

# MRS AWARDS 2016

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**This year's remarkable offering of talent, innovation, commercial nous and sheer hard graft, shows a sector operating at the top of its game.**

This is particularly satisfying to see for the two of us, in our first year as Co-Chairs of the MRS Main Board. There's so much for MRS to build on, and we have exciting plans for supporting the growth of the sector.



This year we've seen the largest number of entries ever, as well as two important new awards – the Independents' Day Award, presented in association with the ICG, and the Social Media Research Award, presented in association with Twitter.

These two categories are a good indicator of the breadth and diversity of tonight's winners – both in terms of scale (micro-businesses to international corporations) and research projects (traditional through to cutting edge). What unifies them all is quality – the excellence of the teams and the work they produce is undeniable.

With MRS celebrating its 70th Anniversary this year, these awards are proof positive of an organisation – and a sector – that has depth and breadth, and is more relevant than ever.

**Crispin Beale**

**Chief Executive**  
Chime Insight &  
Engagement Group

**Danny Russell**

**Consultant**  
DRC



#### The panel

Sally Ford-Hutchinson (pictured) chair / Ian Brace / Martin Callingham / Rob Ellis / Peter Goudge / Helen James / Suzanne Lugthart / Phyllis Macfarlane / Penny Measure, Nick Moon / Liz Nelson / Simon Patterson / David Smith / Nick Southgate / Matt Taylor / Leanne Tomasevic / Sarah Whiddett

## MRS Awards Panel

Having had the honour of chairing the MRS Awards Panel since 2010, I have decided that I will hand the baton over next year. Over the seven years I have seen the continual increase in both the quantity and, more importantly, the quality of papers – so congratulations to all the finalists. There are no ‘easy passes’; every paper selected deserves to be there and was chosen over other good papers. Another aspect of taking a seven year view is that the judging becomes harder and harder, as difficult choices have to be made, so thank you to all my fellow judges who have taken the time to read and evaluate the papers.

It is also very apparent from the scope of the papers that research continuously expands and moves into new and exciting areas. The introduction of new techniques and the use of new technology mean that the opportunities for the business of evidence are looking very positive. The awards have to keep up with these changes, so it was pleasing to see the new Social Media Research Award producing some fascinating papers, and that in its 30th year the Innovation in Research Methodology category still demonstrates the robustness and originality of thinking within our profession.

I stand down from the panel feeling that the research sector continues to be an exciting, growing world.



#### The panel

Jane Bainbridge (pictured) chair / Nick Bonney / Claire Clutterbuck / Richard Ellwood / James Holden / Juan Mateos-Garcia / Bronwen Morgan / Lisa O’Keefe / Wilma Smythe / Jake Steadman / Mike Taylor / Amanda Wigginton

## Research Live Awards Panel

As ever, it’s been a delight to chair the panel and I’m very grateful to all the judges who dedicated so much of their time to give all the entries the due consideration they deserved. The number, and quality, of entries this year was particularly impressive and it was a pleasure to read about, and see, the extraordinary talent that makes up our sector. Some of the categories were especially competitive and I think the Best Agency with a turnover under £20million category deserves a particular mention, as all the finalists were really strong contenders. This was testament to the agencies operating at this level, running very successful businesses, in often challenging conditions. To all the winners this year, huge congratulations.



#### The panel

Penny Steele (pictured) chair / Debrah Harding / Rowland Lloyd / Chris Smith / Danny Sims

## Operations Awards Panel

Interest in the Oppies has grown year on year, which goes to show how important recognition is within this part of the sector. What impressed the judges, more than the number of entries, was the innovation and creativity in evidence, particularly in the data collection and solution categories. Choosing the winners was tough and we congratulate all the finalists – what on earth will you all come up with next year?



#### The panel

Rosie Campbell (pictured) chair /  
Quentin Ashby / Chloe Fowler /  
Tom Kerr / Victoria Maxey / Ian  
Nockolds / Darren Mark Noyce /  
Mark Speed / Judith Wardle

## Annual Conference Awards Panel

Well, MRS is looking good for seventy. Impact 2016 dared speak of 'revolution' in its by-line, and the conference showcased provocative and challenging visions of the future for researchers and the sector. There really was some fantastically polished presenting on both stages, and some promising sessions in the 'Fringe'. In my personal view, we saw the best ever and most diverse line up of keynotes: Martin Lee was the living proof of how great interviewing can deliver great insight paired on stage with John Yorke on day one and we had the legendary Bill Bryson to close the conference. Superb!



#### The panel

Peter Mouncey (pictured) chair /  
Chris Barnham / Martin  
Callingham / Louise Cretton /  
Justin Gutmann / Corrine Moy /  
Dan Nunan / Adam Phillips /  
Sarah Sanderson / Alan Wilson

## IJMR Awards Panel

The IJMR Collaborative Award, now in its ninth year, celebrates collaboration between practitioners and academics. Finalists are selected from papers meeting the criteria published in the previous twelve months of the *International Journal of Market Research* and judged by the Executive Editorial Board. Congratulations to this year's winner.



#### The panel

Simon Patterson (pictured) chair /  
Richard Drury / Giles Finne more /  
Chloe Fowler / Jane Frost /  
Sarah Newman / David Smith /  
Peter Totman

## AQR Award Panel

Now in its 14th year, the AQR Prosper Riley-Smith Qualitative Excellence Award is recognised as the UK's premium Qualitative Research Award. Organised and sponsored by the AQR (Association for Qualitative Research), the world's longest established organisation dedicated to representing and furthering the interests of the qualitative research industry in the UK and beyond. Since 1980 the AQR has established itself as the internationally recognised Hub of Qualitative Thinking. This Award recognises the enormous contribution that excellent qualitative research makes to marketing, strategy and societal issues. The AQR is most grateful for the time and support given by our guest judges who represent AURA, MRS, ESOMAR, and APG. Qualitative research is very much alive and kicking!



#### The panel

AJ Johnson (pictured) chair /  
Rebecca Cole / Pat Molloy /  
Mike Trotman

## ASC Award Panel

2016 has seen a concerted move towards a research sector that more fully embraces the discipline of data science including big data, Artificial Intelligence and automation. Our two finalists are shining examples of companies at the leading edge of technological innovation in our industry. The ASC and MRS would like to thank all entrants for making this year's award a pleasure to judge.



