reasons, but the challenge is to get the balance right. The best submissions in this category thrived on this, creating a positive environment for employees that allows for a diverse range of needs and lifestyles. The winning entry needed to put people at the heart of their corporate strategy and this year's winner, The Nursery, did just that. They have gone beyond the standard wellbeing initiatives to create a buzzing, positive atmosphere for employees' development with a real focus on their training. The agency is strong on diversity, putting in place practical initiatives to create a truly inclusive atmosphere.

## WINNER

The Nursery

## FINALISTS

2CV  
 BritainThinks  
 DJS Research  
 IFF Research  
 Mindlab International  
 MM-Eye  
 Opinium  
 Quantum Consumer Solutions

## SPONSORED BY



## THE JUDGES SAID

"Through the way its team converted their vast array of material into insights, LADbible Group proves just how well data and research can work together."

## RESEARCH LIVE AWARD FOR BEST NEW VENTURE

The Best New Venture award asks for new thinking and innovation, the essential ingredients to keep research fresh and maintain its long-term future. To win, the team must be innovative, ambitious and successful, bringing entrepreneurial drive to and challenging the sector. This is the second year this category has been awarded and the 2022 winner is LADbible Group, an emerging and interesting brand with a new insight team already having a major impact across the business.

## WINNER

LADbible Group

## FINALISTS

Formula E  
 Walr

## SPONSORED BY



## THE JUDGES SAID

"This work brought about changes to the Irish tourism board's tours, as well as how they are marketed, updating its strategy to reflect modern day values. We look forward to seeing its impacts over the next decade."

## RESEARCH LIVE AWARD FOR BUSINESS IMPACT OF THE YEAR – GLOBAL

For this global award, the judges are looking for a compelling submission that shows a client or organisation fully embracing research. The work must have had a lasting effect on corporate strategy and operations at an international level. Kantar Consulting and Fáilte Ireland's submission is the 2022 winner due to its transformative effect on promoting Irish tourism. The pandemic challenged so many sectors, but especially travel and tourism, and the submission showed the power of high-quality research and insight.

## WINNERS

Kantar Consulting  
& Fáilte Ireland

## FINALISTS

Ipsos & Haleon  
Pernod Ricard & Walnut Unlimited

**KANTAR**



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**OnePoll**

## THE JUDGES SAID

"With the insight gleaned from the project, Shell have created a targeted approach to extending their network of charging points, which is of major importance if we're to reach net zero carbon emissions by 2050."

## RESEARCH LIVE AWARD FOR BUSINESS IMPACT OF THE YEAR – UK

This category rewards a client or organisation that has successfully used research to shape business strategy in the UK. The research must have driven an innovation in the organisation's working, delivering efficiency and commercial success. After a fierce debate among the judging panel, Shell and Incite won this year's award for the impressive scale of their work. The impact of their project on how we consume and emit carbon is monumental and the judges thought it was fantastic to see research playing a key role on such a crucial societal issue.

## WINNERS

Shell & STRAT7 Incite

## HIGHLY COMMENDED

Samworth Brothers Insight & Flume

## FINALISTS

Formula E, Yonder & Mindprober



STRAT7

**incite**

SPONSORED BY



## THE JUDGES SAID

"The insight team's research identified clear actions which have now been implemented as part of Marks & Spencer's customer approach. Every in-house team should aspire to this clarity of strategy"

## RESEARCH LIVE AWARD FOR IN-HOUSE TEAM OF THE YEAR

This award singles out the team that has developed and delivered outstanding work within their wider organisation. The winning entry's research and insight has to be actionable, impactful and have had a real effect on business strategy. Marks & Spencer (Clothing & Home) is the 2022 winner with a really strong, exciting entry that showed how absolutely central insight is to the entire Clothing & Home team's philosophy and activity.

## WINNER

Marks & Spencer  
(Clothing & Home)

## FINALISTS

BT  
Formula E  
LADbible Group – Data, Intelligence and Panel Team  
Nottingham Trent University  
Pepsi Lipton

## SPONSORED BY

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



## THE JUDGES SAID

"We're excited to see how this tool continues to evolve and keep pace with changing advertising trends."

## RESEARCH LIVE AWARD FOR INNOVATION OF THE YEAR

Winning this award requires entrants to present their innovation to a panel of leading research professionals. The sector thrives on creativity and the entrants have to nail their pitch in order to impress this 'dragons' den.' They must clearly show the impact and innovation of their work, which Kantar's LinkAI technology undeniably did. It is an exciting and significant step forward in the testing of television and digital ads. The commercial benefits and opportunities for businesses were clear in the team's presentation, showing the ability to predict advertising success easily, accurately and cost effectively across different markets and channels on a scale not seen before.

## WINNER

Kantar

## FINALISTS

G=mc2  
Irrational Agency

## SPONSORED BY

**QUIRK'S**  
M E D I A

**KANTAR**

## THE JUDGES SAID

“So many of the young professionals shortlisted for this award would be worthy winners, but Chris stood out among the strong competition. He has a bright future ahead of him.”

## RESEARCH LIVE AWARD FOR YOUNG RESEARCHER OF THE YEAR – SUPPLIER

The Young Researcher of the Year award recognises the rising stars of the research sector on the supplier side. The winning researchers are typically driven, talented and go above and beyond in their field. This year the judges selected Chris Curtis from Opinium as the standout winner. He has brought in a lot of work for the agency and has led some truly trailblazing projects, which is particularly impressive considering his years in the research profession. He has shown innovative thinking and entrepreneurship and from his work can speak knowledgeably about a real range of topics, from polling to Harold Wilson’s Government.

