

## SHORTLIST 2021

### **Advertising and Advertising Media Research**

*RED C Research & Marketing Limited*

Vodafone

Covering all the Corners

*Behaviour & Attitudes*

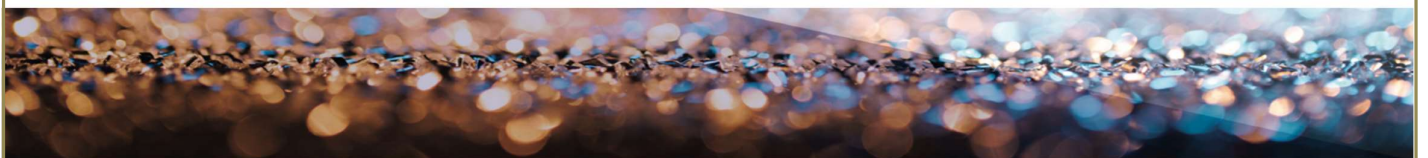
RSA/BBDO

Look at Grandma; New approaches to older pedestrian safety on our roads

Ipsos MRBI

Bank of Ireland

F\*\*\*\*\* BANK OF IRELAND! Taming a message to start a critical conversation



## **Brand Development & Strategy**

Empathy

Britvic

Refreshing Mi Wadi - Explicitly & Implicitly

MCCP

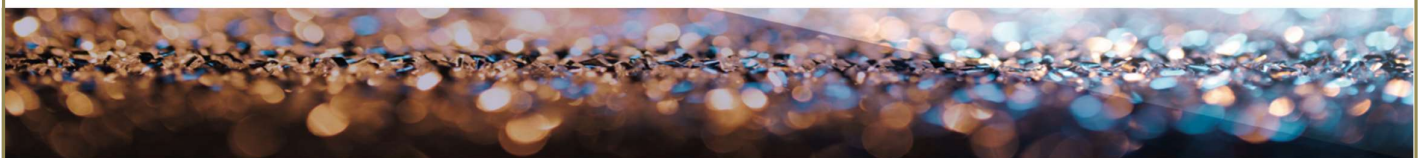
Heineken

The Journey to Island's Edge - Consumer Co-Creation to Evolve Stout in Ireland

Opinions

Bord Bia

Building a Brighter Future for Irish Apples



## **Public Policy & Social Research**

Opinions

Dublin Rape Crisis Centre

Collaborating to Untangle the Complexity of Consent

RED C Research & Marketing Limited

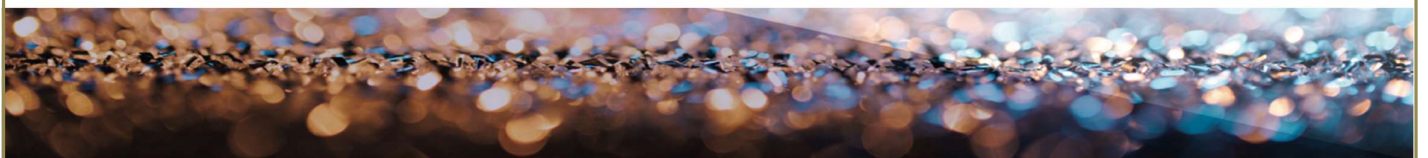
Women's Aid

Supporting Women's Aid, Supporting Women

Behaviour & Attitudes

HIQA

Guiding governance on the digital health revolution



## **Product Innovation and NPD Research**

MCCP

Heineken

The Journey to Island's Edge - Consumer Co-Creation to Evolve Stout in Ireland

Spark Market Research

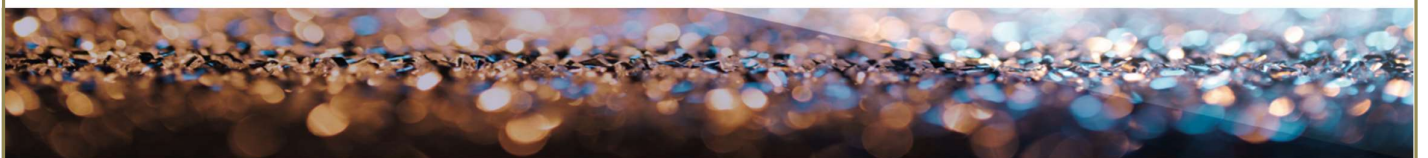
Bord Bia / Manor Farm

Chicken Raised Right

Empathy

Mondelez

“Counter of the Future” - Insight For Growth



## **Analytic Impact**

Behaviour & Attitudes

Three

Sorting the wood from the trees: Building a machine learning model to tangibly improve service

RED C Research & Marketing Limited

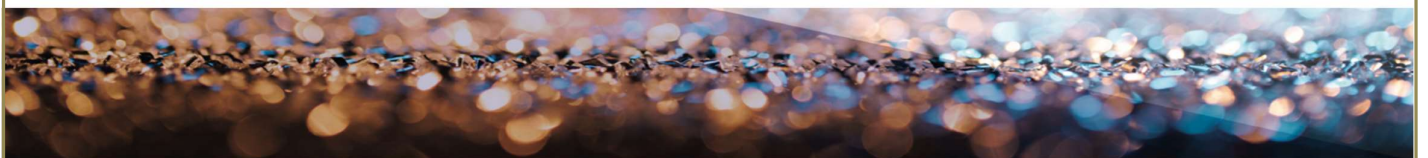
Irish Life Health

A Healthy Appetite for Success

Opinions

Chill Insurance

Data Driving Double Digit Market Share



## **COVID19 And Its Implications For Brand Growth**

Spark Market Research

Beat

My So Called Covid Life

Behaviour & Attitudes

National Concert Hall

The Return of the Audience: A safe route out of Covid for the National Concert Hall

Spark Market Research

Laya Healthcare

Brave New Era

