New Finance and Consumer Research Categories Strengthen Research Awards Line-Up

Contributed by MRS
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MRS Announces Call For New-Look Annual Awards

Campaigns that demonstrate the best in financial research and deliver new levels of consumer understanding have been unveiled as new additions to the line-up at the 2008 Research Awards â€“ hosted by MRS.

The call for entries to the prestigious annual Awards event opens tomorrow, 7 May, and hopeful entrants have until 30 June to get their submissions in.

The New Consumer Insights and Financial Services awards have been designed to recognise the increasing prominence of these markets within the research sector â€“ and to encourage clients and practitioners to work together to demonstrate the value that research can contribute in these crucial markets.

The need to demonstrate business-focused results and actionable insights is recognised across the board and features in the criteria which the judges will consider in all eight awards categories.

Now in its fifth year, the Research Awards promotes outstanding achievement, innovation, excellence and effectiveness in market, social and opinion research.Â The ceremony will be held once again at the Royal Lancaster Hotel, London, on 8 December 2008.

Professor Michael Thomas, Chair of the MRS Awards panel, explains:Â â€œBusiness is changing, markets are changing, and the value that research contributes at board level is recognised more than ever before.Â The new-look Research Awards are about tapping in to these trends â€“ about sharing the very best delivered by our industry so that we can go on to convey ever-improving results to our clients.Â Financial services and consumer research are two markets which are virtually unrecognisable from a decade ago.Â Market research has been instrumental in this evolution â€“ and we hope that the new categories will inspire practitioners from across the industry to put themselves forward for recognition.â€•

Research Awards Categories
MRS is inviting entries in eight distinct categories:

- Advertising and Media Research
- Financial Services Research
- Research Effectiveness in the Decision-making Process
- Public Policy / Social Research
- New Consumer Insights
- MRS/AURA Award for Insight Management
- MRS/BIG Award for Business-to-Business Research
- David Winton Award for Innovation in Research Methodology

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The deadline for Awards submissions is 5.00pm on 30 June 2008.Â Further information and an entry form is available at www.mrs.org.uk/awards/2008.

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