## WINNER

Chris Curtis – Opinium



## FINALISTS

Alex Baines – Walnut Unlimited  
 Tomi Durosinmi – Verve  
 Elle Gallon – InSites Consulting  
 Faye Gibbons – InSites Consulting  
 Harry Gove – OnePoll  
 Joanne Oguntimehin – Humankind Research  
 Helena Page – Savanta  
 Tasha Polston – MESH Experience  
 LaShanda Seaman – Opinium

SPONSORED BY



## THE JUDGES SAID

“Beatriz is taking the initiative and driving strategic conversations across the organisation and beyond, truly waving the flag for research. It goes without saying, to achieve such cut through in an organisation as large as NATO is very impressive.”

## RESEARCH LIVE AWARD FOR YOUNG RESEARCHER OF THE YEAR – CLIENT

This category recognises future leaders in the sector – young people who are making a real mark within their wider organisation. To win, entrants must show passion for their work and, among a range of other qualities, demonstrate how they are flying the flag for the sector. Beatriz Molina Sanchez’s passion for research was very clear from her well-written, thoughtful entry. She has a talent for research, with a flair for analysing data and creating actionable insights.

## WINNER

Beatriz Molina Sanchez – North Atlantic Treaty Organization



## FINALISTS

Maxime Chaouch – BT Group  
 Emily Driscoll – LADbible Group  
 Jigna Tailor – Acacium Group

SPONSORED BY



# MRS AWARDS

## THE JUDGES SAID

“As well as innovative thinking in how data is sourced and then applied, it was good to see considerations about how data could be shared in a sensitive way, maintaining confidentiality.”

## MRS AWARD FOR APPLICATIONS & IMPACT OF DATA

This paper details the development of a technique to directly match syndicated data and custom research to first party data, bringing the worlds of data and research together. It directly matches participants using a privacy-by-design mechanism that ensures no personally identifiable data is shared.



## WINNERS

ITV & YouGov

## FINALISTS

Kantar & Essity  
King Games & Truth Consulting  
Thinkbox, Channel 4, ITV & Sky

## SPONSORED BY





## THE JUDGES SAID

"An excellent paper clearly describing a well thought-through methodology, leading to insights that directly influenced decisions made."

## MRS AWARD FOR APPLICATIONS OF RESEARCH

Referrals for Prostate Cancer tests dropped by 52,000 during the pandemic. Prostate Cancer UK needed the right messages to generate action in men most at risk, without triggering unwarranted tests and putting pressure on the NHS. Acacia Avenue tested a range of messages dramatising and describing the risk. What emerged was clarity on an impactful, memorable message for marketing, easier-to-digest risk checker messaging, spectacular in-market results and lasting language principles.



### WINNERS

Acacia Avenue &  
Prostate Cancer UK



### FINALISTS

BT, Basis & STRAT7 Bonamy Finch  
Formula E, Yonder & Mindprober  
Ipsos KnowledgePanel

## SPONSORED BY



## THE JUDGES SAID

"This was a strong category, but this paper is a worthy winner. It opens up conversations in a sensitive category, the approach was innovative and effectively influenced decisions and outcomes."

## JEREMY BULLMORE AWARD FOR CREATIVE DEVELOPMENT RESEARCH

TENA and AMV BBDO commissioned The Outsiders to conduct qualitative research with menopausal women to understand their transformational experiences and to evaluate an early-stage creative execution. The participants were asked to tell their stories as if they were genre movies – a love story, comedy, mystery, horror and tragedy. This was incredibly effective in getting a more holistic picture of what it is like to be menopausal. The final ad has seen positive feedback for TENA, widespread coverage and increased sales.



### WINNERS

The Outsiders,  
AMV BBDO & TENA



### HIGHLY COMMENDED

Firefish & Unilever



### FINALISTS

The Nursery & British Heart Foundation  
The Nursery & Vanguard

## SPONSORED BY



## THE JUDGES SAID

"An exceptional entry, showing unusually high levels of methodological and ethical integrity. The welfare of the participant, customer and end user was at the centre of attention at all times."

## VIRGINIA VALENTINE AWARD FOR CULTURAL INSIGHTS

Mental Health Innovations commissioned The Outsiders to investigate how to engage more effectively with young Black men, encouraging them to use their text-messaging support service. The insights gained through thoughtful and responsible interviews allowed the charity to develop a phenomenally successful campaign. The project was grounded in culture and community – the ads were made by members of the target group working with community-interest company Create Not Hate. 840 young Black men had used the service at the time of entry. It may represent lives that have been saved.

### WINNERS

The Outsiders &  
Mental Health Innovations

### FINALISTS

Just Eat Takeaway & STRAT7 Crowd DNA  
MTM & Audible  
Sign Salad & Co-op Funeralcare



SPONSORED BY

Truth.

## THE JUDGES SAID

"This is an exemplar of research methodologies being tailored to category. Excellent work that changed the brand perception of the client."

## MRS AWARD FOR FINANCIAL SERVICES RESEARCH

If Skipton Building Society was to meet its ambitious growth targets and help more people save for the future, it needed to appeal outside of the North, and attract younger customers. The marketing team knew brand investment would be the most cost effective way to deliver long-term commercial growth, but convincing the Executive Board was another matter. Trinity McQueen's carefully conceived and executed research proved the case for investment – and then showed the marketing was working, year after year.

### WINNERS

Trinity McQueen &  
Skipton Building Society

### FINALISTS

BVA BDRC & NewDay  
NatWest Group  
Opinium & NewDay

TRINITY  
McQUEEN



SPONSORED BY



## THE JUDGES SAID

"This engaging and thoughtful project put the patient at the centre, but the benefits to the client are clear – with value for patient support and advocacy groups."

