



The
Marketing Society
10 years of Research Excellence

Winners 2018



Advertising and Advertising Media Research

“Tesco Live Smart Select”

Clear Channel Ireland

Clear Channel



Brand Development & Strategy

“Were All Homemakers”

IPSOS MRBI

Woodies



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Public Policy & Social Research

“Rebuilding Trust Revising Irelands HPV Vaccinations”

Behaviour & Attitudes

MSD



Customer Experience Research

“A Mortgage Metamorphosis”

Coyne Research

Ulster Bank



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Product Innovation and NPD Research

“Snakes & Ladders the Home Buying Journey”

Behaviour & Attitudes

AIB



Analytic Impact

“The National Sponsorship Index”

CORE Research

CORE



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Grand Prix



“Rebuilding Trust Revising Irelands HPV Vaccinations”

Behaviour & Attitudes

MSD

Lifetime Achievement Award

Mr Robin Addis