#### The panel

Ali Pugh (pictured) chair /  
Lucy Davidson / Sonya Graneek /  
Ben Hogg / Mike Joseph /  
Claire Labrum / Virginia Monk /  
Helen Wanford / Trevor Wilkinson /  
Jon Wood

## BIG Award Panel

B2B research is a specialised discipline with unique challenges and requirements, where successful insight is dependent on the researcher's ability to adapt and apply market research approaches and techniques to a variety of situations, issues and business dilemmas. The MRS/BIG Business-to-Business Research Award is designed to recognise thought leadership and outstanding research within the B2B research community and draws on award submissions, MRS B2B Conference papers, BIG Forum papers and ESOMAR articles. Many congratulations to our finalists and particularly to our winner, all of whom are helping to evolve the B2B research sector.



#### The panel

Nikki Bell / Arthur Fletcher  
(pictured) / Tom Kerr /  
Ed Newton / Neil Swan

## ICG Award Panel

Independents and micro-businesses make an important contribution to the sector and both the ICG and MRS wanted a new category to give them an opportunity to shine. As they work across the breadth of the industry, we wanted to make sure the award was open to as many of them as possible. The judges were pleased to see various skill sets represented in the entries and feel the winner really shows how independents can make an impact.

## MRS President's Medal

The President's Medal is awarded annually to an organisation or individual that has made an extraordinary contribution to research.

Through interactive programmes on over 20 radio stations, Africa's Voices gathered opinions from audiences on a range of health topics, such as polio and routine immunisation, and maternal, neonatal and child health, that were analysed using pioneering techniques. By successfully carrying out research within insecure and inaccessible areas, the project demonstrates the value of Africa's Voices approach as a remote monitoring and citizen engagement tool.

Over 8,400 people participated via SMS from all districts of Somalia in the eight-week pilot study: 44% were women, 86.4% were 15–29 years old and 54.9% were parents. UNICEF valued the rich insights gained, and the data collection method – which would normally require several researchers on the ground in a high-risk context. UNICEF have now developed a long-term partnership with Africa's Voices Foundation to work on new interactive radio shows exploring a broader range of health topics, including HIV/AIDS, malaria, and water, sanitation and hygiene (WASH). To date, over 100,000 health-related messages from Somali citizens have been gathered and analysed.

### Winner

**Africa's Voices**



### Finalists

Centre on Dynamics of Ethnicity  
People's Intelligence

## MRS Silver Medal

The MRS Silver Medal, for the best paper published in the International Journal of Market Research during 2015, is awarded to: *Why the level-free forced-choice binary measure of brand benefit beliefs works so well.*

The paper provides a comprehensive review of the issue of whether to measure brand benefit beliefs via a multipoint scale or by using the level free forced choice binary method. It is intelligent, knowledgeable, and authoritative in its tone and the judges praised its historical references.

The judges hope that the sector recognises the outcomes of this work, as clearly they should be very easy to implement with very little contention.

### Winners

**John R. Rossiter, Sara Dolnicar and Bettina Grün**



### Finalists

Chris Barnham

Mario Callegaro, Micheal H. Murakami,  
Ziv Tepman and Vani Henderson

Christopher Hylton Fitzroy Nailer,  
Bruce William Stening and Marina Yue Zhang



## MRS Grand Prix for Greatest Impact

The judges selected five papers from amongst the winners which they felt best demonstrated the impact that research can have when properly commissioned, delivered, designed and acted upon.

Kantar TNS won through for their powerful entry *#Take2Minutes: How social media made a difference to those waiting for a life-saving transplant.* This is a hard-working piece of insight by Kantar TNS on behalf of a small organisation that needs to act in a smarter way. Application of the insights gained helped focus a limited budget and had measurable results in achieving organ donor sign-ups. Analysis of social media has now to become part of mainstream campaign evaluation which makes this an important paper in the judges' view.

### Winner

**KANTAR TNS**

**Kantar TNS**

### Finalists

British Gas, Decision Technology & Sparkler

Department of Health & Revealing Reality

Flamingo, United Nations Agencies and  
a coalition of grass-roots NGOs

Kantar TNS & Unilever

**The judges said**

"Hall & Partners is setting a great example for the wider industry, coupling strong financials with new approaches to leadership and servicing clients. The Shadow Board the business has developed – whereby future leaders act as an advisory group to the leadership team – is a great way to encourage innovation."

## Research Live Award for Best Agency with a turnover above £20million

This award recognises excellence among the biggest players in the research industry. Impressive financial growth coupled with an innovative approach to nurturing young talent clinched the prize for Hall & Partners.

**Winner**

**Hall & Partners**


**Finalists**

BDRC Group

C Space

Flamingo

Kantar TNS

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**FOREIGN TONGUES®**  
The Market Research Translation Agency

**The judges said**

"Specialising in business-to-business research, Circle's fantastic testimonials supported by incredibly strong financials were very impressive, alongside evidence of the business helping its clients to champion research and insight at board level."

## Research Live Award for Best Agency with a turnover under £20million

This category recognises outstanding agencies with turnovers under £20 million. Delivering a tangible impact for clients and double-digit turnover growth for the past five years saw Circle take this year's prize.

**Winner**

**Circle Research**


**Highly commended**

Crowd DNA

**Finalists**

BAMM

The Nursery

Opinium Research

Sparkler

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**FOREIGN TONGUES®**  
The Market Research Translation Agency

**The judges said**

“fineline market research is a great example of a new agency successfully stepping up to fill a niche in the market, developing an impressive client list in a relatively short period of time. Combined with solid financials, the business really stood out as one to watch.”

## Research Live Award for Best New Agency

This award celebrates new agencies in the marketplace that demonstrate an entrepreneurial spirit, ambition and strong potential. fineline market research has combined impressive financials with excellent client testimonials to triumph in this category.

**Winner**

**fineline market research**

**Finalists**

Attest

Strive Insight

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**The judges said**

“This award is always tricky to judge with incredibly strong entries, and this year was no exception. Opinium Research really stood out from the pack with its 100 per cent staff retention rate, an impressive rate of promotions and a clear commitment to supporting and developing its people via a range of thoughtful strategies.”

## Research Live Award for Best Place to Work

This category recognises those organisations that put people at the heart of their overall strategy, and in doing so create great places to work. This year Opinium Research impressed the judges with its clear opportunities for career progression, high staff retention and forward-thinking approach to equity sharing.