MRS AWARD FOR  
HEALTHCARE RESEARCH

Using innovative digital ethnographic techniques along with cognitive psychology, anthropology and psychotherapy, Research Partnership were able to explore head and neck cancer patients' experiences beyond the obvious, empowering them to articulate their feelings. Extended engagement allowed the team to collect over 250 pages of transcripts, 266 images and six hours of video that captured the shift in patient identities and mapped their lives before and post cancer.



## WINNERS

Research Partnership  
& Bristol Myers Squibb



## FINALISTS

Boehringer Ingelheim & Branding Science Group  
Haleon & Freemavens  
STRAT7 Incite & Gilead

## SPONSORED BY



## THE JUDGES SAID

"This project was inspiring and the findings will have a significant impact on marketing practice going forward."

MRSPRIDE AWARD FOR  
INCLUSIVE RESEARCH

Real and detailed comprehension of the lived experiences of ethnic communities in the UK continues to be extremely scarce due to an abject lack of focused research. Panelbase donated the fieldwork that allowed UM to address this, resulting in a first-of-its-kind study, called Women & Heritage, that will help society and brands understand how to serve and support ethnically diverse women in the UK today. The data shows that the benefits for brands who do so are ethical and emphatically commercial.



## WINNERS

UM, Unstereotype Alliance  
& Panelbase



## FINALISTS

Amanda Powell Consulting &  
The Mental Health Foundation  
Channel 4, Tapestry Research & Versiti  
Harris Interactive, Reckitt & Durex



## SPONSORED BY



## THE JUDGES SAID

"This is a good example of a dynamic, always on, self-serve dashboard. A completely innovative data solution."

## MRS AWARD FOR INNOVATION IN DATA ANALYTICS

Streetbees' data collection methods are unique. Consumption moments are collected daily, in real-time via a WhatsApp style app. Not only via open text in consumers' native languages, but by sharing photos and videos too, in the precise moment they are consuming products, to shed light on the emotions and context driving consumer choices. Natural language processing is applied to the unstructured data, and similar demand spaces are clustered together using machine learning, which are then pushed into a B2B analytics dashboard.



## WINNER

Streetbees

## FINALISTS

Formula E & Yonder

Lifestream

Thinkbox, Channel 4, ITV & Sky

## SPONSORED BY



## THE JUDGES SAID

"This is powerful and important research, sympathetically undertaken and with no over-claim in the results. A great example of what can come from talking to real people and really listening."

## MRS AWARD FOR INTERNATIONAL RESEARCH

This research identified the complexity of the link between climate change and health, revealing that participants often prioritised the financial well-being of their family, their social standing, or their spiritual health over their individual physical health. This insight has forced a rethink on how the client communicates its global strategy to drive public action on climate change.

GAME CHANGERS



## WINNERS

Ipsos & Wellcome

## HIGHLY COMMENDED

Firefish & McDonalds

## FINALISTS

LHH, Cowry Consulting, Media Zoo & Cloud Army  
Sky Media

## SPONSORED BY



## THE JUDGES SAID

"This is an example of highly ingenious research and tech development. Comprehensive work delivering meaningful results."

## MRS AWARD FOR MEDIA RESEARCH

CFlight is the world's first cross-broadcaster, cross-platform, total TV reach and frequency ad campaign measurement solution. It is freely available to every advertiser that buys broadcaster VOD in the UK. Its genesis was eye-wateringly complicated and required levels of collaboration and data sharing between competitive broadcasters that was previously unthinkable. The result has boosting advertisers' confidence, encouraging more brands into BVOD, with spend forecast to top £800 million in the UK this year.

## WINNERS

Thinkbox, Channel 4, ITV & Sky

## HIGHLY COMMENDED

Tapestry Research & The Guardian

## FINALISTS

Differentology & ITV

ITV, System 1 & Neuro-Insight

## SPONSORED BY



## THE JUDGES SAID

"This research was extensive and the results have been widely disseminated. The framework developed has advanced thinking and appears that it can be widely applied to different verticals. Fabulous!"

## MRS AWARD FOR NEW CONSUMER INSIGHTS

Google commissioned MTM to help them understand what makes a 'winning app' and inspire developers to improve their apps. Through a programme of work over two years that included 240 qualitative immersions, 100+ developer interviews, 24 cultural expert interviews, and surveyed 62,750 people across 15 markets, MTM distilled the findings into one core model. This outlined how people interact with apps, and what developers can do at each stage to get people to the holy grail of 'Embed'.

## WINNERS

MTM & Google

## HIGHLY COMMENDED

Opinium & NewDay

## FINALISTS

Colart & Listen and Learn Research

Formula E & Netfluential

## SPONSORED BY



## THE JUDGES SAID

"Whilst not everyone will agree that this practice should be carried out, the research itself is impressive and sets a new standard for gaining insight in such a controversial area."

## MRS AWARD FOR PUBLIC POLICY/SOCIAL RESEARCH

Introducing whole genome sequencing for the UK's newborn screening programme would be one of the most radical changes to health screening anywhere in the world. A change of this magnitude needed to be informed by society's views as well as science. The resulting public dialogue commissioned by GEL and UKNSC and delivered by Hopkins Van Mil in 2021 is significant and important because its findings are ensuring that the use of genetics in healthcare is being guided by the values, beliefs and aspirations of society.

### WINNERS

Hopkins Van Mil, Genomics England, UK National Screening Committee & Sciencewise

### FINALISTS

2CV & Mind

Amanda Powell Consulting &  
The Mental Health Foundation

Humankind Research



SPONSORED BY



## THE JUDGES SAID

"This was a strong category, but this paper deserved to win as a great example of behavioural research approaches used for the good with impressive results."

