

MRS MARKET RESEARCH STANDARDS BOARD (MRSB) STATEMENT

In November 2021 MRS received a complaint about Kokoro, an MRS Company Partner. The complainant alleged that a research project run by Kokoro offered client incentives for both a prize draw and a discount for spending with the client.

Having conducted its investigation, MRSB found that Kokoro did not ensure that client goods or services, or vouchers to purchase client goods or services, were not used as incentives for projects conducted for research purposes, in breach of rule 25 of the MRS Code of Conduct.

In reaching this conclusion, MRSB notes that Kokoro fully co-operated with the MRSB investigation and took the following action to prevent a reoccurrence:

- (i) provided a reminder to all employees of their responsibility to adhere to MRS rules
- (ii) reviewed their approach to new employee onboarding to ensure familiarity with the MRS rules and relevant Regulations and Guidelines

MRSB concluded that it was appropriate that Kokoro was formally advised of the breach in accordance with paragraph 32 b of the MRS Company Partner Complaints Procedure.