

American Water Named Winner Of 2010 Explor Award At The Market Research Event

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American Water and Finalists ANZ National Bank, eBay

Showcase Innovation in Market Research

American Water has been named winner of the 2010 EXPLOR Award, earning distinction with this prestigious honor in research innovation.

Finalists for the award competition presented their respective case studies at The Market Research Event, which took place November 8-10 in San Diego. Â

Now in its eleventh year, the EXPLOR Awards celebrate exemplary achievements in the field by recognizing the most innovative applications of technology in research.

Representing American Water was Bruno Levine, Director, Business Development, accompanied by research partners Digital Research, Inc. and ThinkVine, for the case study, "Tipping the Scales: How a New Research Tool Has Changed American Water's New Business Development." Also contending for the award were co-finalists eBay and ANZ National Bank.

Organized by the Institute for International Research (IIR), The Market Research Event brings together hundreds of the leading market researchers across the globe to exchange cutting edge knowledge and learn what's new, next and critical in market research.Â The EXPLOR Awards program is collaborative effort of uSamp/DMS Insights, Cambiar, LLC and IIR.

"We extend our congratulations to American Water for being named winner of the 2010 EXPLOR Awards, which celebrate excellence, creativity and innovation in market research," said Chuck Miller, President of DMS Insights and Chief Research Officer, uSamp. "American Water, together with finalists ANZ Bank and eBay, have demonstrated exceptional enterprise and market research leadership through their case studies, providing inspiration to all of us."

The EXPLOR committee and review board is co-chaired by Miller and Cambiar's Beth Rounds. Â

This year's judging panel also includes Phil Proffitt, Senior Manager, Center For Learning & Experimentation, General Mills; Horst Stipp, SVP Strategic Insights and Innovation, a 2009 finalist with NBC Universal; Daniel Coates, president of Global Park and Ypulse; Jeff Miller, CEO, Burke; Ed Dobbles, VP, Consumer Insights and Marketing Analytics, H&R Block; Norbert Wirth, Global Head of Innovation, GfK CR; and Alex Sodek, SVP Decision Insights, a 2009 winner for its Frito-Lay case study.

The committee seeks submissions focusing on research-enabling technologies that ultimately enhance the research process, data collection, or dissemination of information.Â The goal is to highlight companies that are making a positive impact on market research and the profession overall.Â Case studies must highlight a client-specific research initiative and are accepted from brands, academics and research suppliers.

About EXPLOR Awards

A collaborative effort of uSamp/DMS Insights, Cambiar, LLC and IIR, The EXPLOR Awards is an annual case study competition, honoring technology innovation in marketing research.

Innovation leaders from global corporations, research agencies and academia are invited to submit high impact cases where technology and innovation have advanced the research and insight process. Â

For more details on case studies, visit The Market Research Event website at www.themarketresearchevent.com.

SAN DIEGO, Calif. - 12 November 2010