

## Advertising and Advertising Media Research

*Kids These Days - understanding the media behaviours of Generation Z*

Mindshare

Mindshare

*Furnishing the Brand Room*

RTÉ

RTÉ

*Center Parcs - Shaking Trees in Longford*

Spark Market Research

Spark/Center Parcs/Chemistry

## Brand Development & Strategy

*From Challenger to Contender*

Behaviour & Attitudes

Energia

*Project Icarus*

Empathy Research

Coca-Cola Hellenic Ireland

*Getting Ready for the Real World*

Red C Research & Marketing Limited

Liberty Insurance

## Public Policy & Social Research

*The 30% Club - Making the Change Count*

Coyne Research

The 30% Club

*Drinkaware Index 2019 - Analysing Hazardous Drinking in Ireland*

Drinkaware

Drinkaware

*Eliminating the Gender Play Gap*

Ipsos MRBI

Sport Ireland

## Customer Experience Research

*CXX (Customer Experience Excellence) Transforming An Organisation*

Behaviour & Attitudes

123.ie Insurance

*Making it Easy' with VOC*

Red C Research & Marketing Limited

Shannon Airport

*Jameson Bow St. Experience - Impact on Jameson brand*

W5

Irish Distillers Ltd.

## Product Innovation and NPD Research

*The Story of Rufus the Messy Little Monster*

Ipsos MRBI

safefood

*White Smoke for Irish White Fish*

Red C Research & Marketing Limited and V360°

Bord Bia

*Ageless Consumers*

Spark Market Research

Spark Market Research, Glanbia and Bord Bia

## Analytic Impact

*Decoding the Irish Shopper Analytic Impact*

Behaviour & Attitudes

Unilever

*How we used Analytics to transform National Lottery's media planning*

CORE Data

National Lottery

*Kerry - Understanding our Customers' Customers*

Spark Market Research

Spark / Kerry