



The
**Marketing Society
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WINNERS 2024

Advertising Research

Sponsored by dmg Media Ireland

Empathy Research

Bord Bia

Insights For More-ganic

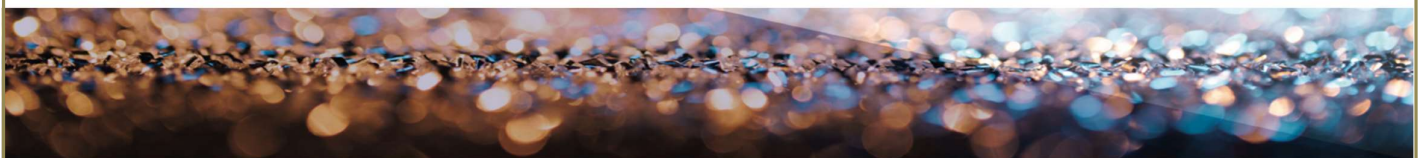
Strategic Brand Research

Sponsored by Global

RED C Research

Irish League of Credit Unions

Waking The Sleeping Giant





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Media Research

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RED C Research

RTÉ

RTÉ Player: Real People Behind 4 Screens

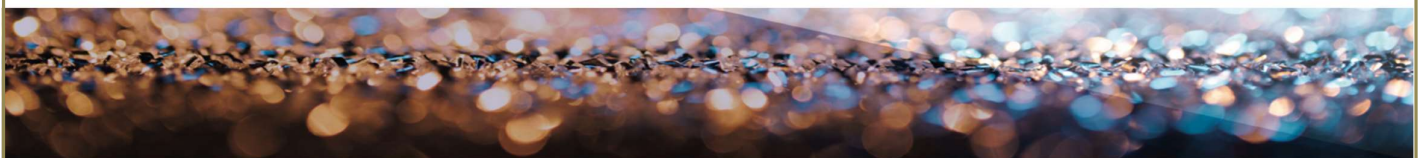
Brand or Product Development Research

Sponsored by The Outdoor Media Association

Ipsos B&A

The Irish Times

Snapshot – Tell Us What You Really Think





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Business to Business Research

Sponsored by The Business Post

Empathy & FutaVista

Kerry Taste & Nutrition

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

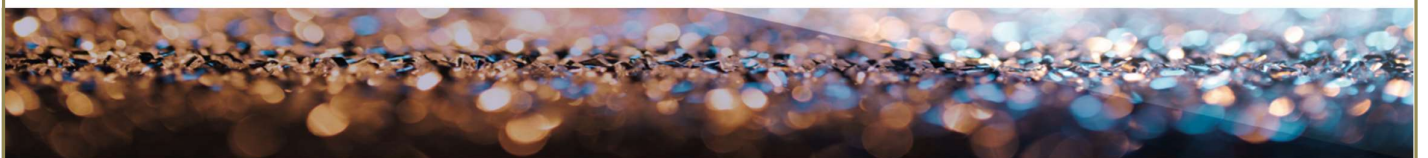
Analytic Impact

Sponsored by Norstat

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

Ipsos B&A

Department of the Environment, Climate and Communication

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

Sustainability

Sponsored by AIB

Opinions

Bord Bia

Driving Agri-Sustainability Through Deeper Engagement

Grand Prix

Sponsored by RTÉ

RED C Research

Irish League of Credit Unions

Waking The Sleeping Giant

