

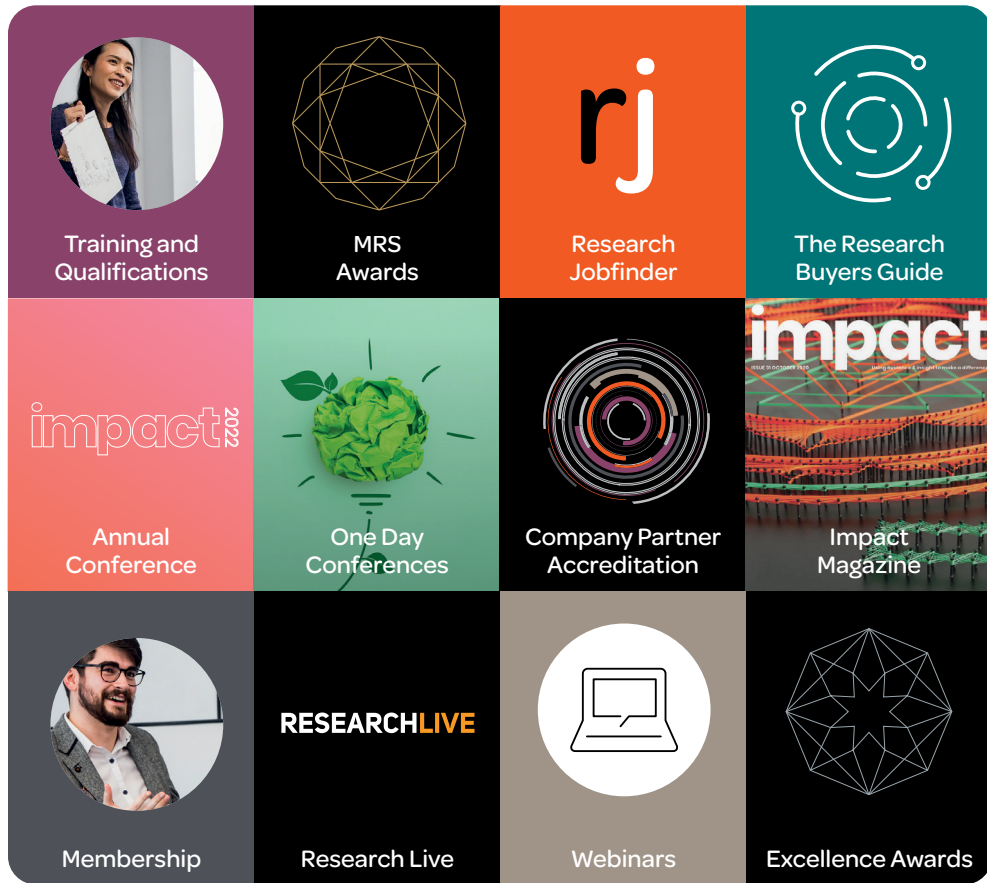
MRS
AWARDS
2021

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WELCOME TO THE MRS AWARDS 2021



DR NICK BAKER
CHAIR OF MRS

'There she goes' (The La's) might provide a fitting backdrop for this. In leaving the Impact 2020 conference in March that year, little did any of us know that it was one of the last times we'd be able to gather together for such a long time. Covid-times have stretched us, our businesses and the world at large so much, but as we see here, our sector has risen to the challenge. For that not just our nominees and awards winners, but the sector at large should be commended. It's been fantastic to see, whilst something of a long and winding road.

The judges tell me that entries were particularly strong in the areas of public policy, social research and international projects, so it's reassuring to know that as the world continues to react to the impact of the pandemic and Brexit, research is still at the forefront of informing government and business how citizens and consumers feel.

A lucky few did get to raise a glass to our diamond jubilee event in-person at The Langham in September. This, the only face-to-face MRS event held in 2021, was our Excellence Awards. Twenty new Fellows (including six from 2020) were welcomed and a much deserved Gold Medal was presented to my predecessor as Chair of MRS, and a true legend in the sector, Phyllis Macfarlane.

A series of Honorary Fellowships were also announced to mark our 75th to people outside of the usual structure who have championed the power of evidence in their work. My thanks and congratulations to them all, but in particular, I want to take this opportunity to mention John Gambles, who sadly passed away in October this year. John was a true visionary and one I had the pleasure to work with also. He will be hugely missed.

Finally, I can only echo my words of this time last year. Stay safe and well and let's hope that in 2022 we can celebrate together in-person. It's been emotional.



RESEARCH LIVE AWARDS

Main panel: Katie McQuater (Chair – pictured), Impact and Research Live; Christina Finlay MMRS, Nest Corporation; Stuart Fox MMRS, Camargue; Celia Fraser, Capital Group; Catherine Haigh, McCormick; Debrah Harding, MRS; James Holden, BBC News Group; Seema Hope, Dennis Publishing; Elaine Rodrigo CMRS, Reckitt; Jake Steadman CMRS, Access Intelligence; Mike Taylor, Vodafone

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

Please note that where judges' organisations were on the shortlist in an awards category, the judges in question took no part in the discussions on the category or in the selection of the winners.

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



MRS AWARDS

Main panel: Phyllis Macfarlane FMRS (Chair – pictured); Stephen Bairfelt FMRS; Steven Darby; Rob Ellis FMRS; Alan Hathaway CMRS; Julie Irwin FMRS; Penny Mesure FMRS; Nick Moon FMRS; Darren Mark Noyce FMRS

Co-opted judges: Dan Hayes; Tom Kerr FMRS; Simon Shaw CMRS; Tim Steere; Sarah Whiddett CMRS; Caroline Wren CMRS



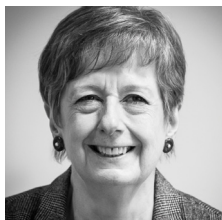
OPERATIONS AWARDS

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



INDEPENDENT CONSULTANTS AWARD

The panel: Matt Kirby (ICG Award co-ordinator – pictured); Arthur Fletcher FMRS; Nikki Bell FMRS; Tom Kerr FMRS; Mark Speed FMRS



SILVER MEDAL

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



AQR AWARD PANEL

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



ASC AWARD PANEL

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



BIG AWARD PANEL

The panel: Damon Thomas MMRS (Chair – pictured); Amy Middleton CMRS; Virginia Monk FMRS; Trevor Wilkinson FMRS; Jon Wood MMRS

PREMIER AWARDS

LIZ NELSON GRAND PRIX FOR SOCIAL IMPACT

Since founding Taylor Nelson Sofrès in 1965, Dr Liz Nelson OBE has been passionate about championing the power of research and insight outside the commercial sphere. In her 14 years as a judge for the MRS Awards, Liz was enthusiastic about bringing wider recognition to entries that demonstrated this, and the Liz Nelson Grand Prix for Social Impact was created to cement that ethos in the programme.

