



The  
Marketing Society  
of Ireland

## SHORTLIST 2023

### Advertising Research

*Sponsored by dmg Media Ireland*

Core Research

HSE

Informing the communication framework for the first publicly funded fertility service in Ireland

Empathy Research

Musgrave

Communicating Points of Difference in Busy Market

MCCP, The Independent Strategy Agency

Irish Cancer Society

Taking Life Back from Cancer



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### Strategic Brand Research

*Sponsored by Global*

MCCP, The Independent Strategy Agency

Heineken Ireland

Repositioning Orchard Thieves for Generation Z

Empathy Research

Bord Bia

Understanding The Consumer & Carbon

RED C Research & Marketing Ltd

GoCar

Baby, You Can Drive (My) Our Car



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### Media Research

*Sponsored by Mediahuis*

Ipsos B&A

PML Group

Life Begins at 4T - Revealing the Power of OOH with Experimental 4T Research

Ipsos B&A

Radiocentre Ireland

The Radio Sector Is Listening Radio - Research For The Modern Age

Sky Media

Sky Media

C-Flight: A Cross-Platform Measurement Solution For Ireland



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### Brand or Product Development Research

*Sponsored by Media Central*

Ipsos B&A

Irish Rail

All Aboard: Shaping the next generation of rail transportation in Ireland

Empathy Research

ARI

Creating 'Joy On Your Way' for Airport Passengers through Insight

jump!

Heineken

Zagg: Energising African Spirit



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**Business to Business Research**

*Sponsored by The Business Post*

Empathy Research

Business in the Community Ireland

Collaborating for Change

Empathy Research

Bord Bia

Who is the Customer?

RED C Research & Marketing Ltd

RIAI

Solid Foundations



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**Analytic Impact**

*Sponsored by Britvic Ireland*

MCCP

Heineken Ireland

Navigating the New Social Landscape to Drive Growth

Opinions

Founders Brewing

Beer Drinker Mindstate Modelling Stateside

Ipsos B&A

ESBN

Market Research at CSuite table



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**Public Policy & Social Research**

*Sponsored by FUEL*

Core Research

HSE and UL Hospitals Group

Decoding the motives for self-referral to the Emergency Department

RED C Research & Marketing Ltd

Department of Housing, Local Government and Heritage

Natura 2000 – Ireland's conservation network

Core Research

Irish Cancer Society

The Right to be Forgotten: Securing a Financial Future for Those with a History of Cancer.



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**Sustainability**

*Sponsored by AIB*

Empathy Research

Musgrave

Developing a Sustainability & Trust Strategy

Empathy Research

Britvic Ireland

Getting Ready for a New Way of Recycling in Ireland

Empathy Research

Bord Bia

Understanding The Consumer & Carbon