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LUMEN

Mediatel Media Research Awards 2023

Celebrating outstanding research

 **Mediatel
Connected**
Part of Adwanted Group

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Introduction by Head Judge



Belinda Beeftink
Research Director, IPA
Chair of Judges

It was an honour and a privilege to chair the judging for this year's Mediatel Media Research Awards. I was helped enormously by a very talented and experienced set of fellow judges whose input and views were invaluable.

The judging is a serious job and not undertaken lightly as we all completely recognise the hard work and effort that goes into submitting an entry. As ever this year, the quality of the submissions was very high with the highest number of submissions since the awards began. That suggests that the media research industry is in very good health and has come out of the Covid years with the ability and the energy to meet some very tough challenges demonstrating innovation and some very impressive results.

All those who were shortlisted for the awards are united in their commitment to doing the very best work they can, to delivering quality data and effective outcomes all brought together with engaging story telling. They are to be congratulated.

The Judging Panel

Our stellar line up of 12 judges for the 2023 awards was led by Head Judge, Belinda Beeftink, Research Director at the IPA.

Each individual judge brings their own industry expertise and unique take on the media research market, covering media agencies, media owners, marketing bodies, tech companies, advertisers and independent consultants.



Denise Turner
Chief Executive
Route Research



Matt Hill
Research & Planning
Director
Thinkbox



Helen Rose
Managing Partner
the7stars



Andy Pang
Independent Consultant



Kathryn Saxon
Head of Audience
Science
Wavemaker



Neil Eddleston
Founder & Director
Runor Data Consulting Ltd.



Louise Twycross-Lewis
Head of Insight
PHD Media



Lucy Gregory
Research and Insight
Director
Disney



Sarah Ashley
Research Manager
Google



Peter Stevens
Head of Commercial
Insight
Bauer



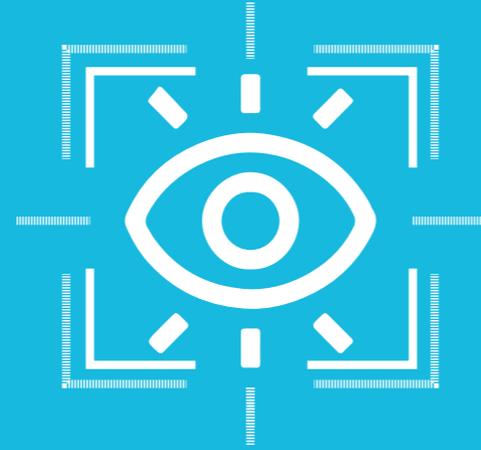
Omar Oakes
Editor
The Media Leader



Lumen is an attention technology company that uses eye tracking to optimise your media buying and creative development

Advertise for the Attention Economy

Drive higher ad efficiency, brand lift, and return on ad spend with the Lumen Attention Measurement Platform by measuring and optimising ad campaigns for true attention, not just visibility.



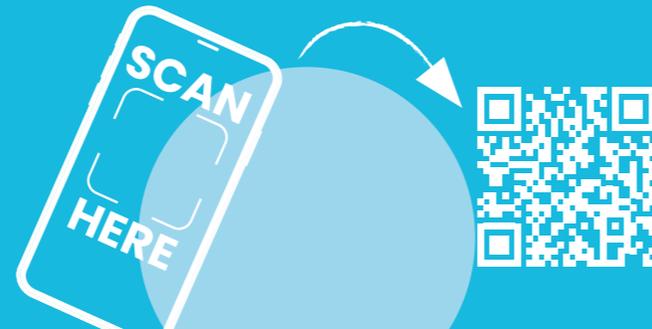
Why Lumen?

- 10X ROAS
- +130% Brand Lift
- +30% Ad Efficiency

*Based on client campaign results

How It Works:

1. Measure and test with attention panels based on industry-leading eye-tracking technology.
2. Optimise creative through contextual testing across media formats and channels.
3. Integrate Lumen's attention tags with your ad-tech stack to create attention-first media models.