**Winner**

**Opinium Research**

**Highly commended**

Revealing Reality

**Finalists**

2CV

C Space

Flamingo

FreshMinds

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LONDON NEW YORK NEW DELHI

**The judges said**

"This is what our sector is all about: using research to revolutionise processes for the better, and the small in-house team at Penguin Random House punches well above its weight in this regard. The scale of the research undertaken, including clever use of social media, is particularly impressive."

## Research Live Award for Business Impact of the Year

This category celebrates the client or organisation which truly embraces research, using it to make a real and lasting impression on its business or organisation. Penguin Random House impressed the judges with its dedication to business-wide engagement and determination to transform the editorial culture to put the consumer at the heart of decision-making.



Penguin  
Random House  
UK

### Winner

**Penguin Random House**

### Highly commended

Pizza Hut Restaurants,  
One MS Research & Reveal Solutions

### Finalists

C Space and Hakkasan  
NOW TV, Redblue, 2CV  
The Pineapple Lounge and Arsenal Football Club  
Wargaming.net and BDRG Continental

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**The judges said**

"We were incredibly impressed with the breadth of entries for this category, but The Football Association really stood out. The team has overcome significant obstacles to place research at the heart of strategic decision-making, and its success in tripling its budget is a striking testament to this success."

## Research Live Award for Best In-House Research Team

This award honours the research or insight team that most convincingly demonstrates how it has developed and delivered outstanding work within its organisation. An outstanding video and the dramatic difference the team's work has made to both its business and the wider industry clinched this award for The Football Association.



### Winner

**The Football Association**

### Highly commended

Penguin Random House

### Finalists

Barclays Premier Insight Team  
BBC World Service  
Heathrow Airport Limited  
Nationwide Building Society  
Twitter UK Marketing Insight & Analytics  
Unilever Consumer & Market Insights  
Research Innovation

## The judges said

"This ticked multiple boxes: generating insight where it was needed, delivering it, acting on it to produce innovative solutions to benefit people in need. Great!"

## MRS/AURA Insight Management Award

*RED Innovation* is a fascinating case study and a fantastic example of how data from the front line can be synthesised and used to make a real difference. Catalyx and 100%Open included a huge range of data, and the work had great impact.



100%  
Open

### Winners

Catalyx and 100%Open

### Finalists

ABA Research and Camelot

British Gas

Heathrow Airport

In association with



## The judges said

"It is great to see excellent qualitative work being used in non-traditional areas, creating real change and putting the consumer first."

## AQR Prosper Riley-Smith Qualitative Excellence Award

This year we are delighted to have two winners, both of which are superb examples of how excellent qualitative research can effect real behaviour change. *Go Hit it – how the LTA used behaviour change to gain the advantage point* employed behavioural economics and saw a significant increase in participation in park tennis; *Picture Perfect – Using insight to reinvent a 247-year-old institution* employed micro-anthropology and involved an LSE academic, resulting in the Royal Academy boosting attendance of the Summer Exhibition.

### Joint winners

Acacia Avenue & LTA  
Northstar Research Partners

### Finalists

Ipsos MORI & Unilever

ACACIA AVENUE

**NORTHSTAR**  
Fearless Intellect™

Organised by



**The judges said**

"This intelligent and insightful programme of research used thorough methods to bring science to the challenges of engagement."

## MRS Award for Advertising & Media Research

Content-led marketing is one of the fastest growing areas of advertising. *The science of engagement* effectively assesses the opportunities and raises challenging questions about how transparent sponsors' involvement with content needs to be and how to measure impacts on brands and business.

**Winner**

**BBC Global News**

**Finalists**

Flamingo, Newsworks & Tapestry Research

ITV & Neurosense

Thinkbox & MediaCom

**The judges said**

"We were impressed by both the quality of the work that had gone into, as well as the effectiveness of, the segmentation designed to ascertain the relative vulnerability of different groups."

## MRS Award for Applications of Research

*Using applied research to reduce the impact of Serious and Organised Crime in the UK by prioritising and enhancing the cross-sector response* outlines how the Research, Information and Communications Unit at the Home Office created a range of tools for use by the police and others to reduce the likelihood of people becoming victims of crime.

**Winner**

**Home Office**

**Finalists**

Incite Marketing Planning & McDonald's UK

ITV

Marks and Spencer & Firefish



Home Office

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## The judges said

"A superb paper addressing a number of the most important issues relating to B2B research at the current time including response rates and gamification."

## MRS/BIG Award for Business-to-Business Research

This award is for demonstrating research quality and vision and its effectiveness and application in the business-to-business sector. The winning paper, *BusinessMinds: We turned our B2B surveys into magazines, and now businesspeople look forward to completing them*, was felt by the judges to be an excellent demonstration of the type of thinking which will be required to help the B2B research sector survive and thrive.

### Winners

**Lightspeed & Kantar TNS**

### Finalists

BSI & Circle Research  
Hall & Partners & HSBC

**LiGHTSPEED**

**KANTAR TNS**

In association with



## The judges said

"Good to see some robust simulated test marketing back in the frame! With practical, financially-important results."

## MRS Award for Financial Services Research

In this project British Gas imaginatively tailored and amended conjoint techniques to meet the demands of the complex issues surrounding choice with their HomeCare products. The re-launched product based on the sometimes counter-intuitive findings has significantly exceeded the business's expectations, demonstrating the impact of the research.

### Winners

**British Gas, Decision Technology & Sparkler**

### Finalists

Harris Interactive & NFU Mutual  
Ipsos MORI & Lloyds Banking Group  
Kantar TNS & Lloyds Banking Group



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**LARK**

## The judges said

"The innovative and creative approach to prompting accurate memories and capturing relevant information in a guilt-free context should be praised."

## MRS Award for Healthcare Research

The winning paper describes an important study which has led to new initiatives to reduce unnecessary visits to A&E by parents. Findings challenged previous assumptions and identified important opportunities for behavioural intervention to reduce pressure on over-stretched A&E departments.

### Winners

#### REVEALING REALITY

## Department of Health & Revealing Reality

### Finalists

Boehringer Ingelheim GmbH & Hall & Partners  
C Space & Viiv  
Kadence International USA

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## The judges said

"The creativity of the approach is something both the participants and the clients found engaging – and it brought this entry to life."

## MRS/ICG Independents' Day Award

The client feedback for this project said it all. Hope + Anchor's entry – *Small but mighty: How a mould-breaking micro-agency gave Time Inc. the tools to crack the tech titans* – illustrated how, in difficult times, that the right kind of research (and researchers) can make a real difference.

