



The  
**Marketing Society  
of Ireland**

## SHORTLIST 2024

### **Advertising Research**

*Sponsored by dmg Media Ireland*

Ipsos B&A

Allianz

Stop the Drop: Creating a Future Fit Campaign for Sport in Ireland

Empathy Research

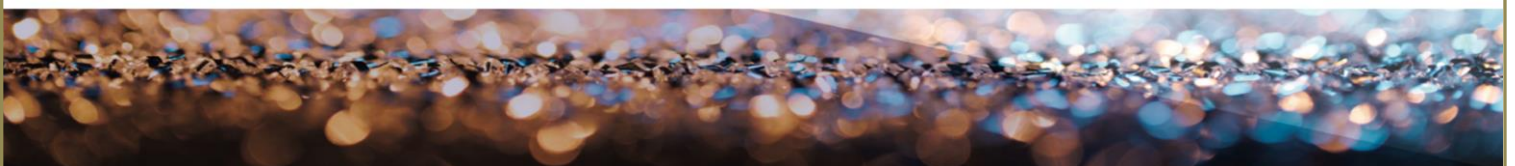
Bord Bia

Insights For More-ganic

RED C Research

Irish Life Health

Wise Women - Empowering women in managing their health





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## **Strategic Brand Research**

*Sponsored by Global*

Empathy

Bord Bia & Glenilen Farm

Expanding a Natural Irish Yoghurt Experience

RED C Research

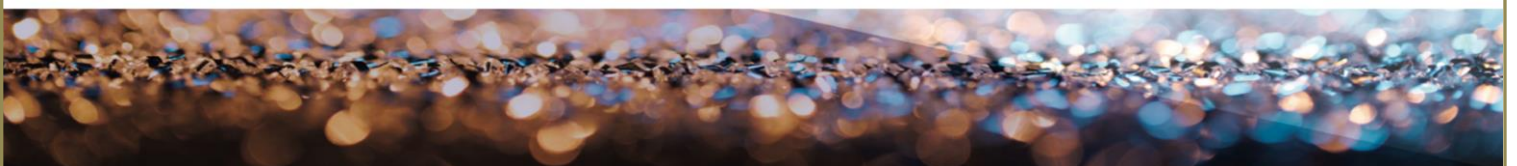
Irish League of Credit Unions

Waking The Sleeping Giant

jump!

Paddy Power

Europe's Favourites





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## **Media Research**

*Sponsored by Mediahuis*

RED C Research

RTÉ

RTÉ Player: Real People Behind 4 Screens

Opinions

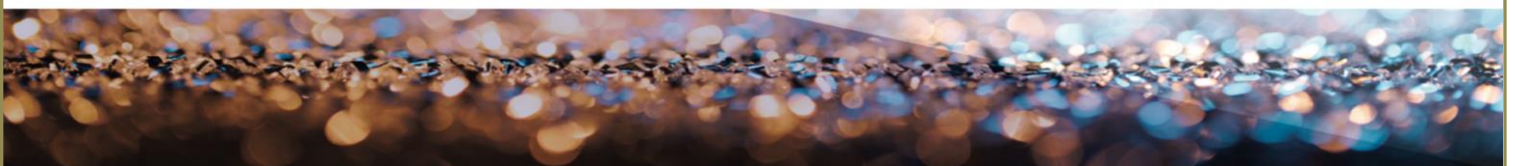
PHD and Diageo

Media For All: Accessibility in Irish Media

RED C Research & Amplified Intelligence

TAM Ireland

Reasons to Pay Attention to TV





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## **Brand or Product Development Research**

*Sponsored by The Outdoor Media Association*

Opinions

AgriOpinions: Creating a Farmer Forum

Ipsos B&A

The Irish Times

Snapshot – Tell Us What You Really Think

RED C Research

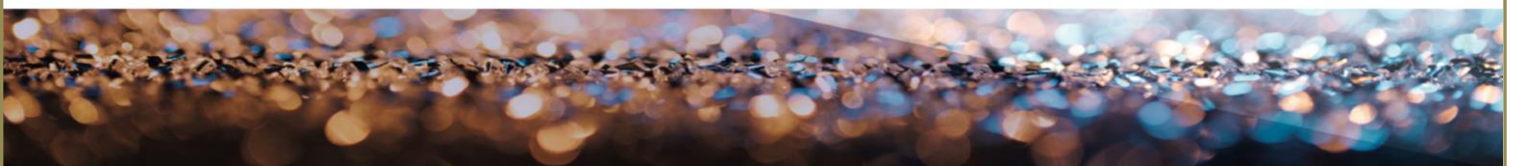
Irish Life Health

Wise Women - Empowering women in managing their health

Opinions

Bord Bia/Nestbox

An Egg is NOT just an Egg





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## **Business to Business Research**

*Sponsored by The Business Post*

MCCP

Bord Bia

Re-energising the Irish Farmhouse Cheese sector – Inspiring confidence, providing stewardship, opening dialogue.