## MRS AWARD FOR SUSTAINABILITY RESEARCH

The NSW Government's 'Greening Our City' programme set out to reinvigorate and expand the tree canopy across Greater Sydney by planting one million trees by the end of 2022. The programme required trees to be planted on private land. However, research identified a literal NIMBY (not in my back yard) barrier to this. The Behavioural Architects' insights became the cornerstone to the communication strategy, creating new positive primes, giving salience to the dynamic social norms and making tree planting easy to do.

### WINNERS

The Behavioural Architects & NSW Department of Planning and Environment

### FINALISTS

8TH DAY & L'Oréal

Boxclever & Leaseplan

Boxclever & Northern Powergrid

THE  
BEHAVIOURAL  
ARCHITECTS



SPONSORED BY



### IMPACT 2022 AUDIENCE AWARD

One of the many changes for the first all-digital MRS Annual Conference, Impact 2021, was the introduction of an Audience Award.

Votes were collected via the post-event survey and the presenters from delegates' favourite three contributions were invited to the Excellence Awards lunch to hear who had come top.

### WINNERS



#### *Advertising effectiveness in the metaverse*

Arifa Haque, Sarah Robson and Dr. Ali Goode

### FINALISTS

*Happy talk: Translating a feeling of happiness and wellbeing into brand success*

Jenny Lindsay, Dr Christian Niederauer, Dieter Deceuninck and Yigit Kocak

—

*A hybrid future: Exploring human interactions on- and off-line*

Dr Emma McHarg and Lucy Foylan

—

*Not another mid-life crisis: We need to stop the navel-gazing and start creating*

Danielle Todd

SPONSORED BY



### MRS ADVANCED CERTIFICATE IN MARKET & SOCIAL RESEARCH PRACTICE AWARD

Gursimran is a Senior Research Executive at Ipsos, specialising in healthcare and pharmaceutical market research. In particular, Gursimran is passionate about patient research and ensuring the patient voice is heard by the pharmaceutical industry.

Before working at Ipsos, Gursimran graduated with a first class integrated Master's degree in Biology from the University of Nottingham. Completing the MRS Advanced Certificate helped Gursimran transfer her quantitative and qualitative skills developed during her degree to the market research setting.

### WINNER

Gursimran Kaur



SPONSORED BY





# PARTNER AWARDS

## THE JUDGES SAID

"The ham case study by Flume shows exactly how tactical qualitative research can reap enormous benefits for clients."

## AQR QUALITATIVE EXCELLENCE AWARD

This year's deserved winning project from Flume and Cranswick Convenience Foods stood out as a great example of the importance and advantages of consumer closeness and how strategic and intentional qual can make such a huge difference to a client's bottom line.



## WINNERS

Flume & Cranswick  
Convenience Foods



## HIGHLY COMMENDED

The Behavioural Architects

## FINALISTS

antedote  
Feeling Mutual

## PRESENTED BY



## THE JUDGES SAID

"We were extremely impressed with the way Measure's tech collects behavioural data across applications while putting the user in control of their behavioural track – through total opt-in transparency at the most granular level – and how seamlessly that data can be blended with other types of survey data."

MRS/ASC AWARD FOR  
BEST TECHNOLOGY INNOVATION

Measures Protocol's Retro Platform uses a patent pending proprietary methodology that presents an individual with a data task to share some form of behavioural data, then uses its unique screen detection technique to collect pertinent information in full transparency to the individual before sharing.

## WINNER

Measure Protocol

## HIGHLY COMMENDED

E-Tabs

## FINALIST

Arrowstream Analytics



IN PARTNERSHIP WITH



## THE JUDGES SAID

"Great research, delivered brilliantly and widely shared. The way Basis and Ecover disseminated their research outputs made them a clear winner."

MRS/AURA AWARD FOR  
ACTIVATION OF INSIGHT

This is the story of a unique, altruistic research project, carried out for the greater good of the household cleaning sector. Ecover aimed to share the insights Basis gained into the adoption of refilling as 'open-source', encouraging the sector to 'steal our insight' as a catalyst to change. Achieving sector-wide reach with credibility was crucial to their success.

## WINNERS

Basis & Ecover

## HIGHLY COMMENDED

BT Group & Customer Closeness Company

## FINALISTS

InSites Consulting & Mars Food  
Sky & MTM

BASIS



IN PARTNERSHIP WITH



## THE JUDGES SAID

“Research that delivers on complex issues via an imaginative and agile methodology. This entry showcased how B2B research can add value and provide positive business outcomes.”

## MRS/BIG AWARD FOR BUSINESS-TO-BUSINESS RESEARCH

This project demonstrates how applying an innovative approach to insight based on business-to-business stakeholder management and communication preferences maximises engagement and drives long-lasting impact. By focusing on how senior stakeholders consume and process information, Opinium could translate complex issues into compelling, recommendation-led insight that was tailored, actionable, commercially viable and were adopted at the highest level.



What people think, feel and do



### WINNERS

Opinium & Canada Life

### FINALISTS

Flood + Partners  
H&S Davidson Trust & STRAT7 Jigsaw Research  
Kantar & Shell

#### IN PARTNERSHIP WITH



## THE JUDGES SAID

“This was an excellent example of how a micro-business can deliver sensitive and powerful research, with wide-ranging impact on how their client can meet the needs of a core, but increasingly hard to reach, audience.”