### Winner

## Hope + Anchor

### Finalists

know research  
Momentum Research  
Shed Research Consulting



In association with



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**The judges said**

"This paper used the latest technology to really understand the role of money in real people's lives today, and what could be done to improve how money 'serves' everybody."

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**MRS Award for International Research**

*The evolution of PayPal: New purpose – new money* won for many reasons, but the chief was that it demonstrated a brilliant use of research to define and develop a new international strategy and positioning for PayPal.



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**Winners**

**Firefish & PayPal**

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**Finalists**

BBC Global News

Crowd DNA & Viacom International Media Networks

PwC

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**The judges said**

"It is clear that the researchers involved gained a deep, socio-cultural understanding of the diverse regions they were working in."

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**MRS Award for Public Policy/Social Research**

*A new approach to an age old problem: Ending child marriage in Indonesia, Sierra Leone, Guinea and Nicaragua* skilfully uses semiotics to understand childhood in various regions. Through local advocates, much was learned about the anxiety around female sexuality, the reasons for child marriage and the correct language to use to send educational messages to these communities.

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**Flamingo**

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**Winners**

**Flamingo, United Nations Agencies & a coalition of grass-roots NGOs**

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**Highly commended**

Qa Research

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**Finalists**

BrainJuicer

Opinion Leader & Brent Council

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**INSIGHT SHOW**

8-9 March 2017 | Olympia | London

## The judges said

"This entry adeptly illustrates the innovative use of social media modelling to get under the skin an existing NPS program."

## MRS Award for Social Media Research

The expert combination of techniques and data demonstrated in *Harnessing social media to transform conventional growth opportunity identification studies: Double the impact in half the time and half the cost* allowed Kantar TNS and Unilever to understand key drivers of NPS, predict future movements, and guide the organisation in how best to intervene and influence advocacy – no mean feat!

**KANTAR TNS**



### Winner

**Kantar TNS & Unilever**

### Finalists

Flamingo

IPG Mediabrands Marketing Sciences

Pulsar

Initiated and sponsored by



## The judges said

"Datasmoothie delivered a truly fresh and flexible solution to enable the delivery of engaging reports across devices. We were impressed with their clear vision and their attention to simplicity of design."

## MRS/ASC Award for Technology Effectiveness

Datasmoothie is a platform that allows any user to easily create beautiful and interactive story-telling reports from multiple data sources. This intelligently designed software, which has been created with a mobile first approach, enables changes to be made to client reports in minimal time.

 DATASMOOTHIE

### Winner

**Datasmoothie**

### Finalist

RealityMine

Sponsored by



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**The judges said**

"We were bowled over by Girl Effect – the project represents innovation on so many levels. By thinking creatively at every turn, the team overcame significant methodological, technical and social challenges to create a research solution which gives thousands of girls worldwide a voice while empowering their peers to become qualified researchers themselves. This really represents what research is all about: championing ordinary people and getting their voices heard."

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**Research Live Award for Best Innovation**

Now in its fourth year, this award with its 'dragons den' style judging format, recognises those who are innovating and experimenting within the sector. Against some very stiff competition, Girl Effect, 2CV and Maido won the judges' vote this year with its truly innovative approach to research with previously hard to reach communities across the developing world.

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**Winners**

**Girl Effect, 2CV and Maido**



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**Highly commended**

RealityMine and CIMM

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**Finalists**

Attest Technologies

Happen Group

Harris Interactive UK & Aston Business School

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**The judges said**

"The clear supporting case study does not use 'black box' methodology and is available to everybody – a true embodiment of what this award is about."

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**MRS Award for Innovation in Research Methodology**

Now in its 30th year, this award is given for a paper describing a new methodology which adds to the body of research knowledge. The winner, *True lies and true implicit: How priming reveals the hidden truth* from IJMR 58.2, is an excellently argued and well-written review of the meaning of implicit and explicit mental processes, with discussion on how to access them.

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**Winner**

**Conquest**



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**Finalists**

Australian National University,  
Peking University & UNSW

Chris Barnham Research & Strategy

Université Paris-Sud & Ecole Centrale de Nantes

Sponsored by

**KANTAR TNS.**

## The judges said

"As well as being a very interesting piece of research, it was also extremely successful in terms of increasing take-up of what is literally a life or death programme."

## MRS Award for New Consumer Insights

In their winning paper, *#Take2Minutes: How social media made a difference to those waiting for a life-saving transplant*, Kantar TNS demonstrated very well how analysis of social media was combined with more traditional forms of research to enable their client to use a very limited budget to target its social marketing campaign most effectively.

**KANTAR TNS.**

### Winner

**Kantar TNS**

### Finalists

Family Kids & Youth & Egmont Publishing  
Sparkler & IAB  
Unilever & The Futures Company

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**criteria**  
qualitative fieldwork

## The judges said

"This project deconstructs and recreates a new concept of money to help the underserved. Astounding!"

## Virginia Valentine Award for Cultural Insights

Firefish's winning paper, *The evolution of PayPal: New purpose – new money*, involved learning from academics of all kinds, including evolutionary psychologists and social anthropologists, through to political and behavioural economists to close the gap between how money performs today and 'the ideal', working towards a much more democratised version of financial services.

 **firefish**  
insight | ideas | strategy

 **PayPal**

Initiated and sponsored by

**Truth.**

### Winners

**Firefish & PayPal**

### Finalists

BAMM  
Flamingo & Twitter  
Sky

**The judges said**

"All of the submissions this year were fantastic, and spoke to a genuine breadth of talent from across the sector that we can all be immensely proud of. It was tricky to pick a winner, but Graeme stood out as a real future leader with the skill set and attitude necessary to drive the industry forward."

## Research Live Award for Newcomer of the Year

The Newcomer of the Year award recognises young ambassadors from the sector who fly the flag for research beyond their day jobs. This year the category was incredibly strong which made choosing a winner difficult, but Graeme Cade stood out as exactly the kind of personality the sector needs.

**Winner**

**Graeme Cade**

**Finalists**

Kelsey Beninger  
James David  
Annabel Holroyd  
Katie Marks  
Ben Moncrieffe  
Sabrina Salvador  
Caroline Smiley  
Daniel Tralman  
Alex Wheatley

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keen as  
**mustard.**  
marketing for data, research & insight

## MRS Advanced Certificate in Market & Social Research Practice Award

Andrea Colvile is a vice president in the Corporate Communications team at Barclays. She was previously an associate partner at Maitland, where she advised financial services, Government and retail clients. Andrea has long been fascinated by stakeholder research and media analysis, and is interested in how insights can be applied to corporate strategy, reputation tracking, campaign planning, and measuring the impact of PR and marketing activity. She has a first-class degree in English from the University of Oxford, where she won a college scholarship and the university-wide Gibbs Prize.

