

MRS AWARDS 2017

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Crispin Beale
Co-Chair, MRS

Chief Executive
Chime Insight &
Engagement Group



Danny Russell
Co-Chair, MRS

Consultant
DRC

The judges made three significant observations when summarising the themes that have emerged from this year's awards.

First, that in an era of fake news, research and insight is providing the evidence to enable people to make the right decisions. Second, that consumer-centricity and insight has risen above and beyond departmental silos. And third, that research and insight is in a stronger position than ever to help businesses and government make change happen.

So there we have it; in those three observations is a fitting declaration for the sector.

Not only does the world need evidence now more than ever, but we are better placed than ever to deliver it into the hands that can affect change.

Further proof that these awards are representative of the 'real' world is the number of entries for the Young Researcher of the Year Award, the highest ever recorded. The launch of &more – MRS' new young researchers' network – is an acknowledgement that we all need to do more to attract the best talent.

Notable this year are two new awards: the Jeremy Bullmore Award for Creative Development and the MRS/ASC Award for Breakthrough Innovation. With diminishing marketing budgets now the norm, evaluating creative output and being at the forefront of tech are no longer optional.

This is an exciting time to be working in our sector. If you are sitting at a table at the MRS Awards as you read this you are already one of the lucky ones.

We wish you all an equally strong performance in the year to come, and MRS will continue to do its best to give you the tools, connections and support to make that happen.



Research Live Awards Panel

Main panel (pictured): Jane Bainbridge (Chair), Impact and Research Live / Ross Antrobus MMRS, The Football Association Group / Claire Clutterbuck MMRS, Royal Academy of Arts / Katherine Ferres MMRS, Paddy Power Betfair / Rhea Fox, eBay / Stuart Fox MMRS, Camargue / Debrah Harding, MRS / James Holden MMRS, BBC News Group / Jake Steadman MMRS, Twitter / Mike Taylor, Vodafone / Louise Vinter MMRS, Penguin Random House

Best Innovation Panel: Jane Bainbridge (Chair), Impact and Research Live / Katie McQuater, Impact and Research Live / Tuhin Ranjan, Amazon / Jessica Salmon MMRS, O2 (Telefónica UK) / Jake Steadman MMRS, Twitter

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



MRS Awards Panel

The panel: Phyllis Macfarlane FMRS (Chair – pictured) / Ian Brace FMRS / Martin Callingham FMRS / Rob Ellis CMRS / Peter Goudge FMRS / Alan Hathaway MMRS / Helen James / Penny Mesure FMRS / Nick Moon FMRS / Liz Nelson FMRS / Nick Southgate



Operations Awards Panel

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



Annual Conference Awards Panel

The panel: Mark Speed FMRS (Chair – pictured) / Quentin Ashby MMRS / Victoria Maxey MMRS / Darren Mark Noyce FMRS / Chris Paxton MMRS / Danielle Todd / Louise Vinter MMRS / Judith Wardle FMRS / Michael Webley MMRS



Independents' Day Award Panel

The panel: Nikki Bell FMRS / Arthur Fletcher FMRS (pictured) / Tom Kerr FMRS / Ed Newton CMRS / Neil Swan FMRS



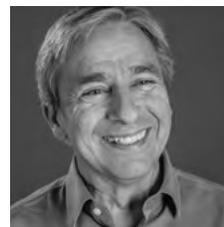
IJMR Award Panel

The panel: Peter Mouncey FMRS (Chair – pictured) / Chris Barnham FMRS / Martin Callingham FMRS / Louise Cretton CMRS / Corrine Moy FMRS / Daniel Nunan / Adam Phillips FMRS / Sarah Sanderson CMRS / Alan Wilson FMRS



AQR Award Panel

The panel: Simon Patterson FMRS (Chair – pictured) / Richard Drury CMRS / Jane Frost / Helen James / Sarah Jenkins / Tom Kerr FMRS / Sarah Newman / Finn Raben / Peter Totman FMRS



ASC Awards Panel

The panel: Raz Khan FMRS (Chair – pictured) / Rebecca Cole MMRS / Alex Reppel / Mike Trotman



BIG Award Panel

The panel: Damon Thomas MMRS (Chair – pictured) / Lucy Davison MMRS / Ben Hogg CMRS / Claire Labrum CMRS / Amy Middleton CMRS / Vikki Mitchell / Virginia Monk FMRS / Trevor Wilkinson CMRS / Jon Wood MMRS

MRS Grand Prix for Greatest Impact

In considering which of this year's winners best demonstrated the development of research thinking and practice, the judges felt that one stood out for the 2017 Grand Prix.

NatCen's paper on the development of their panel is a perfect example of research excellence.

The judges wanted to make the point that, whilst speed is often seen as more important to clients than accuracy, it is vital for the survival of the sector that it maintains some links with academic rigour.

NatCen's winning paper shows that research cares about what it is doing and cares about doing it well.

