

The 12TH Annual Explor Awards Honor PepsiCo And Sentient For Outstanding Market Research Innovation

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Finalists Hewlett-Packard/Qualvu and Microsoft/Blue Ocean Showcase

Exemplary Achievements in Applying Technology to Market Research

uSamp, one of the world's fastest growing technology and online sampling companies and sponsor of the EXPLOR Award, today named PepsiCo and its market research partner, Sentient Decision Science, winners of the prestigious 2011 EXPLOR Award. Now in its 12th year, the EXPLOR Awards celebrate exemplary achievements in market research by recognizing the most innovative applications of technology in the field today.

Sentient Decision Science and PepsiCo presented their case study during The Market Research Event (TMRE), being held Nov. 7 - 9 in Orlando. TMRE 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.

"The EXPLOR Award is a significant recognition of our work measuring emotions quantitatively and using the decision sciences to gain real insight into the underlying motivations of shopper choice," said Will Leach, director, strategic insights, PepsiCo. "Our winning of this prestigious award is proof-positive we are moving in the right direction."

"Significant elements of our work with PepsiCo illustrate the future of market research, and we are honored to achieve industry recognition with the EXPLOR Award," said Aaron Reid, Ph.D., chief behavioral scientist, Sentient Decision Science. "From our perspective, the future of marketing can be found today in the behavioral science literature, which allows us to understand the why's of human behavior that have yet to be applied to business questions on a large scale."

This year's world-class judging panel from noteworthy organizations like General Mills, GfK, NBC Universal and Wharton selected the top three candidates from among submissions focused on research-enabling technologies that ultimately enhance the research process, data collection, or dissemination of information. The goal is to highlight companies that are making a positive impact on market research and the profession overall. Case studies must highlight a client-specific research initiative and are accepted from brands, academics and research suppliers.

To read the top three case studies click here.
<http://www.usamp.com/our-company/explor.php>

"We extend our congratulations to PepsiCo and Sentient for being named winners of the 2011 EXPLOR awards, which celebrate excellence, creativity and innovation in market research," said Chuck Miller, CRO of uSamp. "PepsiCo/Sentient, together with finalists Hewlett-Packard/Qualvu and Microsoft/Blue Ocean, have demonstrated exceptional enterprise and market research leadership through their case studies, providing inspiration to all of us."

About EXPLOR Awards

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.

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