From all of 2021's winning case studies, the judges selected Macmillan's entry for the Public Policy/ Social Research category for this additional award in recognition of its wide-ranging impact across the UK. Entitled Covid-19 and the forgotten C, the research played a key role in informing Macmillan's strategic response to the pandemic, ensuring that they could continue to be there for the people who need them most. As well as providing a robust evidence-base for organisational decision-making, the findings underpinned a highly-effective campaign to draw attention to the challenges faced by people living with cancer during the pandemic. This delivered extensive media coverage and was picked up by the general public, increasing awareness and fundraising.

WINNER

Macmillan

MACMILLAN
CANCER SUPPORT

MRS PRESIDENT'S MEDAL

Professor Jewkes examined all aspects of prison commissioning, procurement, planning and design through a comprehensive qualitative research programme involving prisoners and prison staff spanning more than seven years.

Her research resulted in nine new prisons being designed with rehabilitative goals being given at least equal priority to punishment and security objectives and underpin twelve prison refurbishment projects.

On selecting the winner, President of MRS Jan Gooding said: "This was an incredibly challenging sector to influence. Yet Professor Jewkes translated her findings into progressive actions, changed people's thinking and informed the architecture of hope."

WINNER

Professor Yvonne Jewkes,
University of Bath



HIGHLY COMMENDED

Edda Humprecht and Frank Esser, University of Zurich & Peter Van Aelst, University of Antwerp

FINALISTS

akt

The Research Department of Behavioural Science and Health at UCL, led by Dr Daisy Fancourt and Professor Andrew Steptoe

MRS SILVER MEDAL

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

This year it was awarded to *Sarcasm detection using machine learning algorithms in Twitter: A systematic review*, which addresses the challenges faced in recognising both literal and figurative meanings when users express opinions via social media.

The judges were impressed by the paper's authoritative review of the challenges in this area and felt it added significant value in helping us to understand what technologies are available to deal with the specific use of 'sarcasm' in posts and blogs.

The judges said: "There is no doubt that sarcasm and irony are very complex, and even humans from different cultures often find them difficult to detect, so readers should find this paper on how AI and machine learning can act as interpreters of huge interest."

WINNERS

Samer Muthana Sarsam,
Hosam Al-Samarraie,
Ahmed Ibrahim Alzahrani,
& Bianca Wright



FINALISTS

Robert Cluley, William Green, Richard Owen

Marko Sarstedt, Joseph F Hair Jr, Christian Nitzl,
Christian M Ringle, & Matt C. Howard

Richard Webber

MRS GOLD MEDAL

Phyllis Macfarlane has consistently championed the power of insight over a 30-year career dedicated to the research sector. She has twice served as MRS Chair and remains Chair of the MRS Awards judging panel. She has also published numerous influential papers and her efforts in promoting the sector internationally have helped to build structures for insight professionals and students in Kenya, Nigeria and South Africa, and played an important part in the establishment of the Ghana Market Research Association.

The Gold Medal is reserved by MRS for only the most significant contributions to the sector. Phyllis is one of just 17 winners of the award since its introduction 39 years ago.

On receiving the Gold Medal, Phyllis said: "I shall always be grateful to the careers advisor at London University who said: 'Have you thought about Market Research?' From that point on I never looked back. And what a wonderful sector I joined, where there are new ideas and things to learn and develop every day, as well as clever, entrepreneurial and interesting people to talk to and work with."

WINNER

Phyllis Macfarlane



DAVID CAHN

David Cahn has made a significant long-term contribution to MRS market intelligence studies, including developing a new evidence-based approach for re-sizing the UK research and insight market and the MRS gender pay gap analysis. He also contributed to the former trade association for the sector, the BMRA, including a period as Treasurer, as well as presented at a number of MRS training courses and ESOMAR events.



JOHNNY CALDWELL

Johnny Caldwell has made a significant contribution to research thinking, particularly in the use of online panels and data collection techniques. He has presented at a wide range of sector conferences, seminars and workshops and supported MRS through the development of guidelines for online research. Johnny was also involved in the creation of the MRS Advanced Analytics Network and the Youth Research Forum.



ROB ELLIS

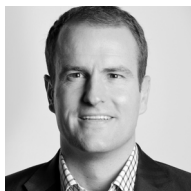
Rob Ellis has made a significant long-term contribution to research thinking around NLP, digital ethnography, behavioural economics and unconscious bias. He has published on these topics and spoken frequently at MRS events, including University Roadshows. Having been a multiple award-winner across a range of sector awards, including from MRS and MRG, he has since served as a member of the MRS Awards judging panel for many years.





RICHARD ELLWOOD

Richard Ellwood has made a significant long-term contribution to MRS as a member and Deputy Chair of the Market Research Standards Board and member of the MRS Main Board, including leading on projects to promote the interests of young researchers and the ethics guidance for children's research. He has presented at numerous MRS events and conferences.



JAMES ENDERSBY

James Endersby has made a significant contribution to the research sector through his team's development of the Opinium Workplace Mental Wellbeing audit, adopted by MRS and in the US and Australia. He has also supported a number of other organisations, including as a Board member of the Alliance of International Market Research Institutes (AIMRI), and been a long-term advocate of Women in Research (WiRe), Colour of Research (CORe) and championing diversity and inclusion through his media platform Significant Insights.



RUTH FRANCE

Ruth France has made a significant long-term contribution to MRS as Chair of the MRS Management Board and a member of the MRS Main Board. Among other project work, she contributed to the 2019 governance review and supported the 2020 report into diversity, inclusion and equality in the sector. She has also been a long-term contributor to the Independent Consultants Group (ICG).



DR PETER FURNESS

Dr Peter Furness has made a significant long-term contribution to MRS as a member of the Census and GeoDems Group (CGG), including leading the creation of the GeoDems Knowledge Base and chairing CGG events and seminars. He has contributed to the understanding of data mining, customer modelling and advanced analytics via a wide range of publications and conference presentations. Peter has also been involved with a number of other associations and journals, including the Journal of Marketing Analytics.



DEREK JONES

Derek Jones has made a significant long-term contribution to MRS as a member of the MRS Accredited Company Partner Council and supporter of the Market Research Apprenticeship scheme. He also served as a Board member and Honorary Secretary of the former trade association for the sector, the BMRA. Derek has contributed to research thinking via presentations at a number of academic and sector events.