Winner

NatCen Social Research

NatCen
Social Research that works for society

MRS President's Medal

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

This year's winner aims to push towards effective democratic governance in Ghana, Indonesia, Kenya, the Philippines, South Africa and Tanzania. Through its Research, Evidence and Learning arm – led by the Institute of Development Studies – it is building a unique base of evidence on the technology that works for listening to the citizen voice and encouraging transparency and accountability.

Winner

Making All Voices Count



Finalists

42nd Street's Peer Ambassadors Programme
Refugee Studies Centre, University of Oxford

MRS Gold Medal

Since its inception in the 1980s, the Gold Medal has only been awarded nine times for 'signal service to the profession.'

Barry receives the honour as he steps down from 25 years in his role as Chair of the influential Census and Geodemographics Group (CGG).

Barry's chairmanship has been instrumental to the CGG becoming the leading independent voice in the UK geodemographics and census sector. He was key in negotiating with ONS to enable MRS to develop the social grade algorithm and has personally represented the profession at consultations with ONS and government about Census data for over a quarter of a century.

Winner

Dr Barry Leventhal FMRS



MRS Silver Medal

If we are learning one thing about the sector at the moment it is about the power and importance of qualitative and ethnographic research to understand and interpret consumer behaviour.

In their innovative paper *Using Greimas' semiotics in ethnic consumer research*, Virginie and Christel describe how a specific semiotic approach can help our understanding of ethnic minorities.

The consumption of goods amongst such groups is highly symbolic – allowing them to express their multiple cultural affiliations and the kaleidoscope of their identities. Semiotics allow for interpretation of the identity issues faced.

This paper provides strong evidence of the power and relevance of semiotics – very well explained and with excellent examples.

Winners

**Virginie Silhouette-Dercourt
& Christel de Lassus**



Finalists

Genevieve Begy & Vishal Talwar

L. G. Pee

Reem Ramadan

The judges said

"We were incredibly impressed by C Space – there was real evidence of positive change with tangible results. Impressive new business wins, outstanding client retention and improved staff morale all made the agency stand out from the crowd – a great example of the very best our industry has to offer."

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

This award recognises excellence among the biggest players in the research sector. Striking client testimonials and a compelling story of change with clear progression clinched the award for C Space.


Winner

C Space

Finalists

Future Thinking

Hall & Partners

Kantar Millward Brown

Kantar TNS

YouGov plc

The judges said

"Sparkler is a small agency doing big things: significant growth, excellent staff retention and a transformation in brand positioning all make it a very deserving winner."

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

This category recognises outstanding agencies with turnovers of less than £20 million. With impressive financials and a commitment to meaningful transformation, Sparkler take this year's prize.


Winner

Sparkler

Finalists

ABA Research

Circle Research

Incite Marketing Planning

Join the Dots

Kadence International

Opinium Research

The judges said

"One Minute to Midnight has had a great first year as an agency. An impressive client list developed over a short space of time combined with solid financials and a creative approach make this business 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. One Minute to Midnight combined great financials with an impressive client list and convincing proposition to win out.

**Winner**

One Minute to Midnight

Finalists

Sapio Research

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**The judges said**

"Opinium stood out from the pack in terms of the opportunities it offers employees to share in its successes, going above and beyond to help its people thrive. Being such a great place to work has clearly also benefited the bottom line, and we were impressed by the strong growth that has been the result of Opinium's people-centric approach."

Research Live Award for Best Place to Work

This category recognises those organisations that put people at the heart of their overall strategy, and in doing so create great places to work. A strong set of employee testimonials, clear commitment to career progression and impressive opportunities for staff to share in the agency's success saw Opinium triumph.

**Winner**

Opinium Research

Highly commended

Truth Consulting

Finalists

C Space

IFF Research

Ipsos MORI

MMR Research Worldwide

Sponsored by



LONDON NEW YORK NEW DELHI

The judges said

"We were bowled over by the impact that C Space has clearly had on Ella's Kitchen during a crucial period – this is research at its best. Impressive client testimonials combined with evidence of creativity and a real business impact make this partnership a very worthy winner."

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. C Space and Ella's Kitchen clinched this award for an inspiring story of how research can transform a growing business, adding immense value during a time of significant growth including expansion into new markets.



Winners

C Space & Ella's Kitchen



Good in every sense

Finalists

Auto Trader

The Football Association

Royal London Group

Truth Consulting, Heathrow & Dufry

Sponsored by

**The judges said**

"Unilever are flying the flag for the power of research – thinking outside the box to set the agenda and maximise impact across the whole business. Unilever stood out for the scale of its ambition and impressive evidence of real change."

Research Live Award for Best In-House Research Team

This award honours the research or insight team that most convincingly demonstrates how it has developed and delivered outstanding work within its organisation. The judges were very impressed by Unilever's innovative advocacy for research beyond their own team.



Winner

Unilever Research Innovation

Highly commended

Swim England

Finalists

Dow Jones Customer Intelligence Team

Global

Premier Foods

Trinity Mirror Solutions

Sponsored by

TRINITY
MQUEEN

The judges said

"There is clear evidence of collaboration between Barclays and Watermelon. The synthesis between the agency and client, and of the insight itself, makes this a hands down winner."

