

# Research and insight sector celebrates achievements at MRS Awards 2014

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In a night which demonstrated the scope and impact of the research sector, BBC Media Action were among the big winners at the MRS Awards, with the BBC taking home the highly coveted President's Medal, presented by MRS's new President Dianne Thompson, former CEO of Camelot.

The other big winners on the night were Ipsos MORI and Amgen who were awarded the sought after Grand Prix Award for Greatest Impact, now in its second year. The Grand Prix was introduced last year to recognise the submission from across all categories that succeeds in demonstrating the impact that research can have when properly commissioned, delivered, designed and acted upon.

Ipsos MORI's and Amgen's success was down to their groundbreaking work "Cultures of secrecy and hiding: A global syndicated ethnographic investigation into patients living with Psoriasis" which showcased research thinking and practice at its most impactful in helping a group of sufferers whose voice is rarely heard. There was an abundance of feedback and support for the project within the paper, which made the submission stand out to the judges.

This year's awards held in London played host to over 800 attendees from agencies, in-house teams and client-side marketers, who celebrated the noted impact of the research sector over the past year.

The night saw a re-introduction of an award presented to the Newcomer of the Year to recognise the contribution of new talent in the industry. The winner of the award was Samantha Bond for her outstanding achievements during the formative years of her career. Samantha goes above and beyond to fly the research industry flag and is an example to aspiring researchers.

An inspiring submission from The Guardian News and Media team helped it scoop the Best In-house Research Team. Its entry, detailing the tremendous research work it has undertaken, really stood out to the judges especially thanks to its impressive evidence showing commercial returns on investment.

Meanwhile, Antedote was awarded the Best Innovation Award for its "Implicit Meaning Mapping" which allows clients to analyse language to understand how it speaks to both the conscious and subconscious and how it is used by competitors so that they can own and identify their own rich, new space in categories. In other groups, Flamingo won the award for Best Agency (with turnover over £20 million), as well as scooping the award for Best Place to Work. Nunwood was judged to be the Best Agency with a turnover under £20 million.

Jane Frost CBE, chief executive of MRS, comments: "The Awards this year have been a testament to the resilience of the research sector. As the economy has picked up, it is evident from the quality of entries and stories told by submissions show that the sector is fighting back and returning to prosperity.

"It has been fantastic to see companies emerging stronger than ever out of the recession, as well as young researchers who are making real contributions to the sector which will continue to help it grow. Research itself is also evolving with new and innovative agencies, technologies and methodologies bursting onto the scene. The new techniques demonstrated clearly show how adaptable the sector is and the levels of innovation and creativity is abundant."

Jane concludes: "MRS as a Society has also had a successful year with the appointment of a new President in Dianne Thompson CBE, as well as enjoying successes across a number of its campaigns. Fair Data has continued to gain momentum, and we launched our sugging and frugging phone line to help the public seek guidance relating to the misuse of market research. I am looking forward to seeing what 2015 holds as the sector and our Society continue to move from strength to strength."

For more information on the MRS Awards 2014 click here .