## MRS/ICG INDEPENDENT CONSULTANTS AWARD

Craft’s intelligently designed programme of research helped the All4 team at Channel 4 get a deep understanding of how young audiences engage with factual and current affairs programming. Using a mix of digital assignments and individual interviews, Craft were able to deliver highly nuanced insight, with impact on everything from editorial to marketing and UX, including the creation of a new brand and commissioning briefs for new programmes.



### WINNER

Craft

### FINALISTS

Direct Dialogue  
Shed Research Consulting  
Telltale Research & Valent Projects

#### IN PARTNERSHIP WITH



THE JUDGES SAID

“Every aspect of Cobalt Sky’s submission demonstrated their superiority – a very worthy winner of our Premier Award for Operational Excellence.”

MRS AWARD FOR  
OPERATIONAL EXCELLENCE

Cobalt Sky’s excellent entry demonstrated clearly how they evolved their business to meet the challenges of Covid-19 and continued to deliver fantastic customer service, building on strong partnership working with their clients. The ‘right on time, first time’ metric of customer satisfaction is a great way of tracking quality and delivery across the business – and the impressive metrics testify to the success of the approach.



WINNER

Cobalt Sky

FINALISTS

- Acacia Avenue
- England Marketing
- Take Note, a Verbit Company
- Verve
- Walnut Unlimited

SPONSORED BY



## THE JUDGES SAID

"The client recognised RONIN International's enormous efforts with glowing testimonials. This project was interviewing at its finest."

### MRS AWARD FOR BEST DATA COLLECTION – INTERVIEWER ADMINISTERED

RONIN International's outstanding winning submission focussed on a challenging and complex project in which they interviewed extremely vulnerable participants in 20 different and often rare languages for the US Government for their Survey of Refugees.



## WINNER

RONIN International

## FINALISTS

Kantar Public

Teamsearch Fieldwork, Aecom & Transport Scotland

Traverse & Leeds Beckett University

Walnut Unlimited

SPONSORED BY



prevision  
research  
THE DATA COLLECTION EXPERTS

## THE JUDGES SAID

"Cobalt Sky's client called them 'a fantastic Data Collection Partner who delivers outstanding results' – we couldn't argue with that!"

### MRS AWARD FOR BEST DATA COLLECTION – QUANTITATIVE

The commitment to delivering quality data and exceptional client servicing shone through Cobalt Sky's entry. They demonstrated genuine innovation and creativity in the design of a complex survey.



## WINNER

Cobalt Sky

## HIGHLY COMMENDED

Savanta, Finline MR & Leeds Building Society

## FINALIST

Face Facts Research

Lifestream

Rep Data & Wunderman Thompson

SPONSORED BY



Hannelius  
Recruitment

## THE JUDGES SAID

“Streetbees have already achieved success by implementing this solution with a huge stakeholder and it’s clearly delivering. Excellent!”

## MRS AWARD FOR BEST DATA SOLUTION

Streetbees multi-award winning innovation harnesses the opportunities of AI and machine learning. The metrics they provided demonstrate the business impact and strong user testimonials made this a clear winner.



## WINNER

Streetbees

## FINALISTS

Lumina Intelligence

SampleNinja

Stravito & Burberry

Walr Group

## SPONSORED BY



## THE JUDGES SAID

“We were unanimous in our thoughts – the creativity, innovation and quality had all clearly enabled the success of this important project.”

## MRS AWARD FOR BEST ONLINE QUAL

In partnership with CARE International, Here I Am Studio launched an online qualitative research platform to collect information about the needs, priorities and capacities of women, men, children and at-risk groups in Ukraine. This critical information informed emergency responses to the ever changing nature of the crisis within Ukraine.



## WINNERS

Here I Am Studio & CARE International

## FINALISTS

Acacia Avenue & Body Shop

Acacia Avenue & bp

FlexMR

Verve & Shell



## SPONSORED BY



## THE JUDGES SAID

"In the judges' opinions, and against stiff competition, Empower Translate have created an excellent translation service for online communities"

MRS AWARD FOR  
BEST SUPPORT SERVICES

Empower Translate have created 'in the moment' translations, bringing significant speed and quality to their work. They use 'in country' linguists along with their technical solution to innovate and improve the interpretation of insights from multi-country research.

## WINNER

Empower Translate

## HIGHLY COMMENDED

E-Tabs Bureau – Reporting Services

## FINALISTS

InnovateMR  
People for Research  
Research Runner

## SPONSORED BY



## THE JUDGES SAID

The ongoing commitment to holistic development of both operations, management and client-centricity skills was evident throughout this submission, and staff feedback has been exceptional."

MRS AWARD FOR BEST  
TRAINING & DEVELOPMENT

Ipsos impressed the judges with their successful implementation of an ambitious personal development programme for operations staff, post Covid. Combining in-person and virtual workshops, bespoke e-learning, support programmes, mentors and mental wellbeing coaches, their investment in staff training has clearly resulted in an impressively motivated cohort of inspired managers.

## WINNER

Ipsos

## FINALISTS

B2B International  
Kantar Profiles  
Kantar Public

## SPONSORED BY





## THE JUDGES SAID

"We were impressed with their collaborative approach, not just to their users, but also to their competitors and the wider research industry."

### MRS AWARD FOR BEST VIEWING FACILITY – EXPERIENCE & IMPACT

MIS Group have gone above and beyond to create an outstanding experience for all who use their Made in Studios facility. Particularly impressive is their inclusive 'can-do' approach, with all visitors re-assured, supported and welcomed every step of the way.

## WINNER



Made in Studios

## FINALISTS

Aspect Viewing Facilities  
England Marketing  
Spectrum

## SPONSORED BY



## THE JUDGES SAID

"Aspect have thought of everything, demonstrating the importance of healthcare research testing in context."