**Winner**

**Andrea Colvile**

Sponsored by





## Paul Baines

Paul has made a significant contribution to the development and understanding of research practice with more than a hundred published articles, book chapters and books. His long-standing involvement with the MRS professional development delivery includes serving as a member of the Professional Development Advisory Board. He has also judged the MRS Awards.



## Chris Barnham

Chris has made a significant contribution to academic thinking and understanding of qualitative research, including authoring a number of award-winning papers. He has served on the IJMR Editorial Advisory Board and supported AQR's professional development delivery.



## Clive Boddy

Clive has made a significant contribution to academic thinking and understanding of research and marketing, having published over 70 papers. He has served on MRS Main Board and the Professional Development Advisory Board and was also involved in re-designing the MRS Diploma, of which he is currently a Co-Chief-Examiner.



## Raz Khan

Raz has made a significant contribution to MRS, serving for twelve years as a Main Board member, and ten years as Honorary Secretary Treasurer and member of the MRS Management Board. He has also been involved in the establishment of the Archive of Market & Social Research.



## Gavin Mulholland

Gavin has made a significant contribution to professional development, having delivered a diverse portfolio of research training courses for a variety of different organisations, particularly for MRS.



## Richard Silman

As MRS Chair, Richard has championed the continued modernising of MRS, broadening its scope in readiness for the 70th anniversary, and encouraging greater support of corporate social responsibility initiatives. He is now Immediate Past Chair and an ambassador for MRS widening its reach, influence and co-operation.



## Chris Smith

Chris has made a significant contribution to the understanding and development of quality standards through his long-standing contribution to the IQCS Council, including 14 years as Vice Chairman. He has supported MRS over a wide range of activities – particularly those focused on operational issues, including serving as a member of the MRS Operations Awards judging panel.



## Peter Totman

Peter has made a significant contribution to the championing of qualitative research via a wide range of conference presentations, written articles and workshops. He has chaired sessions at the MRS Annual Conference and had long-standing involvement in AQR's professional standards activities.



## Daniel Wain

Daniel has made a significant contribution to professional development, including delivery of a diverse portfolio of training courses for a variety of different organisations plus a long-standing involvement with the MRS Professional Development Advisory Board.

To mark our 70th anniversary, and demonstrate how pivotal research continues to be to both business and society, throughout 2016 MRS awarded Honorary Fellowships to six eminent public and business figures who have harnessed the power of research in their careers.



Bill Bryson OBE



Christopher Graham



Rt Hon Dame  
Margaret Hodge MP



Photo: @BenRobinson

Alan Rusbridger



Bill Schlackman



Keith Weed

On the occasion of the MRS Awards 2016, a seventh Honorary Fellowship is awarded to:



Stan Sthanunathan

**The judges said**

"The paper provides an excellent example of the added value that commercial research agencies can gain by working collaboratively with academic institutions."

## IJMR Collaborative Research Award

This award is designed to encourage collaboration between academics and research practitioners. In selecting *Eliminating order effects in association tasks without using randomisation*, the IJMR Executive Editorial Board commended the authors for the rigour of their research, based on testing seven hypotheses, that has provided new insights into the impact of order effects when conducting studies investigating brand attributes. In their Discussion, the authors provide readers with clear guidance in applying their findings, and conclude with a call for action for further research in this field.

### Winners

**Ian Durbach and Gareth Lloyd**



In association with



## MRS Annual Conference 2016 Award for Best Newcomer

### Winner

**Samantha Bond and Janneke Dobben**

Sam and Janneke presented with confidence, passion and poise. The story they told was beautifully put together but more importantly, a strong core of rigour and evidence ran through it. Janneke gave an unflinching view of GWR's business challenge and Samantha exhorted us to remember the importance of talking to employees if you want to learn the truth about your brand and service. Newcomers should inspire us all to be more spirited and honest and they should impress us – Janneke and Sam did just that.

Sponsored by the New Fieldwork Company



## MRS Annual Conference 2016 Award for Best Presentation

### Winner

**Ailean Mills and Marc Edwards**

From the beginning, the audience knew they were in the hands of accomplished story-tellers. *Why would you ever use ethnography for creative development? Well, Finish was up for new stuff* struck the right balance between enthusiasm for the work, detailed data about the project and a relaxed and engaging style. The tale of the Finish campaign had a beginning, a middle and a flourishing conclusion, told with just the right mix of words, pictures, film and numbers.

Sponsored by Discovery Research



### MRS Annual Conference 2016 Award for Best Overall Contribution

#### Winner

#### *The Beyond the poll: Responses to the failures of GE2015 session*

chaired by Brian Tarran, featuring Cordelia Hay, Tom Ewing, Tom Mludzinski, Nick Moon, Alberto Nardelli and Orlando Wood

A thoroughly thought provoking session well presented by all, expertly chaired, with a fascinating Q and A.

Sponsored by QuenchTec



### MRS Annual Conference 2016 Award for Best Chair

#### Winner

#### Tim Britton

As well as injecting intellect and humour into the debate with his own contributions, Tim had clearly made an effort to draw the session together as a coherent whole to provide the audience with an informative and engaging session.

Sponsored by Hannelius Recruitment



### MRS Annual Conference 2016 Award for Best Fringe Contribution

#### Winner

#### *The Will curious computes replace curious minds? session*

chaired by Eliina Halonen, featuring Colin Strong, Nick Baker, Cat Wiles and Nick Bonney

The most fundamental question facing the future of the research profession is one which is bound to inspire debate and this session didn't disappoint.

Sponsored by C Space



### MRS/BIG Conference 2016 Award for Best Presenter

#### Winner

#### Samantha Bond and Janneke Dobben

The judges felt there were some strong finalists for this award but, with commendations to the joint presentation by Vincent Lenne (C Space) and Adrian Mulligan (Elsevier), as well as Alex Johnston, they chose Samantha Bond (Northstar) and Janneke Dobben (Great Western Railway) for *Facing the frontline: how B2E insight galvanised Great Western Railway*.



