Chime Insight & Engagement Group

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Chimeâ€™s Insight & Engagement Group, has announced strong half-year results significantly in excess of the current growth levels seen in the research industry.

Parent company, Chime Communications plc, today announced the unaudited interim results for the six months ended 30th June 2013 and confirmed that operating income has increased by 6% to Â£77.8m, while operating income for the Chime Insight & Engagement Group is up by 33%. In line with this increase, profits have risen by 54% to Â£1.2m. These impressive figures follow the announcement by Chimeâ€™s Insight & Engagement Group in March this year that 2012 profits had grown by 222% compared with the same period in 2011. This positive organic growth has been driven by a number of factors including the general trend towards digital research and demand from clients for these services, which have been met by the newly formed Watermelon Research. Watermelon, headed up by MD Mark Squires, was formed to bridge the gap between technology and research, and marries the rigorous demands of modern research to the vast capabilities of digital technology. The business was formed in 2012 and continues to grow exponentially, aided by a team of 15 full time digital consultants - a figure that is expected to rise to 25 by the end of the year. Facts International, the Chime Insight & Engagement Groupâ€™s specialist fieldwork division, has also seen strong double-digit growth and an expansion of the team under the leadership of new managing director, Emily Kettle. Chime Insight & Engagement Group CEO, Crispin Beale, commented: â€œWe are delighted to see continued improvement across all areas of the Group, with increased revenues from existing clients and a number of significant new wins. Watermelon Research and Facts International have delivered far beyond initial expectations, and the launch of these businesses in APAC have also helped drive the Groupâ€™s excellent performance. To support our growth, the Chime Insight & Engagement Group continues to recruit and retain some of the best individuals in the marketplace, as well as invest in the latest technological innovationsâ€•.