MRS/AURA Insight Management Award

The strength of this submission was the use of integrated insight management to aid decision-making across all of levels at Barclays and it illustrates the power of consumer-centric approaches.



Winners

Barclays & Watermelon



Finalists

Facebook
Northstar Research & Jaguar Land Rover
Unilever Consumer and Market Insights & Ipsos

In association with

**The judges said**

"This year we have three excellent examples of how video has become a crucial part of multi-disciplinary qualitative insight, with the winner revealing a deep customer truth."

AQR Prosper Riley-Smith Qualitative Excellence Award

This year's winner, *Shift the mix: how cultural intelligence helped pets around the world*, is both an excellent example of how qualitative research can reveal deep customer truths, and of how it is being increasingly valued and respected by even the most data-driven corporations, leading to significant category growth.



Winner

Ipsos MORI

Finalists

Northstar Research & Jaguar Land Rover
Sky UK

Organised by



The judges said

"It addressed a traditional problem in an intelligent and comprehensive way, and was rewarded with a considerable gain in product performance."

MRS Award for Applications of Research

Although research projects involving behavioural economics are hardly unusual these days, *The shopper moment of truth* stands out for the imagination that went into its design and the sheer scope of its range.



Winners

Weetabix & Trinity McQueen

TRINITY
MCQUEEN

Highly commended

BritianThinks

Finalists

The Economist, UM London & Proximity London
Revealing Reality & Arthritis Research UK

Sponsored by

**The judges said**

"Clear evidence of how the research helped the client evolve their terminology and strategy made this a deserved winner."

MRS/BIG Award for Business-to-Business Research

Understanding event behaviours: the power of new insight to inspire a business is an excellent review in which The Sound with their client Reed Exhibitions use different approaches (data analysis, qual, quant and self-directed ethnography) and blend them together to develop a useful and usable framework.



Winners

The Sound & Reed Exhibitions



Finalists

Jigsaw Research
Kantar Millward Brown Corporate

In association with



The judges said

"There were good, demonstrable outcomes for the client, Zurich, from this excellent piece of work."

MRS Award for Financial Services Research

Workplace pensions are a category of such low public interest and little understanding for most people that research is never easy. In *Groundbreaking research in the challenging area of workplace pensions*, ORC International made good use of deliberative research to explore how interest can be generated, and made good use of a conjoint exercise, which again was not easy with this topic.



Winners

Zurich Assurance
& ORC International



Finalists

Northstar Research & Metfriendly
Royal London Group & ORC International
UK Structured Products Association
& Harris Interactive

Sponsored by

LARK

The judges said

"Although this is only a first stage, with actions and outcomes yet to emerge, the judges were impressed by the way the study leveraged the benefits of an online methodology and by the use of professional therapeutic techniques to engage with participants and build their trust."

MRS Award for Healthcare Research

Emotional wellbeing is less often researched than physical wellbeing. *Helping change the face of mental health by 2025* made responsible and sensitive use of a pre-existing online community to provide insights that were needed quickly in order to help guide development and delivery of better mental health support services.

c space

Winners

C Space & Nuffield Health



Finalists

Hall and Partners & Sanofi Genzyme
Incite Marketing Planning & Shire Pharmaceuticals
Kindling & Cancer Research UK

Sponsored by



The judges said

"We liked the way that they were able to bring their own observations of the client culture into the frame too – a good study well told."

MRS/ICG Independents' Day Award

Plus size fashion for women: what happens when pop culture stereotypes creep into a clothing retailer's business decisions? is a great story showing how bringing the boardroom face-to-face with the shopper can lead to significant and profitable business change. The use of video and workbooks really captured how every customer's journey was different.

Winner

Bad Babysitter Productions



Finalists

Compass Research Ltd
Feeling Mutual & The Box Plus Network
Shed Research Consulting

In association with

**The judges said**

"We especially liked the use of the gaming scenario and the segmentation to tailor communication."

MRS Award for International Research

The International Research category had many strong entries and interesting stories this year. *Changing the game in Voluntary Medical Male Circumcision* stood out as a creative and innovative approach to a challenging research problem: it has both helped solve a real public health problem in Zambia and Zimbabwe and has shown how insight can drive change in international development programmes.

Winner

Ipsos Healthcare



Finalists

BBC World Service & Firefish USA
Edelman Intelligence

Sponsored by



The judges said

"Flamingo made it absolutely clear how good research helped get a different ad made and that was exactly what we were looking for."

Jeremy Bullmore Award for Creative Development

The Jeremy Bullmore Award was conceived to showcase the contribution research makes to developing and understanding creative work and making famous and effective work happen. *How Mrs Claus delivered Christmas* showcased how research can get inside the power of a creative idea by using innovative methodologies and old-fashioned craft to help clients and advertising agencies produce high-profile, well-loved and effective campaigns brands need.

Flamingo

Winner

Flamingo

Finalists

BritainThinks

The Nursery Research and Planning & Karmarama
X marks the spot & Nationwide Building Society

Sponsored by

KANTAR MILWARDBROWN

The judges said

"London Underground can now confidently guide advertisers to use the Underground as a high engagement space that works best when the public get what the public want."