### MRS/BIG Conference 2016 Award for Best Overall Contribution

#### Winner

#### Alex Johnston

This award was given to Alex Johnston of Jigsaw Research and the *Turning a nation of shopkeepers into a nation of market researchers* session for encouraging collaboration and promoting research among the business community.



### MRS/BIG Conference 2016 Judges' Special Award for Provocative Thinking

#### Winner

#### Sinead Jefferies (pictured), Corrine Moy, Jon Puleston and Colin Strong

This discretionary award was given to the stand-out contribution made by the *Powering business decision-making* session, chaired by Sinead Jefferies of Chime Insight & Engagement and featuring a panel of Corrine Moy (GfK NOP), Jon Puleston (Lightspeed) and Colin Strong (Ipsos).

**The judges said**

"Clearly the approach also delights clients and researchers, as seen in their excellent supporting testimonials."

## MRS Award for Best Data Collection (Face-to-Face)

Jump Research demonstrated with their innovative data collection approach, creating a mobile research van, that it is possible to broaden face-to-face research participation, increase participation rates and reach geographically remote participants. The research van solution brings research to participants in an inventive and fun way, which evidently works, with a strong set of metrics proving its effectiveness.

**Winner**

**Jump Research**

**Highly commended**

Ipsos MORI

**Finalists**

GfK

Qa Research

**The judges said**

"They are clearly leading the way in their field, well done and well deserved."

## MRS Award for Best Data Collection (Online)

ICM Direct have developed a pioneering technique that measures emotional pre-verbal reactions. The digital tool captures implicit data and enables comparison with stated or explicit data. It's a powerful tool that has had impressive results for their clients.

**ICM Direct**

**Winner**

**ICM Direct**

**Finalists**

Cobalt Sky

Kynetec & GfK

Research Now Group

Sponsored by



## The judges said

"They provided excellent staff and client testimonials in support of the successful partnering of technology and the interviewer interface to deliver quality results."

## MRS Award for Best Data Collection (Telephone)

QRS Market Research clearly demonstrated a well-tailored solution for a large scale, sensitive research programme amongst vulnerable NHS patients. Bespoke training enabled the hand-picked interviewing team to handle issues of patient care or wellbeing sensitively and appropriately. Innovative programming ensured open questions could be analysed in qualifiable phrases around key areas of potential distress. Sophisticated red flag technology provided crucial functionality to automatically trigger immediate alerts either at the mention of key words – or actioned as a result of interviewer concerns.

### Winner

**QRS Market Research**

### Finalists

Facts International

IFF Research

Ipsos MORI



Sponsored by

**kudos**  
research

## The judges said

"Winning the same category two years in a row? Really well done, Populus Data Solutions!"

## MRS Award for Best Data Solution

Populus Data Solutions stood out for capturing both claimed behaviour and implicit responses. They are working with their clients to help develop innovative solutions that go above and beyond traditional data collection.

### Winner

**Populus Data Solutions**

### Finalists

ABA Market Research

IRI Holistic Retail Solution

IRI Market Place Continuous Marketing Tracking Solution



Sponsored by

**Hannelius**  
Recruitment

**The judges said**

"Glowing testimonials demonstrate genuine partnership, experienced staff, a can-do attitude, and a holistic, value-added service that goes beyond typical vendor relationships to deliver excellent client support."

## MRS Award for Best Support Services

CrowdLab are worthy winners, demonstrating creativity, commitment and a very client-centric approach. In addition to collaborating with clients on the ongoing development of their tailored smartphone application, CrowdLab have developed a range of back office functions in support of their clients' expanding research needs across the entire lifecycle of a project.

**Winner**

**CrowdLab**

**Highly commended**

Language Connect

**Finalists**

Digitab

E-Tabs Bureau Reporting Service

Sponsored by

**The judges said**

"This was reinforced with very convincing testimonials from recipients and beneficiaries of the training."

## MRS Award for Best Training & Development

GfK demonstrate with their extensive and comprehensive portfolio of training and development opportunities an holistic and committed approach. The huge learning resource of over 4,000 courses and continuous professional development for all staff across all roles was impressive. The impact and success of the development programme was supported with strong metrics, such as improved response rates as a result of GfK Response Maximisation Training.

**Winner**

**GfK**

**Finalists**

Cobalt Sky

ICM Direct

Research Now Group

Sponsored by



**The judges said**

“The quality of their studios and professionalism was evident from the fantastic testimonials from long standing clients which supported their submission.”

## MRS Award for Best Viewing Facility

The Research House is a truly worthy winner. Not only do they demonstrate exceptional client service, the team are always prepared to go that extra mile – from erecting temporary walls for DIY enthusiasts’ groups to creating the correct environment for surgeons to dissect pigs belly! The companies’ continual investment in the flexible studio environments, staff training, in house chef and latest technology adds extra layers of value for their clients.

**Winner****The Research House****Highly commended**

Spectrum Viewing Facilities

**Finalists**

Aspect Viewing Facilities

Home Sweet Home

**The judges said**

“From the glowing testimonials we received from their clients it is our great pleasure to announce that they are everything we are looking for in Operational Excellence.”

## MRS Award for Operational Excellence

Cobalt Sky delivers on all levels. They add value to their customers with fantastic service and support, coupled with technical excellency. Their commitment to quality and continual improvement shines through their entry. Exceptional metrics supported their submission with 521 projects being delivered in the last 12 months with 99.7% of these according to their clients – ‘Right, On Time, First time’.

**Winner****Cobalt Sky****Finalists**

IFF Research

maru/edr

Network Research

**Sponsored by**

# Connecting the research sector

MRS delivers specialist training, conferences, qualifications, publications, recruitment and membership for the research sector.



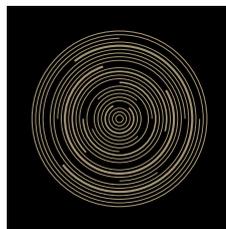
Training Courses



MRS Awards



Research Jobfinder



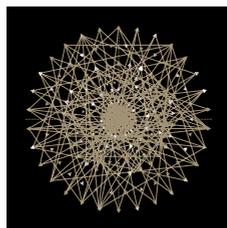
The Research Buyers Guide



Impact Conference



One Day Conferences



Operations Awards



Impact Magazine



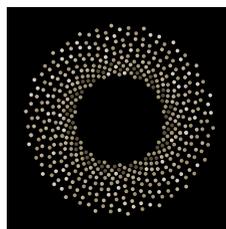
Professional Membership



Research Live



Speaker Events



Excellence Awards



## Quadrangle

Based in London, Quadrangle is an award-winning insight consultancy.

