

DJS Research Ltd Named As An Approved Supplier for Hybu Cig Cymru

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Following a competitive and detailed public tendering process, DJS Research Ltd has been appointed as an approved supplier of consumer market research services for Hybu Cig Cymru (Meat Promotion Wales), the body responsible for developing, promoting and marketing Welsh red meat.

The framework, which will officially commence in the near future, is the latest in a succession of high-profile new client wins for the Northern agency, including The Electoral Commission, The British Council and The Competition Commission among others. Speaking about the new agreement, Gill Redfern, Head of Qualitative Research at DJS Research Ltd and the Research Director who led the agency's response, felt it demonstrated the depth and breadth of their in-house expertise: "That Hybu Cig Cymru have selected DJS Research as one of a limited number of approved suppliers is a fantastic accolade for us as a research provider. We have carried out a lot of work in Wales, across the wider UK and internationally; working with some of the largest food production and retail brands in the world. I'm sure that experience will allow us to hit the ground running and I'm really looking forward to working with HCC in the near future." With a focus on qualitative market research, the agreement received interest from a number of potential suppliers, with four being selected for the final list. No work has yet been awarded and individual research projects will be commissioned on an ad-hoc basis. For more information please visit: www.djsresearch.com | @DJSResearch