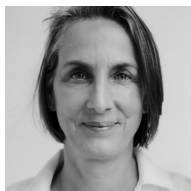
CLAIRE LABRUM

Claire Labrum has made a significant long-term contribution to the Business Intelligence Group (BIG), including serving as Chair. She has contributed to the development and understanding of financial research via a wide range of published articles, papers and presentations at sector events. Claire has also been a committee member of the Independent Consultants Group (ICG).



TIM MACER

Tim Macer has made a significant long-term contribution to the Association for Survey Computing (ASC), serving as a committee member and Co-Chair and Co-Editor for a number of ASC conferences and judge for the joint MRS/ASC Award. He was technology correspondent for Research magazine and served as a member of the IJMR Editorial Advisory Board, as well as contributing to a wide range of books, academic articles and conference presentations about research technology.



CAROLINE NOON

Caroline Noon has made a significant long-term contribution to the Association for Qualitative Research (AQR), including serving as an AQR Board member and contributing to projects such as the AQR Listening Project and AQR/MRS Recruiter Accreditation Scheme. She has led the development of education and skills training within AQR and contributed to qualitative knowledge and skills via a range of sector events, articles and books.



DR MARK THORPE

Dr Mark Thorpe has made a significant contribution to research understanding across a range of topics via a number of published papers and conference presentations. He has supported MRS as a member of the IJMR Editorial Board and is a frequent contributor to MRS publications and events. Mark has fostered closer relationships between commercial research and academia and been a champion for the need for inclusion in research.



NEIL WHOLEY

Neil Wholey has made a significant long-term contribution to the Local Area Research and Intelligence Association (LARIA), including as a member of the LARIA Council and 6 years as LARIA Chair. He has contributed to greater understanding of the communication and evaluation of research within the public sector and enhanced understanding of research procurement.



TREVOR WILKINSON

Trevor Wilkinson has made a significant contribution to the Business Intelligence Group (BIG) as a member, Treasurer and Chair of the BIG Committee. He has developed a wide range of research workshops, forums and training courses, particularly on B2B and desk research, for both MRS and BIG, and been a long-term advocate and supporter of B2B research.

MRS awarded a series of Honorary Fellowships throughout 2021 to mark its 75th anniversary. The recipients were chosen for the way they have demonstrated the importance of high-quality evidence and the transformative power of curiosity and insight across society.



BELINDA BEEFTINK



MELANIE COURTRIGHT



SIR JOHN CURTICE



SEEMA MALHOTRA MP



DEBORAH MATTINSON

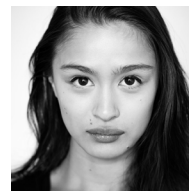


ELISSA MOLLOY

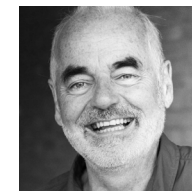


JOHN GAMBLES

Since receiving his Honorary Fellowship, John has sadly passed away. John's company Quadrangle supported the MRS Awards for many years and the MRS team send their condolences to his family, friends and colleagues.



DR CAMILLA PANG

BARONESS
MINOUCHE SHAFIKSIR DAVID
SPIEGELHALTER

DAVID WILDING



STIAN WESTLAKE



NADHIM ZAHAWI MP

RESEARCH LIVE AWARDS

THE JUDGES SAID

“Opinium is an agency with happy, well-rewarded and motivated teams delivering impressive financial results within an innovative ownership structure. It has a growing reputation both inside and outside the sector and it’s clear its work is highly valued by clients with a wide range of interests. It is respected by commentators and its financial results were exceptional despite the challenges of the past year. Add to that its people-first approach, focus on wellbeing and impressive staff and client retention rates and it is plain to see why it has won our top agency prize.”

RESEARCH LIVE AWARD FOR AGENCY OF THE YEAR

One of Research Live’s flagship awards, this category features the biggest names in our sector and is given for standout performance over the year and the consistent delivery of excellence. Considering the challenges of the past 12 months, this wasn’t an easy task, and to win this award an agency must go above and beyond for their clients, making themselves an indispensable part of their set-up and showcasing the transformative power of effective research. This year’s winner, Opinium, did all that and more.

WINNER

Opinium



FINALISTS

- Basis
- Blue Yonder
- IFF Research
- MTM
- Truth Consulting
- Verve

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THE JUDGES SAID

“The value EMPOWER Translate places on its staff is clear, providing a structured career path, encouraging and actively supporting those studying for a Master’s degree. It also offers flexibility for working parents, which was really important for many over the past year. This truly sounds like a great place to work.”

RESEARCH LIVE AWARD FOR BEST PLACE TO WORK

This category awards the organisation that has created the best environment for their employees to work, supporting individual well-being and the wider health of the business. This year’s field was especially strong, and the judges were impressed with the variety of support given to staff during such a challenging and often very difficult year. However, in the end the winner was EMPOWER Translate, an agency that goes above and beyond the norm to support its employees.

WINNER

EMPOWER Translate

HIGHLY COMMENDED

One Minute to Midnight

FINALISTS

IFF Research

Lucid

Opinium

PwC Research

Zappi

SPONSORED BY



LONDON NEW YORK NEW DELHI

THE JUDGES SAID

“Launching a new venture is a complex process in normal times, but to do so during a pandemic is very impressive indeed. Basis Social’s entry was clear, engaging and underpinned by some strong client testimonials.”

RESEARCH LIVE AWARD FOR BEST NEW VENTURE

A new category for 2021, this award recognises the most ambitious and successful recent ventures into the UK’s world-leading research sector. These businesses are pioneers, brimming with fresh ideas, entrepreneurial drive and innovation. The first winner of this award is Basis Social.

WINNER

Basis Social

FINALIST

Opinium USA



THE JUDGES SAID

“The automotive sector is highly competitive and together Jaguar Land Rover and Northstar Research used their insights to identify completely new audiences for the SUV manufacturer. The team’s influence went across disciplines and departments, even impacting the pricing of a global launch. It’s a submission that clearly shows the tangible commercial value that market research can bring.”

RESEARCH LIVE AWARD FOR BUSINESS IMPACT OF THE YEAR – GLOBAL

To win this category, a client or organisation must put a high value on research and show how it has had a meaningful impact on its activity at an international level. The judges commented that this category in 2021 featured some of the strongest entries they had ever seen in the Research Live Awards. Within a very strong field, Jaguar Land Rover and Northstar Research were however exceptional and win the top prize with an entry that serves as a beacon for how research can influence strategy and deliver results.

