BuzzBack Market Research Among Finalists for MRS/ASC Technology Effectiveness Award

Contributed by BuzzBack
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Prestigious International Award Honors Outstanding Innovation in Research

September 25, 2007, New York â€" BuzzBack Market Research is proud to announce its selection as a finalist for the international Market Research Society and Association for Survey Computing Joint Award for Technology Effectiveness 2007 for its eCollageâ„¢ and Verbatim Viewing consumer research tools. The annual MRS/ASC award recognizes outstanding innovation and excellence in the application of software or technology to market, opinion and social research.

BuzzBackâ€™s eCollage is based on the offline qualitative collaging technique, where respondents use pictures as catalysts in expressing emotions online. This reduces the dependency of accessing rational (opposed to emotional) thoughts. Expression through pictures, along with follow-up open-ends, yields much richer understanding than through words alone. In side-by-side studies with and without eCollage, 50%+ more text is generated in open-ended follow-ups, with the text responses being significantly more emotionally based versus open-ends alone.

The Verbatim Viewing technology is the firmâ€™s most recent product to turn an emerging Internet development into a Market Research innovation. This new reporting technology helps navigate open-ended qualitative responses more quickly, dynamically and efficiently than traditional techniques.

â€œWe are thrilled with securing a place in this esteemed competition,â€• said Carol Fitzgerald, BuzzBackâ€™s President, â€œ 2000, our company has been pioneering Web-based research and this honor acknowledges how our ground-breaking tools truly capitalize on the Webâ€™s promise to get at more meaningful consumer insights.â€•

The final winner will be announced on December 10th 2007 at the Research Excellence and Effectiveness Awards Ceremony in London.In an age when consumers are less likely to participate in focus groups, telephone surveys and other time-worn tactics, BuzzBack has developed novel approaches to engage consumers. BuzzBack's mission is to evolve the respondent experience to a more fun, game-like interaction via intuitive technology, modeled on how consumers are integrating the Internet into their daily lives.

About BuzzBack Market Research
Operating from its New York headquarters and European office in the U.K., BuzzBack Market Research provides creative, full-service, custom, online market research solutions. BuzzBack develops and implements new tools and technologies to provide fast, meaningful and actionable insights via more efficient methodologies and a more engaging respondent experience.

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About The MRS/ASC Award for Technology Effectiveness
This international award, first presented in 2003, is organised annually by the ASC in association with the MRS. The award aims to bring deserved prominence and greater recognition to those whose excellence in the application of technology is making an outstanding contribution to research effectiveness. The award is judged by a panel of industry experts and is presented to the company or individual considered to have achieved the highest level of excellence in creating technology that promotes and improves research efficacy.

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