



Research Excellence Awards 2016 Shortlist

Advertising Research
Sponsored by 

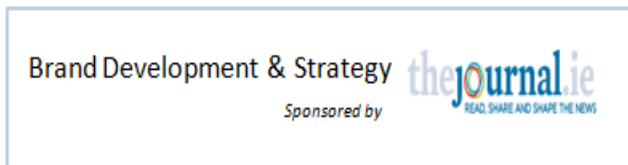
- ❖ Coyne Research
Irish Life
Locating “The Comfortable Zone”
- ❖ IPSOS MRBI
Premier Lotteries Ireland
160 Million Ways To Kill Your Granny
- ❖ RedC
Vodafone
No Porkies

Excellence in
 Qualitative Research
Sponsored by 

- ❖ Behaviour & Attitudes
RTÉ
Finding the Sweet Spot
- ❖ Bord Bía
Bewleys
Wide Awake in America
- ❖ Spark Market Research
Lidl
Creating an Equal Playing Field



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- ❖ Behaviour & Attitudes
Britvic
Project Revel: Ambition through insight
- ❖ Coyne Research
Ulster Bank
A Mortgage You Can Live With
- ❖ RedC
Centra
How Centra used Research to Maximise Revenue Gains from Store Re-Vamps
- ❖ Spark Market Research
Today FM
Brand New Today - Creating Radio Relevance

- ❖ Behaviour & Attitudes
RTÉ
Finding the Sweet Spot
- ❖ Ignite
Vodafone Ireland
Winning the Battle for Christmas
- ❖ Ipsos MRBI
The Irish Times
Gone in 48 Minutes



Research Excellence Awards 2016 Shortlist

Excellence in Data Analytics 
 Sponsored by

Public Policy & Social Research 
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- ❖ Experian Ireland
Eir
Unravelling the Segmentation Conundrum
- ❖ IPSOS MRBI
The Irish Times
Polling's Triple Crown
- ❖ RedC
Eir
CX360-Quantifying the Unquantifiable

- ❖ Ignite
Atomic
Attracting top tech talent to Ireland
- ❖ Ignite
Heineken Ireland
Balancing the chequebook: understanding the role of alcohol among Irish 18-34's
- ❖ Ipsos MRBI
The Irish Times
Gone in 48 Minutes



Research Excellence Awards 2016 Shortlist

Excellence in Customer Experience Research

- ❖ RedC
Dublin Airport Authority
Flight path to number 1....the final approach
- ❖ RedC
Eir
CX360-Quantifying the Unquantifiable
- ❖ W5
Gas Networks Ireland
CX Measurement Programme