WINNERS

Jaguar Land Rover & Northstar Research

HIGHLY COMMENDED

Shell & Kantar

FINALISTS

Discover.ai & Pepsico

GlaxoSmithKline & Freemavens

Reckitt & Walnut Unlimited

Research Strategy Group & Maple Leaf Foods



northstar

THE JUDGES SAID

“This has been an extraordinary year, full of challenges which Emotional Logic and centre:mk clearly met. Their entry was clear and compelling, providing benchmarks for their progress and putting their numbers into context by comparing them with the wider retail sector. That, at key times, they achieved higher footfall and spending in their retail centre than before the pandemic was extraordinary, and they are worthy recipients of this award.”

RESEARCH LIVE AWARD FOR BUSINESS IMPACT OF THE YEAR – UK

To win this category a client or organisation must show it has used research to shape corporate strategy or drive innovation, to deliver success. Emotional Logic and centre:mk’s entry takes this year’s award. Its focus on how a destination retail centre overcame the dual challenge of the rise of online retail coupled with months of lockdown impressed the judging panel.

WINNERS

Emotional Logic & centre:mk

FINALISTS

BBC

The Co-op

Kantar & Nationwide

ResearchBods & ASDA

Truth & Vodafone



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THE JUDGES SAID

"For an in-house team to get such board-level exposure in a complex, major corporate like BT is highly impressive. Its submission showed the positive impact its work is having across the business, an assertion supported by a series of outstanding financial returns. It is clear that the team's insights are highly valued at the top and right across the business."

RESEARCH LIVE AWARD FOR IN-HOUSE TEAM OF THE YEAR

To win the best in-house team of the year category, not only must entrants show that they have delivered outstanding work, but that they have had an impact across the wider business. After a closely fought contest, BT took home this year's award.



WINNER

BT

FINALISTS

The Football Association (FA)
Herbalife Nutrition
Reckitt Hygiene UK I&A Team
Transport Focus

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

THE JUDGES SAID

"Big Sofa's submission is truly a leap forward in video research data collection, opening up the home and allowing researchers to observe people's daily routines in a fully GDPR compliant way. In particular, the system's efficiency is impressive, with its motion sensors making it more streamlined than previous forms of video data collection. The team were clear in their presentation, showing how they translate the videos into valuable, actionable insights and we look forward to seeing this innovation continue to develop."

RESEARCH LIVE AWARD FOR INNOVATION OF THE YEAR

Innovation is the cornerstone of our sector, and this category awards the individual or organisation that has pioneered a new methodology, product, service, process or initiative in research. The finalists took part in a Dragons' Den style panel session, where they presented their innovation to the expert dragons. After a lively debate and some intense questioning, Big Sofa was declared the worthy winner.



WINNER

Big Sofa Technologies

FINALISTS

Lumen
Measure Protocol

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QUIRK'S
M E D I A

THE JUDGES SAID

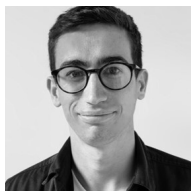
"All the young researchers shortlisted as finalists for this award are high-flyers and look well set for successful careers in our sector. However, Matt and Ande stood out. Two highly impressive individuals and worthy joint-winners of this award."

RESEARCH LIVE AWARD FOR YOUNG RESEARCHER OF THE YEAR – SUPPLIER

This category honours the rising stars of research from the supplier side. Young, talented individuals who are excelling in their field and flying the flag for the sector. One of the toughest categories to decide upon this year, the judges selected two superb winners from a very strong field: Matt Hellon and Ande Milinyte.

Matt's depth of knowledge is outstanding, and he's used it to bring about significant change within Northstar. He is passionate about research and the revenue he has generated demonstrates just how much of an asset he is.

Ande's ability to win new clients, drive innovation and entry into new business sectors and lead major accounts was very impressive. Her drive for greater diversity within Opinium alongside her frequent appearances flying the flag for research also made her a standout joint winner.



JOINT WINNERS

Matt Hellon, Northstar Research
Ande Milinyte, Opinium

FINALISTS

Alex Bennett-Clemmow, Humankind Research
Sophie Holland, Brains and Cheek (formerly at Opinium)
Hannah Kirk, Blue Yonder
Mary Lumley, Kantar
Mary Suffield, Kantar Public
Amelia Wallis, Lumen

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THE JUDGES SAID

"Matt is an impressive, research professional. Very few people of his age would be elevated to the executive team and have built this level of trust from their CEO. It was this achievement coupled with his willingness to share his expertise and educate others about his work that tipped the scales in his favour."

RESEARCH LIVE AWARD FOR YOUNG RESEARCHER OF THE YEAR – CLIENT

Given the consistent strength of the Young Researcher of the Year category, the judges decided to split it in two covering the client and supplier sides of research. In the client category, the judges are looking for a young researcher who is making their mark within their wider organisation, who is passionate about their work and is already leading data and insight projects. This year, The Co-op's Matt Walker takes home the prize.

WINNER

Matt Walker, The Co-op



FINALIST

Emily Gribble, BT

SPONSORED BY



MRS AWARDS

THE JUDGES SAID

“Total brand transformation! Interesting findings, including how the sad/negative connotations to the brand can limit donations. This could set change in motion for many other charities.”

MRS AWARD FOR APPLICATIONS OF RESEARCH

Using impact and progress to drive charity donations not only showcased a well-thought through and sound methodology in a notoriously difficult and sensitive area to research, but also clearly demonstrated how the research had been effective in influencing decisions. The uplift in some of NSPCC’s core KPIs proved the impact of the new campaign.



WINNERS

Mindlab International & NSPCC



FINALISTS

Boxclever & Walgreen Boots Alliance
Department of Health and Social Care & BMG Research
Research Strategy Group & Maple Leaf Foods

SPONSORED BY



THE JUDGES SAID

"This was an excellent entry, detailing multi-nation successes based on the brand position in each region and complete change of approach in research focus."

JEREMY BULLMORE AWARD FOR CREATIVE DEVELOPMENT RESEARCH

Lurpak: Feeding the imagination is an excellent example of highly immersive research that uncovered fresh insight. The increase in the client's core KPIs from the advertising is very impressive. This was a very strong category but the future proofing, the alignment across different markets and the quality of the eventual creative material gave Folk Research's entry the edge.



WINNER

Folk Research

FINALISTS

The Nursery & Direct Line Group
The Nursery, M&C Saatchi & Office for National Statistics
One Minute to Midnight & TikTok

THE JUDGES SAID

"This work helped to deliver a fundamental shift in the RNIB's focus and changed public consciousness towards BPS people, all in very short period of time. Excellent!"

VIRGINIA VALENTINE AWARD FOR CULTURAL INSIGHTS

The power of archetypes: How cultural insights transformed RNIB ticked all the boxes for the judges – innovative methodology, truly insightful outcomes and significant impact on RNIB's re-branding, which has in turn delivered a significant ROI in terms of fund raising.



