



Advertising and Ad Media Research

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IAB Ireland
Ad Blocking – How research helped formulate the digital advertising industry's response to ad blocking software
- ❖ Spark Market Research
LIDL
Breaking Behaviours – LIDL & The Trolley Cam



Customer Experience Research

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Dublin Bus
Customer Journey Mapping with Millennials
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Brand Development and Strategy

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Dalata Hotel Group
Be wary of strangers bearing gifts
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Digicel
Uncovering the ABCs of generation Z
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Bewley's
Paving the way to 2025: A GPS for growth in the out of homes coffee market



Product Innovation and NPD Research

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PTSB
Developing the "Keep Living" Mortgage
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KBC Bank Ireland
Destination Digital
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Failte Ireland
Designing an Innovation Model to create strategic clarity



Analytic Impact



- ❖ TAM Ireland
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A/V Data Solutions
- ❖ IPSOS MRBI
Bord Bia
Dicing, chopping, grating, slicing



Public Policy and Social Research



- ❖ Behaviour & Attitudes
Iarnrod Eireann/Irish Rail
A more Accessible Future
- ❖ Spark Market Research
LIDL
Teenage Kicks – Encouraging Girls in Sport
- ❖ Ipsos MRBI
Nutricia Medical/ Alzheimer's Society of Ireland
Dinner with Dementia