### MRS AWARD FOR BEST VIEWING FACILITY – TECHNOLOGY & INNOVATION

Aspect's innovative 'Healthcare Simulation Suite' is impressive. The suite replicates an operating theatre, out-patient clinic and triage station, complete with a life-sized mannequin!

## WINNER



Aspect Viewing Facilities

## FINALIST

The Glasgow View

## SPONSORED BY



## THE JUDGES SAID

"We hope to see many more entries in this category next year that demonstrate how the sector's commitment to a more sustainable future needs to be reflected across the research process."

## MRS AWARD FOR BEST SUSTAINABLE OPERATIONS

B2B International demonstrated an impressive, meaningful commitment to reaching net-zero, setting themselves targets they are achieving across the group. The judges applaud their desire to be leaders in the space.

## WINNER

B2B International

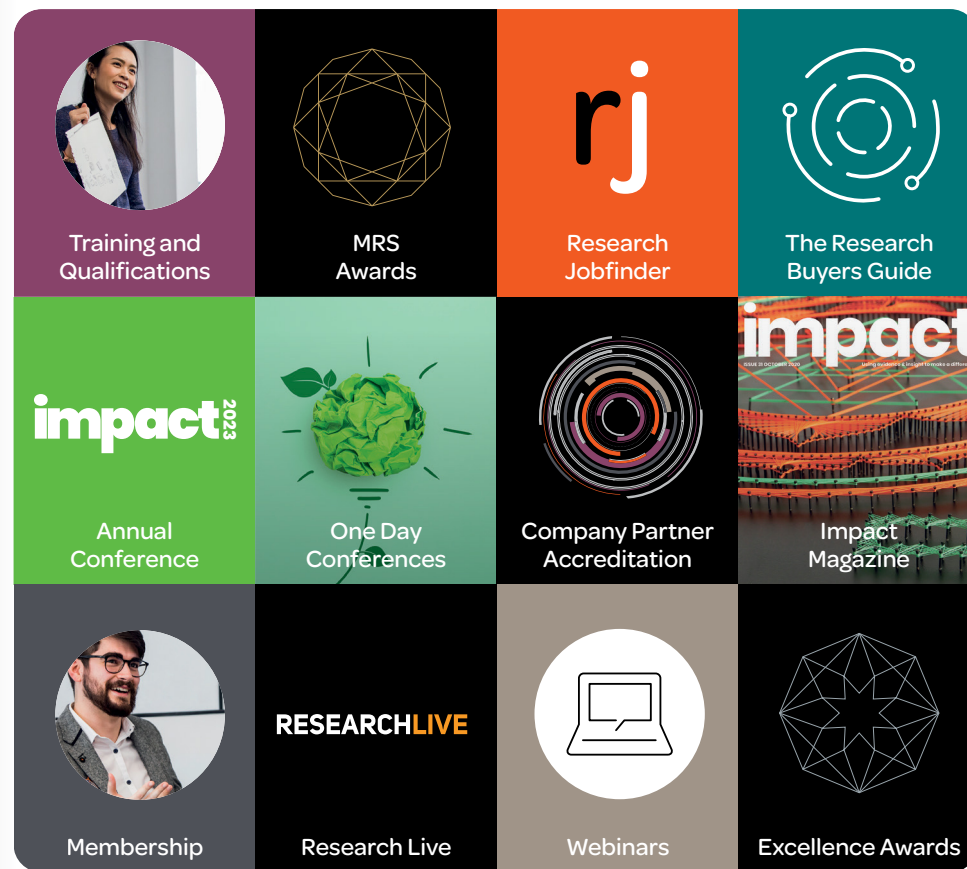


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[www.mrs.org.uk](http://www.mrs.org.uk)



## SPONSORS & PARTNERS

# Cint

## CINT

Cint is a global provider of research technology. Our platform enables brands, researchers, academics, or anyone with a question, to connect with a global network of over 239 million high-quality and engaged respondents. Panel providers, mobile gaming apps, loyalty associations, or anyone with an online community, partner with Cint to monetise their userbase through surveys that complement the user experience. Utilizing the global reach and survey-based approach of our platform, Cint's media measurement solutions help advertisers, publishers and media agencies measure the impact of cross-platform ad campaigns.

Cint Group AB (publ), listed on Nasdaq Stockholm (STO: CINT), has a global workforce throughout EMEA, North America and APAC, including offices in Stockholm, London, New York, New Orleans, Singapore and Sydney.

Find more at [www.cint.com](http://www.cint.com).



## OPERATIONS AWARDS

## RONIN INTERNATIONAL

RONIN International is a leading market research data collection agency with 25 years' experience in delivering quantitative and qualitative projects in over 80 countries, specialising in interviewing hard-to-reach B2B and consumer participants for both phone and online studies. Our offices are based in Central London, Lancaster, and now supplemented with CATI, Digital and PM teams in our brand-new Hamburg office. We are ISO 20252 and ISO 27001 certified, MRS Company Partners, Insights Association members and ESOMAR Corporate Members. We are committed to conducting high quality data collection with validated and verified respondents.

## EXCELLENCE AWARDS

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 Excellence Awards. Foreign Tongues congratulate all of this year's winners for their outstanding performance.



## AQR

The AQR (Association for Qualitative Research) represents and furthers the interests of the qualitative research community in the UK and beyond. Over the last 42 years, AQR has established itself as the internationally recognised 'Hub of Qualitative Excellence' via education and training programmes, conferences, seminars, and networking events. Our core objectives are to promote the highest professional standards in qualitative research across the wider research industry and to promote understanding of the value and insights 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.