WINNERS

Versiti & RNIB



FINALISTS

Freemavens & L'Oreal
The Good Side
Penguin Random House UK

SPONSORED BY

Truth.

THE JUDGES SAID

“This is intelligent work with useful outcomes and usable benefits for the client and the public. A worthy winner!”

MRS AWARD FOR FINANCIAL SERVICES RESEARCH

Preventing investment harm amongst an emerging audience is an important piece of research in a new area that has the potential for substantial risk. BritainThinks perfectly tailored the methodology to the audience and the benefits from the research went far beyond the original purpose.

WINNERS

BritainThinks & the Financial Conduct Authority (FCA)

FINALISTS

Basis & TSB

Discovery & Coventry Building Society

HSBC & Mintel Consulting



SPONSORED BY



THE JUDGES SAID

“Relevant, impactful now and in the future – and a really cohesive approach – thank you C Space.”

MRS AWARD FOR HEALTHCARE RESEARCH

The road to recovery: Building a best in class Covid-19 rehabilitation programme is an important study which delivered actionable recommendations. Useful, innovative, effective and timely – the results of this research motivated real changes and ultimate improvements for patients that could be shared throughout the world.

WINNERS

C Space & Nuffield Health

FINALISTS

Harris Interactive & Holland and Barrett

Ipsos MORI

Quantum Consumer Solutions & Adrian Hodges Advisory



SPONSORED BY



THE JUDGES SAID

“The insights gained here have had instant impact and garnered widespread press coverage – overall a very impressive example of inclusive research in a difficult area.”

MRS PRIDE AWARD FOR INCLUSIVE RESEARCH

In *Destitution in the UK – using innovative research to drive positive social change*, Kantar Public and the Institute for Social Policy, Housing, Equalities Research at Heriot-Watt University take a very collaborative and innovative approach to reaching a challenging audience. The key insights put a spotlight on the scale and nature of destitution and the research has been used extensively by Government at central and local level.

KANTAR PUBLIC



WINNERS

Kantar Public & Institute for Social Policy, Housing, Equalities Research, Heriot-Watt University

FINALISTS

The FA & Craft
Penguin Random House UK
Versiti & Youth Futures Foundation

SPONSORED BY



THE JUDGES SAID

“This work was fundamentally successful in delivering improved ROI for advertising and has far reaching benefits for the wider research sector.”

MRS AWARD FOR INNOVATION IN DATA ANALYTICS

Direct web attribution is a clever, innovative data analytics solution that has provided some very clear measurement for advertisers and helped them to understand the ROI of TV advertising in a way that did not previously exist. The judges were pleased to see the technical elements of the method explained so well.



WINNERS

Sky Media & TV Squared

FINALISTS

DVJ Insights
Freemavens
Warner Leisure Hotels & Realise Unlimited

THE JUDGES SAID

"A brilliant, sensitive, fully international and cross-cultural entry that met its fundamental aim of delivering meaningful findings for >50% of the world's population."

MRS AWARD FOR
INTERNATIONAL RESEARCH

This was a strong category and the judges found it difficult to choose a winner. However, *Closing the gender pain gap* was truly innovative in its exploration of what has almost been a taboo subject matter. The pain dictionary and report resulting from the work has clearly had impact and been positively received and there have been some impressive stats on ROI.



WINNERS

Essity, AMV BBDO & The Outsiders

AMV BBDO



HIGHLY COMMENDED

Opinium, the British Council, the Electoral Psychology Observatory (EPO) & the London School of Economics

FINALISTS

2CV & ITESO

Yonder

SPONSORED BY



THE JUDGES SAID

"This represents a genuinely useful step forward in understanding how media works and is bought that will have future use with other clients in improving digital ad spend."

MRS AWARD FOR
MEDIA RESEARCH

The Dentsu Attention Economy Project addresses a tricky research challenge in a very innovative way, with built-in quality checks. The extensive programme of research and modelling moved the understanding of attention to advertising forward beyond impressions, particularly important given the rise of digital.

dentsu

WINNERS

Dentsu, Lumen & Tvision

LUMEN

FINALISTS

Boxclever & The Guardian

OMD UK, Google, Dynata & Beatgrid Media

RED C Research

TVISION
INSIGHTS

THE JUDGES SAID

"The Irrational Agency went above and beyond with this very worthy project. Their depth research across all gambler types established that a preventative approach is essential for those who don't have the foresight to know that they are at risk."

MRS AWARD FOR
NEW CONSUMER INSIGHTS

Communicating responsible gambling is a very good example of how new consumer insight has led to a new approach in customer communication on a serious issue that became more serious during the pandemic lockdowns. It is interesting how important the tonality of messages proved to be. This entry demonstrated some very clear measurable outcomes from the research.



WINNERS

Irrational Agency &
The Gamesys Group



HIGHLY COMMENDED

Blue Marble Research & CCW –
the voice for water consumers

FINALISTS

Freemavens & The Absolut Company
Unilever

SPONSORED BY



THE JUDGES SAID

"A great entry outlining a vitally important piece of research with huge implications for those suffering cancer."

MRS AWARD FOR
PUBLIC POLICY/SOCIAL RESEARCH

Covid-19 and the forgotten C represents an extremely important piece of work that clearly highlighted the knock on impact of the pandemic for cancer sufferers. The method was tailored to the audience and the results secured impressive PR coverage and commitment from the government to create the cancer taskforce.



WINNER

Macmillan

HIGHLY COMMENDED

Ipsos MORI

FINALISTS

The Good Side
Kantar Public

THE JUDGES SAID

"Many young people from ethnic minority backgrounds are seeing their future blighted by COVID-19. Disclosing their experiences to researchers who seem to have so many privileges can add to the sense of exclusion."

IMPACT 2021 AUDIENCE AWARD

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

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

In the winning session, *A question of privilege: When older, white, middle-class researchers are not right for the job*, Versiti reported on its work to train ethnic minority young people in qualitative research to understand ethnic inequalities in the impacts of COVID-19 and build capacity among ethnic minority young people. The project team and the client, Youth Futures Foundation, discussed experiences, lessons and key insights.

WINNERS

Sope Otulana, Marie-Claude Gervais, Cynthia Ko, Amarah Khan, Lucas Rehman and Shae Eccleston

FINALISTS

Steven Lacey
Ben Page



SPONSORED BY

THE JUDGES SAID

"I'm so happy to receive the 2021 MRS Advanced Certificate in Market & Social Research Practice Award, and can't thank the Research Academy enough for the support they gave to me whilst students and tutors adapted to changes brought about by restrictions, ensuring we were fully prepared for all aspects of the accreditation."