We work locally and globally, helping some of the world's leading brands build and deploy customer know-how to drive better outcomes.

We offer two services:

### 1. Research for decision makers

A set of five tools to help brands create insight from research, data and digital sources, and then use this to deliver 'what matters' to customers.

### 2. New masters

A system of metrics for classifying, tracking and putting a £-value against customers' digital engagement that brands can use to optimise marketing and sales.

The deep challenge brands face is that digital has established itself in the space between them and their customers, displacing previous habits, loyalties and relationships and creating new norms.

Now, the next wave of digital is hitting as new technologies go mainstream; tech players increasingly behave as principals, not facilitators; and, market by market, new competitors leverage mobile's ubiquity and ease to create new customer gateways.

The challenge for brands is to play into digital's strengths, without allowing competition from digital to erode their essential connection with customers.

All this dials up the importance of understanding 'what matters' to customers and makes insight a vital source of competitive advantage.

Which is what we know about and what fires us up.



## PRINCIPAL SPONSOR

**Ipsos MORI**

Ipsos MORI, part of the Ipsos group, is one of the UK's largest and most innovative research agencies, working for a wide range of global businesses, the FTSE100 and many government departments and public bodies. We are passionately curious about people, markets, brands and society. We deliver information, and analysis that makes our complex world easier and faster to navigate and inspires our clients to make smarter decisions.

## DRINKS RECEPTION SPONSOR

**Criteria Fieldwork**

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

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



## PRINCIPAL SPONSOR

**IFF**

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

## SUPPORTING SPONSOR

**Askia**

Askia's suite of apps from multi-modal survey design through to complex analysis and reporting, panel and community management with Platform One and much more is an absolute must for all market research professionals. Integration across the applications allow the users to take complete control of an entire project or manage their responsibility with ease and proficiency. Askia software is accessible and suitable for all levels of skill and experience. Have a look at [www.askia.com](http://www.askia.com) or contact [london@askia.com](mailto:london@askia.com).

## SUPPORTING SPONSOR

**Language Connect**

Language Connect is the leading provider of language services and technology to the market research sector. Working with over 100 companies in all areas of global research, we offer our clients a proactive, holistic approach to tackling language barriers. Our fully integrated approach to managing a variety of qual and quant projects delivers operational efficiencies, lower costs and a reduced time to market. Last year, we launched Connect Survey, an award-winning, bespoke software solution proven to reduce the time it takes to deliver a multilingual programme by a massive 90%.



## AQR

The Association for Qualitative Research represents and furthers the interests of the qualitative research industry in the UK and beyond. Over the last 36 years, AQR has established itself as the internationally recognised Hub of Qualitative Thinking via education and training programmes, seminars, networking opportunities and liaising with the wider research industry. Our core aims are to promote the highest professional standards across our industry and to develop understanding of value that qualitative research delivers.



## ASC

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



## AURA

AURA is for client-side insight professionals who seek to raise their expertise and impact within their organisation. We are a unique insight sector community which offers member organisations continuing personal development, inspiration and peer-to-peer support. We're a rapidly growing network with 800 members from over 200 organisations. You can find out more at [www.aura.org.uk](http://www.aura.org.uk).



## BIG

BIG is the autonomous organisation dedicated to supporting and promoting the interests of individuals involved in any aspect of business intelligence and market research. All membership interests are represented - whether as information users or suppliers. It provides a platform to reflect business intelligence and research issues for all those with shared interests, and to develop networking opportunities. Through the various media of newsletters, seminars, conferences and web-based communications, current and impending issues are reviewed and discussed.



## C Space

C Space is the global customer agency. Through private online communities, co-creation, and innovation, C Space builds and strengthens connections between brands and their customers. We are proud to have worked with over 200 of the world's leading brands. Our new consulting framework, Customer Quotient (CQ), was featured in Harvard Business Review and measures how people feel about companies and the experiences they provide, and correlates those perceptions to business growth.



## Dapresy

Dapresy specialises in technology for visualising data, especially market research data. With a heritage in the industry, Dapresy truly understands the complexities of survey data, and knows how to make research findings accessible to everyone.

Affordable and easy-to-use, the software is offered alongside a range of consulting services. This enables Dapresy to partner with companies of every type and size to present their data in actionable online dashboards and portals.



## dataSpring

dataSpring is a tech-based market research firm connecting international brands with targeted consumers through leading technology. We offer market researchers and end clients a powerful package of research solutions such as: Global Sample coverage in 35 countries with over 2 million+ panelists, One-stop Fieldwork Suite from programming to tabulation, and a Proprietary survey programming and reporting tool to increase project efficiency. Find out more at [www.d8aspring.com](http://www.d8aspring.com)



## Discovery

Discovery reflects the highest standards of quality throughout our business operations: 'Discovery', the research arm; 'Spectrum', the award-winning viewing facilities; and 'The Thinking Shed', the platform for insight communities and online qual. We are proud to sponsor the Annual Conference Best Presentation Award and recognise others who mirror our standards. Congratulations to the winners.



## Foreign Tongues Market Research Translation

Acknowledged by the market research industry, year-on-year, as their leading translation service provider - Foreign Tongues are honoured to continue their sponsorship of The MRS Best Agency Awards, the best party in town.

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



## GlobaLexicon

GlobaLexicon is the leading translation and language service provider to the market research sector. Led by experienced MR professionals, our team of 60+ works internationally across a range of qualitative and quantitative projects from healthcare to consumer. Our in-depth knowledge of the research industry, our commitment to outstanding quality and our consultative approach continue to set us apart. This year will mark GlobaLexicon's fourth consecutive year of over 50% growth.



## Hannelius Recruitment

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



## ICG

The Independent Consultants Group (ICG) represents small (up to 3 full-time) market research businesses. It has almost 400 members. Most members are in the UK, but we also have a sizeable number across the globe. Members benefit from a thriving e-group, work opportunities and an active training and webinar programme. Buyers of research buy our members' expertise, experience and contemporary thinking. We also offer our free, anonymised Your Question Answered service, where anyone from the industry can post a research-related question to our members.



You ask  
We survey

## IFF International

IFF International is a CATI survey specialist. It was born in 2009 in Biberach (Germany) and expanded in Europe by opening locations in Ulm (Germany), Palermo (Italy) and London (UK). IFF conducts about 300 market research studies per year and 700K telephone interviews with its 500+ native speaker interviewers. After so many years of specialisation, IFF guarantees high quality, transparency, clean data and an all-inclusive customer service.