## ASTON LARK

Our vast insurance expertise spans commercial, private clients, employee benefits and a wide range of specialist sector-specific schemes, and it is this combined knowledge across all our divisions that truly differentiates us. Trusted by over 200,000 clients, Aston Lark has 2,000 dedicated employees in over 75 offices across the UK and Ireland. Whilst insurance can be complex, we make things simple and can adapt our focus specifically to you or your business.



## AURA

AURA is a networking, learning and support association for client-side insight and research professionals.

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 nearly 600 members from over 150 organisations. You can find out more at [www.aura.org.uk](http://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.



## BILENDI & RESPONDI

Bilendi & respondi combine true panels, innovative solutions and proprietary technology to gather and deliver market research data. We offer a range of services: from qualitative and quantitative recruitment, programming, hosting, sample delivery, to ad effectiveness tracking, mobile solutions and community building. We provide access to 2.5 million online proprietary panellists across 13 European countries. In addition, we service further countries across the globe using a network of trusted partners.



## CRITERIA FIELDWORK

We absolutely love supporting the MRS Awards and the huge array of talent year-on-year. Criteria continually promotes fieldwork of the highest standards, integrity and skill for each and every project. 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 Excellence Awards drinks reception.*



## EMPOWER

Empower is an award-winning translation and localization agency, exclusively for insight. Our clients span the biggest and most cutting-edge insight enterprises in the world. Most importantly, our passion and commitment to bespoke insight localisation go far beyond 'just translation': we've started a technological revolution in the world of multimarket research. Could we empower you to transform your global studies? Find out more: [www.empowertranslate.com](http://www.empowertranslate.com).



## FACE FACTS

Face Facts is a qualitative and quantitative fieldwork agency providing data collection across all research methodologies. Think big agency experience, small agency service. Quality is at our core, we take pride in what we do and our many accreditations are testimony to this. Our clients see us as an extension of their internal team. Working with us is refreshingly straightforward. We're enthusiastic. We care. It's about delivering results, seamlessly. #gettingresearchdone



### GIFT PAY

GiftPay ([www.giftpay.com](http://www.giftpay.com)) is your perfect partner for research incentives fulfilment – enabling instant delivery of eGifts in bulk via email. eGift Card URLs can also be ordered and downloaded directly via the platform. Recipients can choose their preferred retail brand from the options available and use it immediately. GiftPay provides comprehensive reporting, customised branding, and gift tracking. Available in the UK, Europe, Australia, New Zealand, Singapore, USA and Canada.



### 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.



### HASSON ASSOCIATES

Recognised as one of the most trusted independent recruitment consultancies, Hasson Associates has become the first choice when it comes to permanent and interim Market Research, Insight and Analytics recruitment. Delivering a bespoke service to both clients and candidates, our niche consultancy's focus is dedicated to service and delivery rather than volume. Our experienced and knowledgeable Associates are fully committed to ensure that both candidates and clients receive the highest quality of service.



### ICG

The ICG is an international membership organization for independent consultants and micro-businesses working in market research. 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 and training programme and member discounts. Buyers of research benefit from the depth and breadth of our members' expertise, experience and flexibility.



### IFF RESEARCH

IFF Research have been helping clients from the public, private and voluntary sector make better informed decisions since 1965 – and were recently recognised as one of the fastest growing independent agencies in the UK. We're proud to support the MRS as they celebrate the important achievements of our industry and the positive change we help deliver. And we'd like to sincerely congratulate the winners across all categories.



### I-VIEW STUDIOS

i-view London & Leeds, award winning viewing facilities, are committed to being the best in class and offering all our clients an experience that exceeds expectations. We want clients to feel that i-view is a partner they look forward to working with, every time.

i-view was established in 2012 as a contemporary hub for researchers and considered the leader in its field. We are delighted to sponsor the Best Place to Work and Best Viewing Facility categories for 2022.



## KUDOS

Kudos Research provides robust, premium quality UK & International Telephone Data Collection services to the market research industry. We offer B2B and consumer, specialising in hard-to-reach audiences such as: C-Suites, Opinion Formers/Leaders, KDMs, Healthcare Professionals, Key Account Customers and Hard to Access Consumers. Methodologies include: CATI, online, Qual recruitment and moderation, Quant and semi-structured. All research conducted in-house using experienced native language speakers. Rigorous processes harmonised across markets ensure actionable, verbatim-rich data.



## THE MARKETING SOCIETY

The Marketing Society is a leading global community of 2800 senior marketers. Our purpose is to inspire, accelerate and unite the world's smartest marketers to help them to do well in their careers, and do good in their organisations, the economy and society. We believe that brilliant leaders grow organisations. We connect the changemakers, those who want to make an impact because we know that together, we achieve more than we do alone.



## 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 Annual Conference Awards since the beginning. Congratulations to this year's winners of the Impact 2022 Audience Award, Arifa Haque, Sarah Robson and Dr Ali Goode.



## ONEPOLL

OnePoll connects the thoughts, experiences and opinions of people from around the world, with organisations seeking to power their actions with inspiring human truths. Located across the UK & US, our proprietary panel and global network, delivers best-in-class, international quantitative and qualitative online research, to global brands and ambitious start-ups alike. With our unique route to press and media, we achieve more than 48,000 UK media mentions each year.



## OPINIUM

Opinium is a fast-growing consultative insight agency with teams in London, New York, Cape Town and Amsterdam. We help brands harness the power of data, research & insight to build, grow, promote, and make strategic business decisions. We also strive to use research and insights for good. And we're big fans of the MRS Awards having won multiple awards across many categories. Our favourite however must be our three 'Best Place to Work Award' wins, testament to our approach of putting our people at the centre of our world.