MRS ADVANCED CERTIFICATE IN MARKET & SOCIAL RESEARCH PRACTICE AWARD

Melody is a Research Manager at Consumer Insight, a market research agency based in Warwick, having previously worked as Research Advisor to the Midcounties Co-operative, the UK's largest independent society. Before this, Melody graduated from the University of Sheffield with a first class degree in Psychology and took on several data-led positions before beginning her career in research. Taking on the MRS Advanced Certificate helped Melody to transfer the skills from her degree and client-side work to the agency setting.

WINNER

Melody Forth



SPONSORED BY

THE JUDGES SAID

"The Isle of Raasay Distillers case study by Boxclever was clearly ground-breaking and showed the genius of qual and marketing working together. Qual is clearly the hero here!"

AQR QUALITATIVE EXCELLENCE AWARD

Slainte! How the Isle of Raasay Distillers challenged category convention to launch a young, Premium, Scottish whisky is this year's deserved winner and stood out as a brilliant example of how creative qualitative research, in collaboration with the client, can help create successful disruptive brands.

WINNERS

Boxclever Consulting &
R and B Distillers



- ISLE OF -
RAASAY
HEBRIDEAN SINGLE MALT SCOTCH WHISKY

HIGHLY COMMENDED

Blue Marble Research & the Consumer
Council for Water (CCW)

FINALIST

Feeling Mutual

PRESENTED BY



PARTNER
AWARDS

THE JUDGES SAID

"We were extremely impressed and believe allowing participants to use their preferred and familiar messaging platform will greatly encourage participation and enable rich response. This innovative and well-designed technology can be widely used to deliver insightful consumer and B2B research."

MRS/ASC AWARD FOR
BEST TECHNOLOGY INNOVATION

Bilendi Discuss is an online qualitative conversational platform used to generate insights in real-time and at scale via mobile conversations. Participants take part by using their preferred messaging platform. A user-friendly dashboard is available for researchers to run and analyse results and machine learning technology automatically codes and transcribes the open answers and pictures and videos uploaded by the participants.



WINNER

Bilendi

FINALISTS

Displayr
Mindprober
Kadence

IN PARTNERSHIP WITH



THE JUDGES SAID

"This unencumbered way of conducting research had some interesting benefits and was well-received by stakeholders. This entry emphasizes the need for close relationships and flexible approach to a brief and findings."

MRS/AURA AWARD FOR
INSIGHT MANAGEMENT

The judges liked how *Behind closed doors: Initiating a fundamental shift in how Nationwide design for families* showed how research can lead the creation of tighter objectives for a client, rather than the other way around – research truly dictating insight responses. A refreshing and brave iterative approach to a real journey of exploration. This work has helped Nationwide reshape its thinking and the development of a new propositions framework that aligns with newly identified consumer needs.




WINNERS

Nationwide Building Society & Lens

FINALISTS

BT & Customer Closeness Group
Unilever CMI & Quantum Consumer Solutions
Yonder & Network Rail

IN PARTNERSHIP WITH



THE JUDGES SAID

"This is a great example of the power of well-planned and executed research – creative and practical, with an emphasis on the communication and application of the findings."

MRS/BIG AWARD FOR BUSINESS-TO-BUSINESS RESEARCH

Powering up: Helping UK SMEs unlock the value of digital advertising outlines a very effective and powerful programme of research culminating in an important and accessible tool, especially for those new to this world. MTM's work led IAB UK to adopt a clever communications strategy, targeting the key bodies and people who could drive awareness and engagement.

WINNERS

IAB UK & MTM

FINALISTS

B2B International & The Met Office
DHL Express & Northstar Research
DVJ Insights



IN PARTNERSHIP WITH



THE JUDGES SAID

"This work encompassed testing a new product, inspiring advertising, guiding website development and informing retention strategy. A brilliant example of the breadth of service a micro-business can provide!"

MRS/ICG INDEPENDENT CONSULTANTS AWARD

How qualitative research helped Virgin Pure build a new product category details the diverse methods Feeling Mutual employed to develop their client's business: in-home ethnography, UX lab-testing, asynchronous online and mobile qualitative and webcam depths. The research focussed Virgin Pure's communications strategy and allowed them to get closer to consumers.

WINNER



Feeling Mutual

HIGHLY COMMENDED

Deep Blue Thinking & Doodlebone

FINALISTS

Bayes Price & Red Centre Software
The Word is Out

IN PARTNERSHIP WITH



THE JUDGES SAID

“An excellent supporting statement from the client highlighted the quality and credibility of the data they collected during a pandemic.”

MRS AWARD FOR BEST COVID RESPONSE – DATA COLLECTION

Ipsos MORI demonstrated how to successfully undertake data collection despite huge logistical challenges. They effectively adapted their methodology to ensure a truly flexible and mixed mode survey. While ensuring ethical and quality standards were maintained, they also conducted thorough risk assessments to guarantee their interviewers, the public and all data were safe and secure.



WINNER

Ipsos MORI

HIGHLY COMMENDED

Kantar Public
Perspective Research

FINALISTS

Acumen
DJS Research
Herbalife Nutrition
Lumina Intelligence

THE JUDGES SAID

"It was a truly innovative methodology, at the height of the pandemic, that despite being online, enabled them to meet all of their project objectives. Really well done!"

MRS AWARD FOR BEST COVID RESPONSE – ONLINE QUAL

Kadence International and Asahi Europe & International utilised an online community which included adopting augmented reality (AR). This enabled them to create 3D models of the products that they were testing that participants could interact with at home via their smartphones.



WINNERS

Kadence International & Asahi Europe and International

FINALISTS

Acumen

BEAM Fieldwork

Here I Am

QRS Market Research

Traverse, Healthwatch & National Voice

THE JUDGES SAID

"In the judges' opinions, and against stiff competition, i-view front-footed their way through the pandemic with timely communication, proactive industry support and, without a doubt, managed to shine."

MRS AWARD FOR BEST COVID RESPONSE – VIEWING FACILITY

i-view have tackled the challenges and opportunities of the last twelve months by reaching out to support other research venues and the wider research community. In embracing the 'We're Good to Go' protocol, i-view set an industry best practice blueprint and continued to offer versatile and flexible studio capabilities.



WINNER

i-view

HIGHLY COMMENDED

Schlesinger Group UK

Swift Research

FINALISTS

Aspect Viewing Facilities

Behaviorally (Formerly PRS)

Made in Studios

SPONSORED BY



THE JUDGES SAID

“Going well beyond the remit of the original brief in terms of both the breadth and quality of data-collection and reporting, the immense value Mackman Research brought to this research is reflected in the glowing client testimonials. A worthy winner!”

