

FreshMinds Named Market Research Company of The Year at The Drum Network Awards

Contributed by FreshMinds
Monday, 07 December 2015

Insight and innovation consultancy, FreshMinds, has been named Market Research Company of The Year at The Drum Network Awards!

The Drum Network Awards seek to recognise the industry's best agencies and the work they deliver for their clients. The winners were announced at a fantastic awards ceremony at The Emirates Stadium on Thursday night.

Other award winners include Tangerine who raised the trophy for Retail Strategy of the Year and Orange Bus who won the Consumer Insight Award.

Winning the highly coveted Market Research Company of Year award marks the end of a great year for FreshMinds which has seen the company launch a new suite of services as well as represent the UK research industry on a trade delegation to South East Asia with the Prime Minister.

Commenting on the news, FreshMinds CEO, Caroline Plumb, said: "2015 has been a really exciting year for the business and winning Market Research Company of The Year is just the icing on the cake. I'm so proud of the wonderful team we have here at FreshMinds and of the fantastic work we deliver for our clients so I'm delighted that this has been recognised by the Drum."

FreshMinds is also shortlisted for next week's MRS Awards in the Applications of Research category for its work with O2. Winners of the MRS Awards are announced on Monday.