MRS Award for Media Research

The Tube has been a media environment for all of its century-and-a-half history. *Immerse & Engage On London Underground* combined cutting edge neuro techniques with diligent analysis to cast new light on the value of an old media space and how people use it.



 ExterionMedia

Winner

COG Research &
Exterion Media

Finalists

Firefish & Channel 4

Newsworks

Twitter UK & Omnicom Media Group

Sponsored by

KANTAR MILWARDBROWN

The judges said

"This is a very good example of the client recognising the value of a customer-centric approach."

MRS Award for Public Policy/Social Research

The judges unanimously agreed that the combination of methodologies used in *Introducing customer centricity into Highways England's operation to influence roadwork speed limit and safety policy on England's Strategic Road Network* was innovative. These methodologies included physiological and geographic as well as qualitative and quantitative research. All these provided strong evidence and a welcome outcome.

**Winner**

Highways England

Highly commended

BritianThinks

Finalists

2CV & Transport for London
BDRC Continental & The British Library

The judges said

"Overcoming the challenges of tracking visuals made this an interesting and excellent project."

MRS Award for Social Media Research

Can chairs talk? How image and text mining helped bolster Arper's brand shows innovation in the collection and analysis of social media image data, in particular in capturing images that have no attribution. It has led to a very valuable outcome for the client.

KANTAR TNS

Winner

Kantar TNS

Finalist

IBM

ITV

Kantar Added Value

Initiated and sponsored by



The judges said

"We were particularly impressed by Lightspeed's commitment to calibrating and improving their components, and their openness in sharing their approach with the research community."

MRS/ASC Award for Technology Innovation & Effectiveness

QuestionArts Suite of Intelligent Survey Design Components builds on best-practice design principles to provide participants with engaging surveys fully optimised for any screen size. Screen layout is automatically optimised for a wide variety of question types improving the efficiency of survey programmers, the experience of participants, the quality of data captured and reducing the checking time required by researchers.

LiGHTSPEED

Winner

Lightspeed

Finalists

Digital Taxonomy
Research Now

In association with

**The judges said**

"This was a true breakthrough in collecting a new stream of data that could enhance understanding of participant reaction."

MRS/ASC Breakthrough Innovation Award

This award, new in 2017, is aimed at research technology that shows great potential to make a substantial impact within the industry in the near future.

MindProber aims to bring consumer neuroscience out of the laboratory and into large scale survey research. MindProber uses a proprietary low-cost biometric sensor linked to an app which can record physiological data while participants are exposed to stimuli during a survey. Data is collected instantly and can be monitored via a reporting dashboard.



Winner

MindProber

In association with



The judges said

"We were struck by the intelligence and originality of GfK's innovation and the team were also able to provide compelling evidence of its efficacy. This concept is revolutionary, with the potential to transform the industry."

Research Live Award for Best Innovation

Now in its fifth year, this award – with its 'Dragons' Den'-style judging format – recognises those who are innovating and experimenting within the sector. GfK won out with its project *Time is precious*, which the judges felt effectively identified and responded to an industry-wide problem of survey modularisation and split-questionnaire design. A true innovation.

Winner

GfK Survey Modularisation/
Split Questionnaire Design

Highly commended

GfK Market Builder Voice

Finalists

Conquest
Future Thinking
ZappiStore

**The judges said**

"This excellent work has provided the means of high-quality measures in relatively short timeframes at lower cost."

MRS Award for Innovation in Research Methodology

Developing the NatCen Panel describes the very careful and detailed research leading to the development of the first probability-based research panel in the UK that is open to be used for data collection by the social research community.

Winner

NatCen Social Research

Finalists

Nanyang Technological University Singapore
Northstar Research & Jaguar Land Rover

NatCen
Social Research that works for society

Sponsored by

KANTAR TNS

The judges said

"Well-articulated, insightful, fresh, easy to apply, commercial impact... this ticked every box."

MRS Award for New Consumer Insights

In any competitive and developing market, it is crucial that an organisation has a clear and motivating proposition in order to win business – and social media is no exception. *#Discovery: Twitter's quest for a clear value proposition* demonstrated the value of research in originating a distinctive and winning proposition, with demonstrable results.



Winners

Twitter, Firefish & the numbers lab

Finalists

Ipsos & IFF
Royal London Group
System1 Research

Sponsored by

**The judges said**

"Thanks to the cultural context provided by semiotics, Radio 4 now has the tools to adapt and develop content to appeal directly to this new audience."

Virginia Valentine Award for Cultural Insights

In the world of declining radio engagement, reaching a new, younger audience has significant challenges. In *The semiotics of modern intelligent content*, BBC Radio 4 clearly demonstrated how using Flamingo Semiotics helped them address these challenges from a wider cultural perspective.



Winner

BBC

Finalists

The Economist, UM London & Proximity London
Flamingo
Sign Salad & Johnston Press

Initiated and sponsored by



The judges said

"All the submissions this year were excellent and spoke to the fantastic talent across our industry: the future is certainly bright. Mathilde has a flair for new methodologies and has made some great contributions on the conference platform, while we were incredibly impressed by Amy's work worldwide to bring the benefits of research to vulnerable communities."