## INSIGHT SHOW

8-9 March 2017 | Olympia | London

## Insight Show

The Insight Show has a proud history in being the largest event of its type for market research and insight professionals in the UK. It is the perfect platform for market research suppliers to meet senior decision makers from across the industry, including brands, agencies and SMEs.

Insight Show will be held on the 8/9th March in a new hall Olympia West, on the same level as Marketing Week Live. For details [www.insightshow.co.uk](http://www.insightshow.co.uk)

## KANTAR TNS

## Kantar TNS

Kantar TNS is one of the world's largest research agencies with experts in over 80 countries.

With expertise in innovation, brand and communication, shopper activation and customer relationships we help our clients identify, optimise and activate the moments that matter to drive growth for their business.



## Keen As Mustard

Keen as Mustard Marketing is a full-service marketing agency based in London that specialises in marketing for data, research & insight. We offer in house services for marketing strategy, branding, PR/media relations, content marketing, website and design. Founded in 2006, we're an agency with a wealth of experience in communicating insight to a global audience.



LONDON NEW YORK NEW DELHI

## Kogan Page

Kogan Page is the leading independent global publisher of specialist business books and content with over 900 titles in print. Founded in 1967, our award-winning work offers solutions for professional practice and academic achievement in both print and digital form. Our author experts come from the most prestigious academic institutions, international commercial organisations and professional associations - they deliver high-level, accessible, professional content to 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 respondents such as: C-Suites, Key Opinion Leaders, Healthcare Professionals, Major Account Customers & niche consumers. Rigorous processes harmonized across markets, ensure the highest quality data.

## LARK

### Lark Insurance

As an independent Chartered Insurance Broker, Lark have been providing insurance to individuals, families and businesses since 1948. Founded on the basis of outstanding customer service and comprehensive cover, our ethos has remained the same regardless of the fact that we now have over 35,000 clients and place in excess of over £130 million into the insurance market. Our heritage, and our vision for the future, gives us the perfect balance of experience, knowledge and confidence – and enables us to provide insurance that is truly made to measure.



### The Market Insight Forum

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



### The Marketing Society

The Marketing Society is an exclusive global membership network of 3000 senior marketers. Since 1959 it has emerged as one of the most influential drivers of marketing in the business community. We challenge our members to think differently and become bolder marketing leaders by supporting the development of leading-edge thinking and promoting the evidence of effective marketing. We are the place for discerning marketers to learn, develop and share best practice.



### 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 Newcomers, Samantha Bond and Janneke Dobben.



### QuenchTec

Established in 2016, QuenchTec is a merge between two complementary market research technology companies – MARSC and Mi Pro. New QuenchTec, drives change with a next generation of insight tools. Our aim is to empower the industry with more agile, automated insight processes for faster, better decision-making.

Congratulations to the winners of the MRS Awards. QuenchTec is proud to support and celebrate the highest achievements and the need for positive change.



### RP Translate

RP Translate wants you to expand your horizons. With 20 years of experience delivering excellent-quality language services to the Insight Industry, we marry MR expertise and linguistic passion to produce stunning results. Lead the way with genuinely valuable international research. Connect with respondents effectively and with ease, on a global scale. Join us in keeping multilingual projects excellent and easeful, from start to finish, and making the Insight world a smaller place.



## Steele Fieldworks

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

# Truth.

## Truth

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



## Twitter

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



## Warc

Warc.com is an online service offering advertising best practice, evidence and insights from the world's leading brands. We help clients grow their businesses by using proven approaches to maximise advertising effectiveness. Our clients include the world's largest advertising and media agencies, research companies, universities and advertisers. In addition to our own content, Warc features advertising case studies and best practices from more than 50 respected industry sources. Find out more at [www.warc.com](http://www.warc.com)



WORSHIPFUL  
COMPANY of  
MARKETORS

## The Worshipful Company of Marketors

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



## MRS

For over 70 years, the Market Research Society (MRS) has been raising standards in the research sector.

With 5,000 members and 500 accredited Company Partners, MRS is the world's largest professional body representing providers and users of research, business intelligence and analytics.

MRS supports the sector with best-in-class training and qualifications, cutting-edge conferences, professional membership and innovative awards. MRS is also the industry standard setter through its widely-recognised Code of Conduct.

www.mrs.org.uk  
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## RESEARCHLIVE Research Live

Research Live's commanding editorial approach will give you everything you need to interpret and capitalise on developments in the research sector. For the best in news, international coverage, analysis, debate and recruitment, turn to the sector's most authoritative and innovative source of intelligence. Research-live.com is a powerful online resource for research professionals, delivering thought-provoking content throughout the day, including news as it happens, in-depth features, comment from industry figures and highly popular blogs.

### Research for decision makers

a set of insight tools for  
the third wave of digital

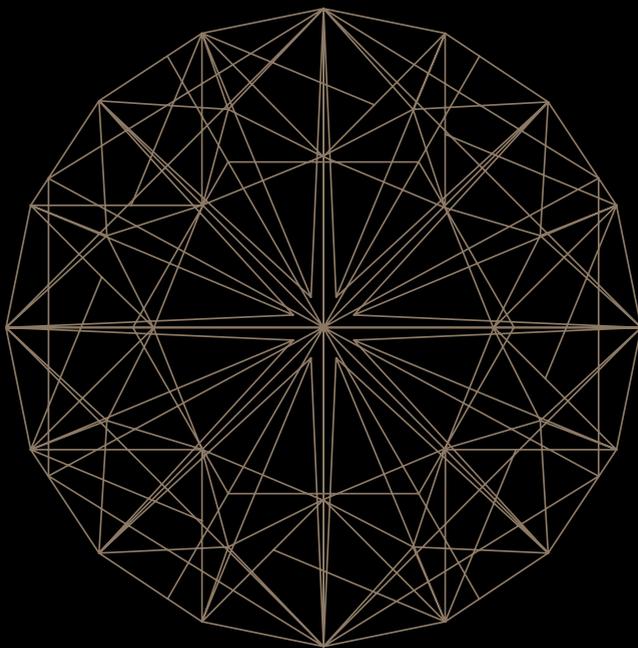


Five vital tools to help brands use insight from research, data and digital to deliver what matters to customers.

[quadrangle.com/rfdm](http://quadrangle.com/rfdm)



 **quadrangle**  
customer know-how



THANK YOU