Ipsos and Techneos Shake Things Up at Market Research Innovation Awards

Contributed by Ipsos
Thursday, 25 November 2010

AJ Johnson and Sean Conry Nab Next Gen Market Researchâ€™s â€˜Disruptive Innovation Individualâ€™ Award

Ipsos interrupts this press release to announce that one of its own has won the inaugural Disruptive Innovative Individual award from Next Gen Market Research.

The honor is shared with Techneos of Vancouver, Canada. AJ Johnson, Vice President with Ipsos Open Thinking Exchange and Sean Conry, Vice President at Techneos, won the award for their collaboration in the area of self-completion mobile digital ethnography. The announcement was made at The Market Research Event (TMRE) held in San Diego, CA from November 8 to 10.

â€œThe individual award category was the most difficult to decide on based on the number and quality of nominations but the ongoing collaboration between AJ Johnson of Ipsos and Sean Conry of Techneos was chosen for the award,â€• said Tom H. C. Anderson, Next Gen Market Researcher. â€œTheir collaborative work has challenged our methodological views in terms of the role respondents can and should play in research.â€•

Johnson and Conry utilized the Techneos SODAÂ® solutions suite to combine quantitative and rich qualitative data collection across multiple mobile OS platforms via research Apps.

They leveraged mobile data and GPS location capture with unstructured data such as photos to gain a deeper understanding of peopleâ€™s moods, environments and decisions.

Their research enabled people to provide insights and share opinions when and where it was important to them and challenged current methodological views of the role that respondents can and should play in research.

Their groundbreaking study also challenged assumptions of â€œtypicalâ€• consumer segments, as well as which segments could be targeted using mobile methods.

AJ Johnson is a senior leader with the Ipsos Open Thinking Exchange, a recently created organization within Ipsos dedicated to opening the exchange of ideas and information between marketers and their consumers.

Shelley Zalis, a highly accomplished innovator in marketing, media, and advertising research, leads the new global effort.

â€œThe work AJ is doing with Techneos is an excellent illustration of the kind of innovation and rethinking of research methodologies that the Ipsos Open Thinking Exchange was designed to do,â€• says Zalis.

â€œWe are extremely proud of AJ for winning the award and acclaim of his peers. The mix of media, consumer, and brands has changed, and the work that we are doing at the Ipsos Open Thinking Exchange is set up to create innovative research solutions that address these changes. It is exactly what marketers and brand managers need and demand. Congratulations to AJ and Sean on this achievement.â€•

For more information about the NGMR Disruptive Innovation Award, visit www.tomhcanderson.com .

About the Ipsos Open Thinking Exchange
Ipsos sees transformation as a corporate responsibility, which is why the company has launched the global Ipsos Open Thinking Exchange. At its core is a belief that the best innovations are the result of uninhibited exploration and collaboration.

Its charge: to challenge convention, take risks, and use our collective intelligence in the service of our clients to spearhead innovation, exploit the possibilities new technology brings to data collection, and, ultimately, propel changes that add value to everything we do.

About Ipsos
Visit www.ipsos-na.com to learn more about Ipsos' offerings and capabilities

Los Angeles, CA â€“ 16 November 2010