

Vodafone wins Marketing Society Award

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London, June 20, 2006. Research International, the world's leading innovation custom research consultancy, has played a major part in helping Vodafone win first prize in the UK's prestigious Marketing Society Awards for a concept testing system that delivers better return on investment from the new product development process.

The "Marketing Capability" prize was awarded to Vodafone for Differentiation Potential System (DPS), a global model for testing the business potential of new concepts and for successfully integrating the end-to-end system throughout Vodafone internationally.

According to Gillian George, Senior Insights Manager, Vodafone "Together with Research International and Oxford Strategic Marketing, we created and implemented a rigorous new system for identifying which new products deserve investment and which don't. The impact is a higher return on our new product development investment and a faster, better product development cycle".

Mike Stevens, Senior Director at Research International said: "DPS builds on RI's strong capabilities in concept screening to create a new gold standard in the measurement of concept testing. It works simultaneously across each product, segment and geography that the client operates in to create a single global measure for assessing concepts. It uses advanced research modelling techniques and gives in-depth diagnostic guidance on concept improvement but is also rigorous and fast to deploy. For businesses with large consumer product portfolios using this model will reduce costs and improve performance." In addition to designing and developing the approach, Research International manages the consumer research that generates the data at the heart of the DPS.