Firefish Wins ESOMAR Research Effectiveness Award

Contributed by Firefish
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After presenting paper with PayPal at Congress 2016 in New Orleans, Firefish announced as winner.

Firefish, the global insight consultancy, are proud to announce they have won the ESOMAR Research Effectiveness Award at this yearâ€™s Congress in New Orleans, LA, USA, for their work with PayPal on generating insight that was instrumental in developing their new global positioning. The ESOMAR Research Effectiveness award champions projects that make a significant contribution to a brandâ€™s direction and performance, delivering clear ROI for the client and is testament to the importance of research in brand decision making.

In 2015, PayPal sought to redefine themselves in the context of a highly dynamic and competitive marketplace. Partnering with Firefish, an innovative research approach was developed that delivered new and compelling insight as to how the brand could address the unmet needs of 5 billion people across the world who were currently being underserved by money and financial services.

PayPal has already used the learnings from the work to inform recent initiatives across product development, Corporate & Social Responsibility, PR and communication. It has also been referenced on several occasions in public statements by PayPal CEO, Daniel Schulman, often relating to the brandâ€™s belief in greater inclusion and accessibility for all in the world of financial services and beyond. Perhaps the most visible and impactful manifestation of the brand purpose, to this point, has been the â€˜New Moneyâ€™ advertising campaign that premiered during Super Bowl 50 in 2016 and is now running globally.

Fiona Naughton, Senior Director, Global Brand Planning at PayPal comments, â€œThis project with Firefish went from the academic rigour of understanding the role of money in our society through to the micro detail of real lives across the world - literally â€œlookingâ€• at the effect money has on different people every day. It opened our eyes to the real fundamentals of peoplesâ€™ relationship with money on a physical, emotional and intellectual level â€“ and also conveyed their own hopes and dreams of how it could be better on a very practical, everyday basis. It exposed that being â€œfinancially underservedâ€• is not a segment or an income level or a postcode; it is a universal condition and something that we can help with across the globe, regardless of status, income or education. Truly groundbreaking insights for us and now part of how we think about what we see in the world and what we need to do about itâ€•.