Research Live Award for Young Researcher of the Year

The Young Researcher of the Year award recognises new ambassadors for the sector who fly the flag for research beyond their day jobs. This year the category was incredibly strong – so much so that the judges decided to give this award to two rising stars, joint winners Mathilde Leblond and Amy Jones.



Winners

Amy Jones, 2CV

Mathilde Leblond, FreshMinds



Finalists

Ayesha Alesworth, Edelman Intelligence

Lucy Baxendell, Hall & Partners

Lottie Birdsall-Strong, The Football Association

Imogen Birt, Hall & Partners

Sam Lipscomb, BAMM

Tammy Perl, The Pineapple Lounge

Frances Revel, the7stars

Rohini Sarkar, UKTV

MRS Advanced Certificate in Market & Social Research Practice Award

Joanne graduated from The University of Sheffield in 2013 with a 1st class degree in Mathematics. Upon leaving university she has begun her career working for International Research Consultants Ltd as a Reporting Analyst, where she processes and analyses data from a global quantitative survey in the automotive sector for a range of clients. As well as giving her a greater insight into her current role, she says the MRS Advanced Certificate has furthered her professional development by giving her an increased understanding in all areas of the sector outside the scope of her current occupation.



Winner

Joanne Haughton

Sponsored by





Keith Bates

Keith has made a significant contribution to the development and understanding of NPD research, particularly regarding packaging and design. He has developed best practice guidelines for several global packaged goods corporations and also presented papers and workshops on the subject. Keith has supported MRS through training and events, and is currently an MRS Mentor.



Fiona Blades

Fiona founded MESH Experience in 2006 where she pioneered the Real-time Experience Tracking approach, one of the earliest to capitalise on mobile data. In March 2017, Fiona and MESH won the Delta Air Lines Woman-Owned Business Supplier of the Year award. She has been a long-standing supporter of MRS, The Research Liberation Front and other associations such as WIRe.



Michael Herbert

Michael has worked as an account planner, been a board director at Henley Centre Headlight Vision and ran his own consultancy for 15 years, where he pioneered online focus groups in the 1990s. He has had a long-standing involvement with AQR, in particular leading the Professionalisation of Qualitative Research Programme, which aims to develop new qualitative qualifications.



Sofie Mallick

Sofie is Learning and Teaching Champion at the University of Hertfordshire (UH). Prior to academia, she spent two decades leading research in media and advertising. At UH, she has mentored many students to complete research projects and has supported the sector through careers talks and lectures and advocated the adoption of MRS qualifications within academia.



Jackie Megahey

Jackie is the Regional Research & Quality Director for GfK UK, Nordics & Baltics. She has made a significant contribution to MRS, currently serving on the Market Research Standards Board, plus 8 years on the MRQSA Council, BSI mirror committee and 12 years on the IQCS Council, as well as contributions to a broad range of publications and conferences on quality and compliance issues.



Virginia Monk

Virginia has made a significant contribution to the sector as a speaker on MRS training courses and as a contributor to textbooks and articles on data collection issues. She is MD of Network Research, Chair of BIG, a member of the BIG Forum committee, the IJMR Editorial Advisory Board and MRBA committee. She is also an active supporter of the Archive for Social & Market Research.



Professor Patrick Sturgis

Patrick is Professor of Research Methodology in the Department of Social Statistics & Demography at the University of Southampton. His Honorary Fellowship recognises the dedication and commitment he showed whilst leading the BPC/MRS polling inquiry into the performance of opinion polls at the 2015 General Election.



Dame Dianne Thompson

Dianne made an outstanding contribution to MRS as its President from 2012 to 2017. She spoke at a wide range of events and undertook media activities which raised the Society's profile. Dianne introduced the MRS President's Medal and instigated the Inclusivity agenda as part of the transition for the new President.

Connecting research, insight and analytics

MRS delivers specialist training, conferences, qualifications, publications, recruitment and professional membership.



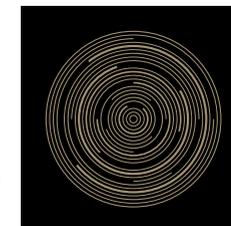
Training Courses



MRS Awards



Research Jobfinder



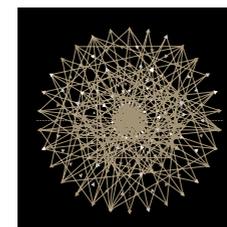
The Research Buyers Guide



Impact Conference



One Day Conferences



Operations Awards



Impact Magazine



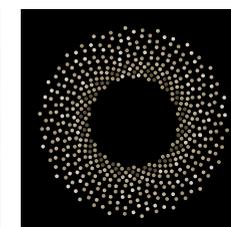
Professional Membership



Research Live



Speaker Events



Excellence Awards

IJMR Collaborative Research Award

Two papers this year exemplified collaboration between academics and research practitioners: firstly the Ipsos Mori response and perspective on the *BPC/MRS Enquiry into Election Polling 2015*, and secondly *Evaluating data quality in reports of sales in a retail establishment survey*.