Empathy & FutaVista

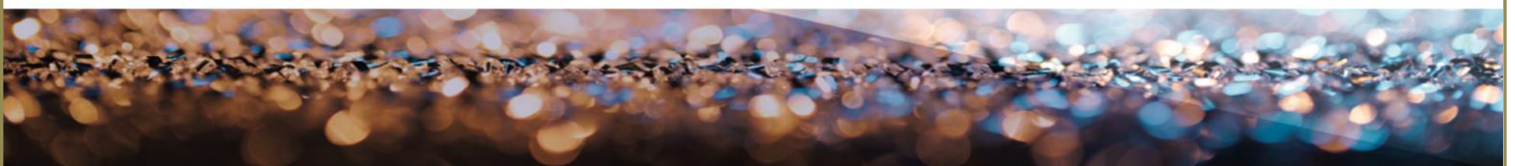
Kerry Taste & Nutrition

Ice, Ice, Baby: The Coolest Future for Iced Beverages in Foodservice!

Empathy & Futavista

Bord Bia

Navigating Sustainable Nutrition





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## **Analytic Impact**

*Sponsored by Norstat*

Empathy & Futavista

Kerry Taste & Nutrition

Ice, Ice, Baby The Coolest Future for Iced Beverages in Foodservice!

Opinions

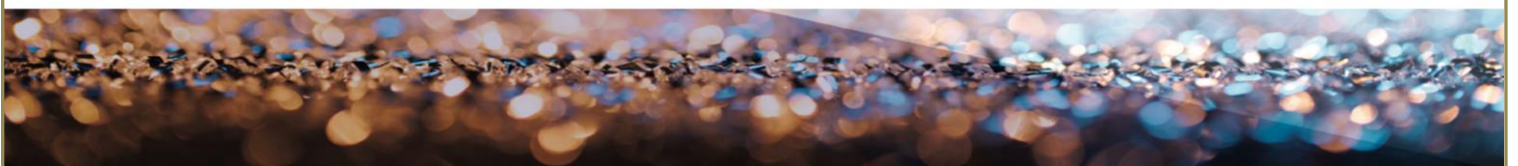
AIB

Universal Truths: A Multi-Modal Approach to Driver Model Harmonisation

Opinions

Glanbia Performance Nutrition

The Nutri-Needs Revolution: Mapping the Future of Global Nutrition





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## **Public Policy & Social Research**

*Sponsored by FUEL*

RED C Research

Department of Foreign Affairs

“Have passport, will travel” - Irish Passport Re-Design

Empathy Research

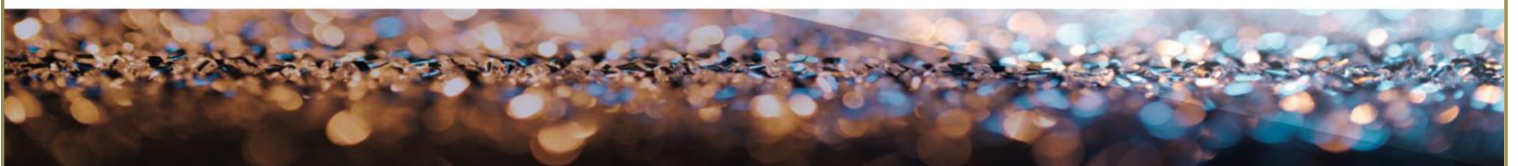
Bord Bia

Insights For More-ganic

Ipsos B&A

Department of the Environment, Climate and Communication

HOW TO SOLVE A PROBLEM LIKE CLIMATE CHANGE From Individual Action to  
Community Engagement.





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## **Sustainability**

*Sponsored by AIB*

RED C Research

AIB

The Clear Green Path

RED C Research

Department of Transport

Taking a Sustainable Step

Opinions

Bord Bia

Driving Agri-Sustainability Through Deeper Engagement