MRS AWARD FOR BEST DATA COLLECTION – INTERVIEWER ADMINISTERED

In this challenging business support strategy study for Essex County Council, Mackman Research clearly demonstrated their wholehearted commitment to interviewer-centric research. They went the extra mile to ensure actionable data at a granular level, adopting a creative, multi-faceted approach to developing contact lists, to maximise the coverage of survey responses. Empathetic moderation of the telephone interviews was of paramount importance as many businesses were in crisis due to the impact of the pandemic, and Mackman’s interviewers demonstrated great sensitivity in their gathering of rich, contextual data.

WINNER

Mackman Research

FINALISTS

EPINION

Kantar Public

**Mackman
Research.**

MARKET RESEARCH SPECIALISTS | Informing decisions

THE JUDGES SAID

“The complexity and the attention to detail, as well as impressive scale of this research, should be noted by future entrants.”

MRS AWARD FOR BEST DATA COLLECTION – ONLINE

Cobalt Sky created a statistically-driven Google search environment to allow the most interactive and realistic experience for participants taking part in this project. The research was for The Behavioural Architects working on behalf of Google. The experience was designed to test what makes online adverts most appealing. A great deal of care was taken to replicate fonts, icons and backgrounds etc. so everything displayed authentically on different devices. A pilot was undertaken to ensure the thousands of versions of conjoint could be fully scaled.

WINNER

Cobalt Sky

FINALISTS

Face Facts Research

Measure Protocol

PwC Research

Walnut Unlimited

cobalt sky

THE JUDGES SAID

"An innovative and well-designed data solution which is a worthy award winner."

MRS AWARD FOR BEST DATA SOLUTION

Savanta and Lucid's AutoSample solution, to automate the daily sampling activity needed to support the BrandVue monitoring platform, is an elegant data solution which delivers improved efficiency, data quality, completion rates and cost effectiveness. The strong metrics and excellent verbatims highlighted the success and value of the technological solution in enhancing BrandVue as a leader in brand tracking.



WINNERS

Savanta & Lucid



FINALISTS

DataTile

Dyson & Market Logic Software

Lumina Intelligence

SampleNinja

THE JUDGES SAID

"Take Note have clearly listened to their clients and put product innovation at the heart of their strategy to develop new services in line with evolving clients requirements. Really well done Take Note and congratulations!"

MRS AWARD FOR BEST SUPPORT SERVICES

Take Note continue to evaluate their service offering via annual surveys with clients and have made a significant investment in developing a unique easy-to-use online portal, which enables a controlled and encrypted environment, putting security and confidentiality at the forefront of their offer – something that their clients have said is a high priority.



WINNER

Take Note

HIGHLY COMMENDED

EMPOWER Translate

Research Runner

FINALISTS

People for Research

THG Fluently

SPONSORED BY



THE JUDGES SAID

"Ipsos MORI's robust, engaging and flexible training approach has delivered effective fieldwork training, meeting safe working requirements, and enabling fieldwork to continue throughout the pandemic."

MRS AWARD FOR BEST TRAINING & DEVELOPMENT

Ipsos MORI's response to the Covid-19 pandemic, transforming its fieldwork training and development materials, content, format and testing into a comprehensive mixed mode self-service online programme after only eight weeks with a skeleton staff, was a truly impressive feat.



WINNER

Ipsos MORI

HIGHLY COMMENDED

EPINION

FINALISTS

B2B International
Kantar Public
Perspective Research

SPONSORED BY



THE JUDGES SAID

"The scale, complexity and speed at which the Operations team reacted to mobilise such a task was astounding while also adhering to the MRS and Government Guidelines relating to Covid19. Their submission was backed by outstanding supporting statements – congratulations!"

MRS AWARD FOR OPERATIONAL EXCELLENCE

The judging panel unanimously agreed that Ipsos MORI's submission was the outright winner this year. Their delivery of the REACT Studies (Real -Time Assessment of Community Transmission) in partnership with Imperial College showed Operational Excellence at its best.



WINNER

Ipsos MORI

HIGHLY COMMENDED

IFF Research
Kantar Public (Crime Survey)

FINALISTS

Cobalt Sky
Kantar Public (Consumer Price Index)
NielsenIQ

SPONSORED BY





SPONSORS & PARTNERS



MRS AWARDS BROADCAST

CINT

Cint is a global leader in digital insights gathering. The Cint platform automates the insights gathering process so that companies can gain access to insights faster with unparalleled scale. Cint has the world's largest consumer network for digital survey-based research, made up of over 145 million engaged respondents across more than 130 countries. Over 3,000 insights-driven companies - including SurveyMonkey, Zappi, Kantar and GfK - use Cint to accelerate how they gather consumer insights and supercharge business growth. Cint Group AB (publ), listed on Nasdaq Stockholm, has a rapidly growing team across 14 global offices, including Stockholm, London, New York, Singapore, Tokyo and Sydney.

www.cint.com



OPPIES BROADCAST

FOREIGN TONGUES – MARKET RESEARCH TRANSLATION

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



EXCELLENCE AWARDS

IPSOS MORI

Ipsos is one of the world's largest and most innovative research agencies.

We are passionately curious about people, markets, brands and society. We deliver information and analysis that make our complex world easier and faster to navigate and inspires our clients to make smarter decisions.

By nurturing a culture of collaboration and curiosity, we attract the highest calibre of people who have the ability and desire to influence and shape the future.

www.ipsos-mori.com

@ipsosmori



AQR

The AQR (Association for Qualitative Research) represents and furthers the interests of the qualitative research community in the UK and beyond. Over the last 41 years, AQR has established itself as the internationally recognised 'Hub of Qualitative Thinking' via education and training programmes, conferences, seminars, and networking events. Our core objectives are to promote the highest professional standards in qualitative research across the wider research industry and to promote understanding of the value and insights that qualitative research delivers.



ASC

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



ASTONLARK

The scope of our expertise is vast, working across numerous sectors including commercial, private clients, employee benefits and a wide range of specialist schemes. While insurance can be complex, we make things simple and are happy to offer a review of your insurance solutions at no cost. With over 1,600 staff in more than 55 regional locations, and trusted by over 200,000 clients, we believe this combined knowledge across all our divisions truly differentiates us.



