Unprecedented Entry Levels Take MRS Awards to New Heights...But there's only One Shortlist!!!

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The MRS has today unveiled an impressive line-up of finalists for this yearâ€™s Research Excellence & Effectiveness Awards â€“ after receiving the highest ever number of entries, at more than double the previous yearâ€™s.

The MRS award for Research Applications â€“ given to the entry which best demonstrates researchâ€™s role in the decision-making process â€“ was the most popular category, resulting in the panellists selecting four entrants for the shortlist.Â Channel 4, Voodoo and Ramp Industryâ€™s Youth Tribes study stood out for its innovative approach to understanding the youth market, while The Co-operative Groupâ€™s Balanced Scorecard Development was commended for taking market research to the board level of an organisation.Â ORC Internationalâ€™s Premier Travel Inn Guest Recommendation Programme was shortlisted for its use of real-time online technologies, and 4 Digital Group was noted for its use of multiple agencies and methodologies to underpin a competitive bid for running the second National Commercial DAB Radio Multiplex Licence in the UK.

The Advertising Research award was another to scoop an unprecedented number of entries â€“ which judges struggled to whittle down to just three.Â Those that will go forward to the final on 10 December are: Orlando Wood at Brainjuicer Labs, for tackling the complex issue of measuring emotional involvement with advertising, Fiona Blades at MESH Planning and Anna Tetlow from SHOP for demonstrating return on investment to Christian Aid by tracking multiple touchpoints using a mobile phone, and Thinkbox, for using a broad scope of research techniques including video ethonography, a memory study and a large scale quantitative study.

Professor Michael Thomas, Chair of the MRS Awards Panel, commented: â€œThe astounding number â€“ and quality â€“ of ent this year is testimony to the efforts of those across the industry, working to drive research standards up and deliver ever-better results.Â Our judging panel had a tough time this year, sifting through many impressive submissions.Â But the strength of the shortlist speaks for itself â€“ with innovative research methodologies, exploring little-charted territories and taking market research right into the boardroom, these entrants have much to be proud of. â€œ

The Research magazine awards also recorded a rise in submissions for the much-coveted Best Agency â€“ and five will go forward to battle it out for the crown.Â These are: Flamingo International, FreshMinds, Hall & Partners Europe, Opinion Leader and Voodoo.Â

Marc Brenner, editor of Research magazine and Research Awards Panel Chair, commented: â€œWith Best Agency, the judges look at everything from an agencyâ€™s business strategy and financial results to research innovation and people management.Â We had another good set of entries this year, and the five on the shortlist each demonstrate qualities of a truly excellent agency, in their own way.â€•

Researchâ€™s Best Research Campaign Award, introduced last year to recognise successful joint working between clients and their agencies,Â attracted a combination of established and young agencies.Â Those reaching the shortlist are:Â Acuigen Ltd for Addleshaw Goddard LLP, Acxiom and VSI Thinking for Thomas Cook UK, TNS UK for Unite, and Voodoo, Ramp Industry and UP PR for Channel 4.

The winners of these and all other MRS and Research magazine awards will be announced by BBC London News presenter Riz Lateef, during the Research Excellence and Effectiveness Awards â€“ the industryâ€™s annual celebration of success - which is taking place on 10 December 2007 at The Royal Lancaster Hotel, Hyde Park, London.

This yearâ€™s ceremony will also reveal the winners of the Research 2007 Conference Awards (shortlists announced in March).

For more information on the Research Excellence and Effectiveness Awards visit
http://www.mrs.org.uk/awards/2007/index.htm