## PERSPECTIVE RESEARCH SERVICES

Perspective Research Services provides support at every stage in the data journey. Use our full range of services as an end to end experience or simply dip into our services as and when you need us. We are an award winning data collection specialist with true global reach, offering international and domestic data collection, analysis and reporting services including F2F, CATI, online, mystery shopping, qualitative recruitment, mixed methodology fieldwork, viewing facilities, DP, advanced analytics, online reporting dashboards and more.





## PREVISION RESEARCH

Prevision are experts in data collection for the research industry, with a heritage in telephone interviewing. We pride ourselves in being a safe pair of hands, offering consistent quality and delivered by a highly experienced and dedicated team. The business was bought in 2019 by Purple Market Research directors, Stephen Bairfelt and Trevor Wilkinson. The same year, Bob Qureshi joined as director and the business goes from strength to strength.



## PURESPECTRUM

PureSpectrum offers a complete end-to-end market research and insights platform, helping insights professionals make decisions more efficiently, and faster than ever before. Awarded MR Supplier of the Year at Quirk's 2021 Marketing Research and Insight Excellence Awards, PureSpectrum is recognised for industry-leading data quality. PureSpectrum developed the respondent-level scoring system, PureScore™, and believes their continued success stems from their talent density and dedication to simplicity and quality.



## QUIRK'S

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](http://www.quirks.com).



## THE RICHMOND MARKET INSIGHT FORUM

The Richmond Market Insight Forum, taking place on 7 June 2023 at Savoy Place, London, is the most established and respected B2B networking event for the UK insight community. Now in its sixteenth 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 CPD interactive workshops and discussion groups, whilst meeting with research service providers. Find out more from [edoniger@richmondevents.com](mailto:edoniger@richmondevents.com), 07740 486428.



## SCHLESINGER GROUP

Schlesinger Group, the leading global data collection, and research technology company, delivers comprehensive, end-to-end qual and quant research solutions and support. Answer your toughest business questions using any of our solutions, including high-quality recruitment and project management for any methodology. Schlesinger's capabilities harness advanced proprietary technology for managed or self-serve solutions to make getting human answers to business questions easier, faster, smarter, and more scalable. Learn more at [SchlesingerGroup.com](http://SchlesingerGroup.com).



## SERMO

Sermo is the largest global healthcare research company and the most trusted physician engagement platform. Sermo engages with more than 1.3 million HCPs across 150 countries and has reach into the U.S. Payer market that now exceeds 230M commercial lives covered. Sermo turns physician experience, expertise, and observations into actionable business insights. Sermo offers on-demand access to physicians via a proprietary health-tech ecosystem to gain targeted HCP insights that inform strategic decisioning in real-time. Visit [www.sermo.com/business](http://www.sermo.com/business).

## TOPPAN

TOPPAN DIGITAL LANGUAGE

### TOPPAN DIGITAL LANGUAGE

Formerly known as GlobalLexicon, we are a language solutions provider for global research firms to effectively uncover multilingual insights from audiences worldwide, without compromising research results. Since 2004, we've blended our industry specialist teams with a global infrastructure and innovative tech to design language solutions that meet your specific needs across qual and quant research. We're also proud to be part of Toppan Inc., a worldwide leader in content distribution with a global team of more than 50,000 employees.

## TRINITY MCQUEEN

### TRINITY MCQUEEN

You don't win awards by telling the same old story. Trinity McQueen is proud to have been MRS and AURA awards winners and finalists over the last 10 years. Making audiences more predictable: we use behavioural science and technology to close the 'say-do' gap, and get a truer picture of people, helping clients be more decisive. We specialise in brand tracking, advertising development, segmentation, customer closeness, product development and CX/customer journeys. We and are a rostered agency to the BBC, Scottish Government and on the FSQS and RSQS rosters.

## Truth.

### TRUTH

Truth was founded to be a different kind of agency. Focusing on strategic problem solving we help our clients solve their most challenging business questions. Embracing blended methods and multi layered perspectives to understand the connections that make us who we are.



### VISIONSLIVE

VisionsLive are the leading trusted provider of online qualitative research tools and services. Our platforms have been built specifically for online research and are designed to help our clients gain the best possible insights from their respondents. While VisionsLive is an international company with offices in the UK & New Zealand, we are a family owned and place personal service first, committed to delivering excellence in everything that we do.



### WALR

Walr is a data creation partner unifying smart technology and thoughtful expertise to support intelligent decision making. The Walr Platform combines 20 years' of ResTech heritage, with the latest in cloud-based innovation and a team of industry experts, to create brilliant data.

For every one of our clients, we strive to delight through dedication to make the research process smarter, faster and simpler.



WORSHIPFUL  
COMPANY of  
MARKETORS

### THE WORSHIPFUL COMPANY OF MARKETORS TRUST

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.



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## YOUGOV

YouGov is an international online research data and analytics technology group. Our products and services draw upon a detailed understanding of our 22 million registered panel members to deliver accurate, actionable consumer insights. As pioneers of online market research, we have a strong reputation and our innovative solutions help the world's most recognised brands, media owners and agencies to plan, activate and track their marketing activities better.



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## ZAPPI

Zappi is the leading consumer insights platform designed for creators – the insights professionals, marketers and product innovators that bring fresh, new ideas to life each day. More than 350 of the world's most progressive brands use the Zappi platform to better understand consumers, accelerate innovation pipeline, and optimize ads and products before they go to market with pre-launch data.

