

## **Advertising and Advertising Media Research**

*Storytelling for a new generation*

Behaviour & Attitudes

Barry's Tea

*Radio 1 Fights Back - Proving that emotionally connected listeners drive advertising impact*

RED C Research & Marketing Limited

RTÉ Radio One

*Don't ignore the signs - a killer hiding in plain sight*

Ipsos MRBI

Irish Heart Foundation & Novartis

## **Brand Development & Strategy**

*We Got Beef: Growing Irish Beef Exports Across Europe*

Empathy Research

Bord Bía

*Trócaire: Bringing Overseas Charity Closer To Home*

Core Research

Trócaire

*A Lesson in Engaging With Young Audiences*

Ipsos MRBI

RTÉ

## **Public Policy & Social Research**

*Connecting the Cocooned*

Core Research

Health Service Executive HSE

*Sustainable Nudges in Irish Farming*

Opinions

Bord Bia

*Insight Shaping National Public Health Communication Effectiveness During a  
Global Pandemic*

MCCP

Department of Health

## Customer Experience Research

*Softening the Blow*

Behaviour & Attitudes

Three

*The New Journey Starts Here: Paving the way to a safer journey through a pandemic*

Red C Research & Marketing Limited

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*Irish Water voice of the customer programme*

W5

Irish Water

**Product Innovation and NPD Research**

*Oh Me, Oh Migraine – Describing The Indescribable*

Ipsos MRBI

Novartis Ireland

*Exploring the Future of Adult Beverages: A Global Perspective*

Opinions

Bord Bia

*Thumb Powered Pensions*

Core Research

KBC Ireland

## **Analytic Impact**

*PTSB: From MI to Me – Bringing Value Based Segmentation to Life*

Spark Market Research

PTSB

*Checking the Financial Health of the Nation: The Bank of Ireland Financial Wellbeing Index*

RED C Research & Marketing Limited

Bank of Ireland

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

*Supporting Covid-19 Strategy for the Irish Food and Drink Industry: A Global  
Insight Programme*

Opinions

Bord Bia

*Insight Shaping National Public Health Communications Effectiveness During a  
Global Pandemic*

MCCP

Department of Health

*Finding the Cure*

Kantar

Failte Ireland