



The
Marketing Society
10 years of Research Excellence

Shortlist 2018



Advertising and Advertising Media Research

Tesco Live Smart Select

Clear Channel Ireland

Clear Channel

Harnessing Eirgrids Power

Spark Market Research

Eirgrid/ BBDO

Milking It

Kantar Millward Brown

Glanbia



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Brand Development & Strategy

Paddy Power a Study of Chaos and Mischief

JUMP

Paddy Power

Were All Homemakers

IPSOS MRBI

Woodies

Irish Beef Winning the Away Game

Bord Bia

Bord Bia



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Public Policy & Social Research

Strategies for a Yes Vote

Red C Research

Coalition to Repeal the 8th

Pathways to growth

Bord Bia

Bord Bia

Rebuilding Trust Revising Irelands HPV Vaccinations

Behaviour & Attitudes

MSD



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**The Sunday
Business Post**

Customer Experience Research

The Problem Child – Building a Customer Experience Programme for SMEs

IPSOS MRBI

Vodafone

A Mortgage Metamorphosis

Coyne Research

Ulster Bank

Voice of the customer research

W5 Customer Experience Consultancy

AIB Merchant Services



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dmg::media
Ireland

Product Innovation and NPD Research

Growing up with Water Wipes

Spark Market Research

Water Wipes

Snakes & Ladders the home Buying Journey

Behaviour & Attitudes

AIB

Get Smart – Smarten the Insurance Offer

RED C

AVIVA



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Analytic Impact

When the tide goes out on smoking

IPSOS MRBI

The Department of Health

The National Sponsorship Index

CORE Research

CORE