Lightspeed GMI To Become Superbrands Fieldwork Partner

Contributed by Lightspeed GMI
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Lightspeed GMI, an award-winning global digital data collection enterprise, today announced that they have entered into an agreement with Superbrands UK to be their 2015 fieldwork partner. The overall selection process will continue to be overseen by The Centre for Brand Analysis (TCBA) who will access Lightspeed GMIâ€™s proprietary panels for the annual Consumer Superbrands, CoolBrands and Business Superbrands surveys.
As official fieldwork partner, Lightspeed GMI will also provide Superbrands UK and their members with access to their global online research panels as well their expertise in online research and survey design.

Martin Filz, CEO EMEA of Lightspeed GMI said â€œWe are really excited to collaborate with Superbrands. This agreement provides an opportunity to get involved with one of the UKâ€™s leading brand organisations as well as a chance to interact with some of the most important brands in the UK.Â We look forward to working with Superbrands and their members throughout 2015.â€•

Ben Hudson, Chief Executive of Superbrands UK â€œWe are delighted to name Lightspeed GMI as our official fieldwork partner. Their extensive experience and award-winning panels will inform our annual surveys and ensure the views of UK consumers and business professionals are comprehensively reflected in our annual listings.â€•