Joint Winners

Roger Mortimore and Sir Robert Worcester, Ipsos MORI, Paul Baines, Cranfield University & Mark Gill, King's College London

Kristen Olson, University Nebraska-Lincoln & Xiaoyu Lin and Tim Banks, Nielsen Institute

In association with

WARC



MRS Annual Conference 2017 Award for Best Presentation

Winners

Ali Moore, Resource London, and Jon Cohen, Kindling, for *Just one thing: getting young Londoners to recycle*

This was an excellent case study of insight driving behaviour change strategy, expertly presented by Ali and Jon. Their qualitative research method uncovered insights about consumer attitudes and behaviours which have changed accepted wisdom on recycling. The presentation was clear and visual and made great use of video selfies, bringing the world of the research participants into the conference room.

Sponsored by Razor Research



MRS Annual Conference 2017 Award for Best Overall Contribution

Winners

Lisa Edgar, The Big Window, Leslie Sopp, Financial Conduct Authority and their interviewee Wendy Mitchell, who is living with and blogging about dementia, for *The greys matter: through the mind of Wendy – living with dementia and dealing with financial services*

This unique conference moment was not only an incredibly thought-provoking contribution, but also a moving one. Lisa and Wendy were both incredible in the way they informed us of issues facing dementia sufferers trying to deal with financial service organisations, while Leslie provided vital context from the FCA's perspective. After seeing hundreds of sessions at Conference over the years, this is one of the few we will never forget.

Sponsored by QuenchTec



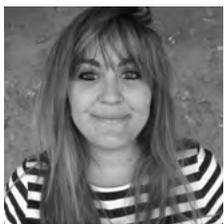
MRS Annual Conference 2017 Award for Best Chair

Winner

Peter Totman, Jigsaw Research, for *The post-Brexit divide: dispatched from the front line*

In what could have been a potentially divisive session, Peter chaired with a blend of authority, charm and knowledge – combined with the necessary neutrality. His session was composed and sequenced beautifully, allowing all sides of the evolving Brexit story to be told.

Sponsored by Hannelius Recruitment



MRS Annual Conference 2017 Award for Best Newcomer

Winner

Betty Adamou, Research Through Gaming, for *Fashion design and sustainability through ResearchGames*

Articulate and engaging, Betty delivered a wonderful combination of passionate storytelling and content with credibility. Her palpable enthusiasm was matched with content that allowed the audience to learn from her experiences.

Sponsored by the New Fieldwork Company



MRS Annual Conference 2017 Award for Best Provocative Thinking

Winner

Bianca Wilson, Imperial College London, who was not a speaker but a delegate who the judges felt raised some of the most pertinent questions throughout the conference

Bianca articulately and eloquently challenged the speakers on numerous occasions: most memorably on the underrepresentation of gender and ethnic diversity within research.



MRS/BIG Conference 2017 Award for Best Presenter

Winner

Andrew Dalglish, Circle Research, for *Exploring the world of the B2B marketer*

Andrew closed the MRS/BIG Conference with an enthusiastic and knowledgeable presentation that was the clear stand out of the entire event.



MRS/BIG Conference 2017 Award for Best Overall Contribution

Winners

Jointly awarded to Ray Poynter, The Future Place, and Steve Phillips, ZappiStore, for the panel session *Automation is here to stay: What happens next?*

Their participation in the conference's most engaging panel and their hosting of interactive sessions with delegates during the lunchtime roundtables made them MVPs on the day.



MRS/BIG Conference 2017 Judges' Special Award for Demonstrating Impact

Winners

Kathy Ellison, Charterhouse Research and Jo Caley, Legal and General for their session *Demonstrating the impact of research on driving B2B sales*

Kathy and Jo's session brilliantly highlighted the impact of insight in a growth of B2B sales and how it helped to engage internal stakeholders.

The judges said

"The innovations were supported by a strong set of metrics proving effectiveness, plus evidence that the learnings from the project can be applied to other large scale face-to-face programmes."

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

Facts International demonstrated with a revised data collection approach for a long standing project, the National Rail Passenger Survey, that it is possible to improve response rates through the development and implementation of a range of innovations across all stages of the data collection process.



Winner

Facts International

Finalists

Acumen Fieldwork

BEAM Fieldwork

Epinion

The judges said

"They were able to capture views from a hard to reach audience for the research, across platforms, methodologies, country borders and languages. No mean feat! Well done respondi."

MRS Award for Best Data Collection (Online)

respondi demonstrated that they are setting new standards of quality in the delivery of online research, data capture and panel management. Their specific example illustrated how they were able to engage with and give over 1,500 refugees a voice.



Winner

respondi

Highly commended

Netquest

Finalists

Cobalt Sky

Hall & Partners

Sponsored by



The judges said

“The approach was supported by strong metrics and excellent client testimonials demonstrating the value of the approach within Aviva.”

