

The Pineapple Lounge expands team to support growing business

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The Pineapple Lounge (TPL) has appointed three new researchers and recruited two field managers to meet client demand for its expertise in the kids, teens and families markets.

TPL is the UK's fastest growing children's research and consulting firm. The company turned over £1 million in only its second year of trading, recently expanded its team from seven to 12 to support a growing client base that includes Britvic, Nickelodeon, McDonald's, Sony Computer Entertainment and Sony Music and opened a US office last month.

Joining the team as Quantitative Director is Dylan Brownsword, who has more than 10 years' experience in quant research. Dylan has worked agency side at Hall & Partners directing campaign evaluation and brand tracking projects for leading brands such as Adidas, Skype and Sony PlayStation. He also worked client side at the BBC commissioning and managing numerous quantitative and qualitative projects on brand strategy and communications development and evaluation.

Former Channel 4, Bauer Radio and BBC Children's Researcher Ben Frost has been appointed Qualitative Research Manager. Ben brings extensive experience of researching children to help brands develop and shape their content and services. At the BBC he was responsible for commissioning and undertaking strategic, operational and tactical qualitative and quantitative research.

Lucy Seager has been appointed Quantitative Research Executive. Lucy has a background in psychology, media and communication. Following her BSc, she studied for the first Media Psychology MSc in the UK at Media City, Manchester, where she specialised in children's second screening behaviours. She has also studied UX and usability testing, gaining practical experience with experts in the field at Media City.

Other recent additions to the team are Senior Project Manager Gemma Martinez and Field Manager Dee Cahill. Together they have more than 20 years of qualitative and quantitative field management experience.

Emma Worrollo, Founder of The Pineapple Lounge, says: "Our new team members are all very welcome additions and I have no doubt all will play an integral role in helping us to meet our growth target in year three. These are exciting times for us. The Pineapple Lounge is growing quickly to meet the needs of brands looking for vital insight on how to build relationships with not only today's but tomorrow's kids and families."