

Northstar Research Partners Are One of Four Finalists For The 2014 Data Insight Visualisation Award

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Northstar Research Partners, a full-service market research agency with offices in London, the US and Canada, has been shortlisted for the Data Insight Visualisation Award 2014, which aims to acknowledge the most innovative and effective data visualisation examples within the insights space.

Entered by Samantha Bond, a Senior Research Executive from the UK office, the submission is a hand-drawn, comic-style presentation deck that was created for the 2013 AQR Small Steps and Giant Leaps conference. Drawn by Aleksandra Szymańska, the deck visually tells the story of the lessons learned from a mobile research study conducted by Northstar. One of the main findings revealed was the importance of considering participant personality types when designing a mobile study.

Inspired by an iconic storytelling medium, illustrations were effectively used to bring to life the study's target segments, communicate their behaviour and emotions, and capture the attention of the conference audience.

Northstar is one of four finalists and the only UK nominee. Commenting on the nomination, Matthew Sell, Managing Director, Northstar Research Partners said: "We are delighted to be shortlisted for this award as we understand that visual storytelling is an increasingly important facet of our profession and when executed effectively, can be the difference between insight sticking or being forgotten. We are proud that the collaborative efforts of our research and design teams are producing outputs which are considered to be amongst the most innovative examples of data insight visualisation within our industry."

The finalists have been invited to speak at the Ilex conference in Atlanta, June 16-18th, as part of the DIVA awards panel where the winner will be announced. The winner will be chosen by a judging panel consisting of Kim Dedeker, Chair of the Americas at Kantar, Todd Powers, Senior Advisor at Gen2 Advisors and Nicole Thomas, Global Insights Manager at Clorox.

For more information, please contact Jamie Waddell at Kwitken + Company on 020 7401 8001 / northstar@kwitco.com