MRS Award for Best Data Collection (Telephone)

ICM Direct successfully implemented a challenging customer satisfaction programme for Aviva customers, many of whom were facing potentially life altering and emotional situations. ICM Direct created an innovative approach using a mixture of algorithms, to select interviewers for particular participants, and bespoke training to ensure that the research was conducted with maximum empathy as well as efficiency.



Winner

ICM Direct

Finalists

Explain Market Research
Facts International

Sponsored by


The judges said

“The client was clearly impressed with the elegance of this cutting edge solution in providing an immersive real-world reality solution on a quantitative scale without disruption to their physical stores.”

MRS Award for Best Data Solution

Populus Data Solutions were the worthy winners with an extremely innovative use of smartphone technology and Google headsets to test store concepts for O2.



Winner

Populus Data Solutions

Finalists

ICM Direct
IRI
MMRI

Sponsored by



The judges said

"Clients said they are exceptionally responsive and provide innovative solutions which they truly believe add value to the service they offer. One client said, 'We couldn't ask for anything more.'"

MRS Award for Best Support Services

E-Tabs demonstrated through their case studies and superb metrics how they have become indispensable to their clients. They support and partner their clients in the research sector by reliably tailoring their dash board solutions to the ever-changing requirements of market research and not just in the UK but globally. From their testimonials clients are clearly delighted with E-Tabs support and teamwork.

**Winner**

E-Tabs Dashboard Design Service

Highly commended

Digitab

Finalists

Kantar
Language Connect

Sponsored by

**The judges said**

"Underpinning everything ICM Direct do is their commitment to delivering on both client and industry responsibilities, with the MRS Code of Conduct, and ISO quality standards at their core."

MRS Award for Best Training & Development

ICM Direct demonstrated wholehearted investment in the ongoing training and professional development of staff at all levels – from interviewers and graduates through to the most senior business leaders.

**Winner**

ICM Direct

Finalists

Cobalt Sky
Facts International
Perspective Research Services

Sponsored by



The judges said

"Their use of technology stood out, including the use of virtual reality tours to enable clients to explore the Aspect venues from their desks and 360 degree recording and streaming. Well done Aspect!"

MRS Award for Best Viewing Facility

Aspect Viewing Facilities are deserved winners of this category with a clear commitment to improving the viewing facility experience. They have redesigned, renovated and re-opened their Stockport facility to meet the needs of the modern researcher.



Winner

Aspect Viewing Facilities

Finalists

Engine Rooms

Spectrum

The Research House

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

For the second year in a row, Cobalt Sky's submission clearly showed how they continue to provide an excellent service to all their clients. Their commitment to quality, customer focus and technical excellence is backed up by impressive annual KPI's – across 492 jobs they scored 99.2% on customer satisfaction and 99.2% on delivering jobs right on time, the first time.



Winner

Cobalt Sky

Highly commended

Hall & Partners

Finalists

GfK Bidding Team

GfK Customer Experience

Sponsored by





MRS

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

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

MRS supports the sector with best-in-class training and qualifications, compelling conferences, award-winning publications, professional membership and innovative awards. MRS is the sector regulator via the MRS Code of Conduct, supporting regulations and best practice guidelines.

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RESEARCHLIVE Research Live

Research Live is the world's leading source of industry news, opinion, reports and feature articles for researchers, data analysts and consumer insight professionals. Covering the latest trends and techniques from behavioural economics to big data analytics, as well as hot topics like polling and privacy, it provides a everything you need to interpret and understand the latest developments in the market.

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Quadrangle

We are a customer consultancy.

We help brands understand, and play into what matters to customers.

Quadrangle is an award-winning customer consultancy based in London. We help ambitious brands improve customer and commercial performance. Our role is to ensure brand decision-making, delivery and measures are driven by a deep, honest understanding of what matters to customers.

We start from the view that customers create the value in brands; and that digital has further heightened the importance of this truth.

Our work draws on our unique, 30-year experience across research, marketing, analytics and strategy consulting, and is underpinned by the attitude at the heart of Quadrangle: *Entrepreneurial imagination.*



PRINCIPAL SPONSOR

Foreign Tongues Market Research Translation

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

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

DRINKS RECEPTION SPONSOR



Criteria Fieldwork

Criteria Fieldwork has been leading the way in qualitative recruitment since 1996. We are qualitative specialists, continually striving to promote fieldwork of the highest standards, integrity and skill. Above all, we work with you to recruit 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 MRS New Consumer Insights and MRS Best Support Services categories.



PRINCIPAL SPONSOR

IFF

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

SUPPORTING SPONSOR



Language Connect

Language Connect is the leading provider of language services to the Market Research sector and the official translation partner to ESOMAR 2016-2017. We won the MRS Best Support Services Award in 2015 and were Highly Commended in 2016.

We deliver translation, interpreting, localisation and verbatim coding, via offices in London, New York, Istanbul, Dubai, Singapore, and Munich. Our specialisation in Market Research includes dedicated 24/7 production, MR linguists, and customised, innovative technology; Connect Survey and SurveyX.