AURA

AURA is a networking, learning and support association for client-side insight and research professionals. We share best practice, swap tips and stimulate new thinking, through our innovative Seminar and Webinar programmes. AURA is a not for profit organisation, run by members for members, with nearly 600 members from 145 organisations. You can find out more at www.aura.org.uk



BIG

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



CRITERIA FIELDWORK

We absolutely love supporting the MRS Awards and the huge array of talent year-on-year. Criteria continually promotes fieldwork of the highest standards, integrity and skill for each and every project. We deliver recruitment both on and offline using all existing and emerging methodologies without compromising quality or confidentiality. Congratulations to all the nominees and winners!

Criteria Fieldwork sponsor Best Support Services, New Consumer Insights and the Excellence Awards drinks reception.



EMPOWER

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



GLOBALEXICON

GlobaLexicon, now part of Toppan Digital Language, is the leading provider of language solutions to the market research sector. With a global team of 150, including in-house linguistic, QA, and MR teams, we deliver first-class service continuously across qualitative and quantitative projects to some of the world's biggest brands in market research and analytics. This year saw continued strong growth of 25% year on year and team expansion across all offices.



ICG

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



IFF

IFF Research is one the largest independent research agencies in the UK, and have been helping clients from the public, private and voluntary sector made better informed decisions since 1965. We're proud to continue to support the MRS as they celebrate the wonderful achievements in our industry and the positive change that research can inspire. We'd like to sincerely congratulate the winners across all categories.



LONDON NEW YORK NEW DELHI

KOGAN PAGE

Kogan Page is the leading independent global publisher of business books and content with over 1000 titles in print. Founded in 1967, our award-winning work offers books and digital solutions for professional practice and academic achievement. Our author experts come from the most prestigious academic institutions, international commercial organizations and professional associations – they deliver high-level, accessible, professional content to our readers across all areas of business.



KUDOS RESEARCH

Kudos Research has been providing high value, premium quality International Telephone Data Collection since 1986. Services include: CATI, Online, Qual, Quant, B2B, consumer, recruitment and depth interviewing. All research is conducted centrally using experienced native language speakers. We achieve excellent response rates with hard to reach participants such as: C-Suites, Key Opinion Leaders, Healthcare Professionals, Major Account Customers & Niche Consumers. Rigorous processes harmonized across markets, ensure the highest quality data.



LEFTFIELD

Leftfield are delighted to have sponsored the Viewing Facility Award for a third year running; congratulations to i-View on another win. Surely, à la the Jules Rimet, the trophy is theirs now. Congratulations to all the other finalist too: what an achievement to have weathered the last few years and continued to work to such a high standard. What a relief to see the return of face-to-face groups. Whilst there will undoubtedly be a place for online sessions going forward, nothing quite beats being in the same room. And to everyone else across the ops world, we look forward to seeing you all again, in person, next year.



THE MARKETING SOCIETY

The Marketing Society is a global community of progressive marketers, with 2500 members across the UK, Middle East, APAC and the US with a 60-year legacy, having been started in London in 1959. Our purpose is to empower brave marketing leaders. The world needs those with the courage to make important commercial decisions, the audacity to do things differently and the boldness to be creative.



THE NEW FIELDWORK COMPANY

The New Fieldwork Company – new in name and still as enthusiastic and willing as the day we started. We've been suppliers of fieldwork to the market research industry since 1983 and supporting the Annual Conference Awards since the beginning. Congratulations to this year's winner of the Impact 2021 Audience Award Marie-Claude Gervais and her project team.



What people think,
feel and do

OPINIUM

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



QUIRK'S MARKETING RESEARCH MEDIA

Quirk's looks like a magazine and reads like a magazine. But it is much more. It is a place where the best, brightest and boldest in marketing research – clients and agencies alike – can exchange their best thinking. Everything we cover is designed to promote the use, value and understanding of marketing research and lead you to innovative insights. But, the magazine is just the beginning. Quirk's also produces in-person and virtual events, webinars, e-newsletters, apps, a LinkedIn Group and a comprehensive Website. Get your free access at: www.quirks.com



THE RICHMOND MARKET INSIGHT FORUM

The Richmond Market Insight Forum, taking place on 8 June at Savoy Place, London, is the most established and respected B2B networking event for the UK insight community. Now in its fifteenth year, this invitation only event matches buyers and sellers to generate new business, learn from each other and network. The senior research professionals who qualify to receive an invitation will have the opportunity to attend CPD interactive workshops and discussion groups, whilst meeting with research service providers. Find out more from edoniger@richmondevents.com, 07740 486428.



RONIN INTERNATIONAL

RONIN International is a leading market research data collection agency with 25 years' experience in delivering quantitative and qualitative projects in over 80 countries, specialising in interviewing hard-to-reach B2B and consumer participants for both phone and online studies. We are ISO certified, MRS Company Partners, Insights Association members and ESOMAR Corporate members. We are committed to conducting high quality data collection with validated and verified respondents.



SERMO

Sermo is the largest global healthcare research powerhouse and the most trusted physician social platform, engaging with more than 1.3 million HCPs across 150 countries. For over 20 years, Sermo has been turning physician experience, expertise, and observations into actionable business insights that benefit pharmaceutical companies, healthcare partners and the medical community at large. Sermo offers on-demand access to physicians via a proprietary health-tech ecosystem to gain targeted HCP insights that inform strategic decisioning in real-time. Visit www.sermo.com/business



TRINITY MCQUEEN

You don't win awards by telling the same old story. Trinity McQueen is proud to have been MRS and AURA awards winners and finalists over the last 10 years. Making audiences more predictable: we use behavioural science and our technology to close the 'say-do' gap, and get a truer picture of people, helping clients be more decisive. We specialise in CX, product development, advertising development and brand tracking. And work in retail, grocery, FMCG, telecoms, financial services, utilities and are on the Crown Commercial, BBC, FSQS and RSQS rosters.

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.



WORSHIPFUL
COMPANY of
MARKETORS

THE WORSHIPFUL COMPANY OF MARKETORS TRUST

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



YOUGOV

YouGov is an international research data and analytics group. Our data-led offering supports and improves a wide spectrum of marketing activities of a customer base including media owners, brands and media agencies. We work with some of the world's most recognised brands. We collect and analyse opinion and behavioural data from our proprietary global panel of over 17 million registered members to provide our clients with data and insights to help them plan, develop and evaluate the impact of their marketing and communication activities.

Pledge to make a difference in 2022

MRS Inclusion Pledge

A manifesto for opportunity

The research sector is taking steps to ensure that it is representative of the world around us.

- Publishing annual pay statistics
- Diversity at board level

Sign up the MRS Inclusion Pledge.

A manifesto for sustainability

The research sector is taking steps to be part of the solution to the growing climate emergency.

- Delivering net zero by 2026
- Publishing carbon emissions

Sign up to the MRS Net Zero pledge

MRS Net Zero Pledge

www.mrs.org.uk