AQR

The Association for Qualitative Research represents and furthers the interests of the qualitative research industry in the UK and beyond. Over the last 37 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 inspires people working in client-side research and insight teams. We bring people together to share best practice, swap tips and stimulate new thinking, through our innovative Seminar programme. We're a rapidly growing network with over 800 members from 200 organisations. You can find out more at www.aura.org.uk.



Business Intelligence Group BIG

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



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.



GlobaLexicon

GlobaLexicon is the leading translation and language service provider to the market research sector. Led by experienced MR professionals, our team of 65+ 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 past year marked GlobalLexicon'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 micro (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 benefit from our members' expertise, experience and contemporary thinking and can find the right consultant by using our online Connect and Your Questions Answered services. We also offer advertisers excellent advertising opportunities.



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 7/8th March with a new floor layout in Olympia Central. For details www.insightshow.co.uk



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.



Kantar Millward Brown

Kantar Millward Brown is a leading global research agency specialising in advertising effectiveness, strategic communication, media and digital, and brand equity research. The company helps clients grow great brands through comprehensive research-based qualitative and quantitative solutions. Kantar Millward Brown operates in more than 55 countries and is part of WPP's Kantar group, one of the world's leading data, insight and consultancy companies. Learn more at www.millwardbrown.com.



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 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 eleventh year, this annual, one day, invitation only event matches buyers and sellers to generate new business, learn from each other and network. The senior research professionals who have qualified to receive an invitation will have the opportunity to attend interactive workshops and discussion groups, whilst meeting with research service providers. Find out more, contact edoniger@richmondevents.com, 07740 486428.



The Marketing Society

The Marketing Society is an exclusive global network of 2600 senior marketers.

Our purpose is to inspire bolder marketing leadership and challenge our members to think differently. This is achieved via our calendar of world-class events, our digital platforms, our publication – Market Leader, the Excellence Awards and our digital Clubhouse.

In addition to our London headquarters, we have six thriving hubs – Scotland, Hong Kong, Singapore, Dubai, New Delhi and New York.



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 Best Newcomer Award since it was introduced. Congratulations to this year's MRS Annual Conference Best Newcomer, Betty Adamou.



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.



Razor Research

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



RP Translate

RP Translate helps make international research a success. With 20 years' experience delivering full-service, high-quality language services to the Insight Industry, we marry market research expertise and linguistic passion to create the foundations of excellent global research. Connect with participants effectively and with ease. Lead the way with accurate and actionable international data. Produce stunning results for your clients and join us in keeping multilingual research excellent and rewarding.



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.



Talk Online Panel

Talk is a 360° digital data collection specialist with 480,000 people registered in 21 panels across Europe. With a multinational team of 40 staffing our Vienna HQ and regional offices, we collect survey and behavioral data in the German-speaking countries, central and southeastern Europe, and Russia, Ukraine and Turkey. We are proud of our 15 years experience and our reputation for quality, and run our panels under ESOMAR guidelines.



Trinity McQueen

You don't win awards by telling the same old story. Trinity McQueen is proud to be MRS award winners and finalists for the last 9 years. By combining behavioural insights, technology and creative magic, we make it happen for our clients. From media and communications planning, we've extended our portfolio to brand and ad tracking, VoC, CX, NPD and customer closeness programmes. We work in retail, grocery, FMCG, telecoms, financial services and utilities and are appointed to Her Majesty's Government and BBC rosters.



Truth

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



Twitter

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

WARC

Warc

Warc.com 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



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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.

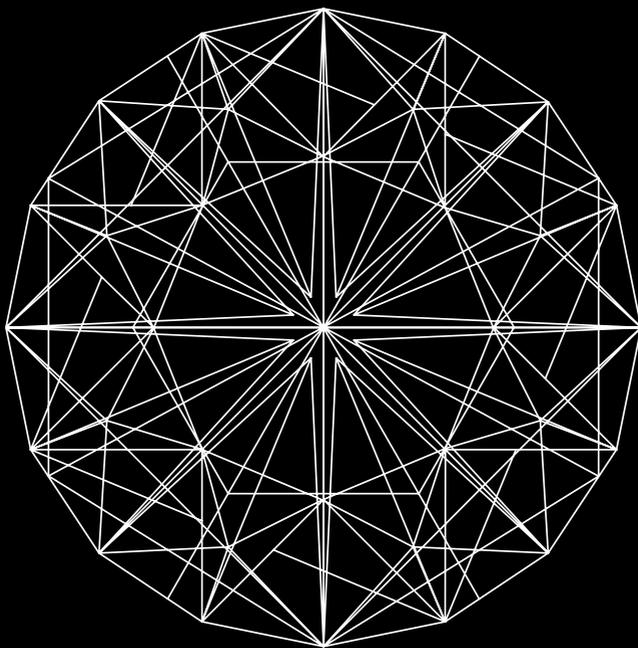
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Post-digital customers.

I go on the 'incognito' tab on Google Chrome to stop the same pair of shoes following me around for weeks online

This major new study will be published in early 2018.

To request a copy of the Post-digital customers report, please go to www.quadrangle.com



THANK YOU