Unlimited Brand Lift Measurement

Measure brand lift at scale across all formats & devices



Addressing the true values of advertising

The mission:

To move brand lift from individual measurements to a metric, at the core of digital media effectiveness

The solution:

To deliver unlimited brand lift metrics

The scope:

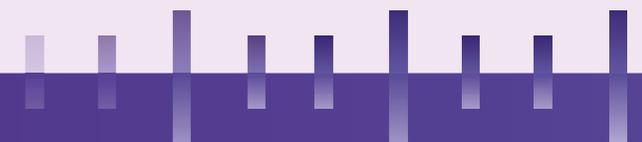
To add science and scale to ad effectiveness

1. Single monthly fee covers all your campaigns
2. Measure even your smallest campaigns
3. Set campaigns up in less than 5 minutes
4. Download insightful automated campaign reports
5. Compare your results to 17,000+ benchmarks

Winner of Best Technology Partner



SCAN QR CODE



Best Custom Media Research Project – Trade Body



2022 winner

PwC-ISBA / AOP / PwC programmatic supply chain transparency study



IAB – Marketers x Digital: the relationship laid bare

The IAB sought to overcome a perceived entrenched view that digital advertising cannot deliver the fame, creativity or long term results that other media are known for. The IAB tackled this in two ways. Firstly by uncovering what advertisers truly feel about digital advertising and secondly to create a long term marketing campaign to reset established thinking. This approach involved semiotic analysis and reaction-time testing.

“The work that IAB has done has helped to shape an integrated, multi-faceted and long term marketing campaign which will shift advertisers’ perceptions of digital. This is due for release in early 2023.”



Newsworks, Tapestry Research & Map the Territory – Trust: more than a feeling

Newsworks had identified that trust (or lack of it) has a huge impact on how consumers think about and use different brands, including news brands. More trust can increase the mental availability of a brand, increase perceived brand differentiation and result in greater market share and advertising efficiency. The Newsworks approach helps give brands the tools to measure and diagnose their levels of trust and demonstrates how choosing the right partners can help build it.

“The Newsworks study showed that there is a large halo effect from the news brand to the advertiser due to their strong, trusted relationship with their readers. The judges liked the approach using test and control and the use of mixed research methodologies.”

2023 Winner
Radiocentre



Radiocentre – The Radio Planning Optimiser: welcome to a new era in data-driven radio campaign planning

Often the most asked question of the Radiocentre was “what weekly frequency should be planned for radio campaigns?”. Over the years an over simplification of frequency levels has meant that focus on this too heavily overlooks the fact that weekly reach matters. Radiocentre have created a planning tool to help planners and advertisers break free from the rule of thumb approach to frequency. The Radio Planning Optimiser helps them identify the ideal weekly weight for campaigns.

“This is another beautifully crafted tool to add to the wonderful tool box that Radiocentre has developed over the years. A simple, easy to use approach which delivers a data framework to guide planners and advertisers towards optimum campaign weights.”



Thinkbox – The TV playbook for online businesses

The pandemic turbo-charged e-commerce, creating a surge in online businesses disrupting every category. Thinkbox identified that new online businesses relied solely on search and social media to establish themselves. They eventually reach a point where alternative media should be considered to avoid diminishing returns. Thinkbox found a way to make it easy for online brands to recognise what TV could do for them and to give them confidence to try TV for the first time.

The solution was to create a TV playbook for online businesses which was based on econometric analysis and qualitative interviews with marketers who have used TV advertising to drive growth for online brands. The playbook was a specialist guide which helped unravel and navigate the TV journey and to understand when and why to use TV, and to know what to expect.

“The results of this work were impressive, and helped a record number of online brands to confidently choose TV for the first time. The judges particularly liked the use of econometrics in providing a solution.”

Best Custom Media Research Project - Media Owner



2022 winner
ITV -ITV Bespoke Partnerships-Building Memorable Advertising



Mail Metro Media – Centre for Attention

Mail Metro Media wanted to highlight the value of their inventory in a world where social budgets are increasing, often at the expense of traditional media. Partnering with Lumen, their study ‘Centre for Attention’ breaks new ground in attention research by showing how premium print and digital formats deliver higher attention and improved brand metrics. A trilogy of research resulted in a clear understanding of the impact of attention on ad efficacy to a level of detail never explored before.

Alongside granular format understanding, which Mail Metro is using to direct brands such as Nike towards more effective campaigns, they have created two new unique planning tools for the sales team to use and a creative guide.

“Centre for Attention is a brilliant research initiative, made up of multiple parts to produce a well rounded and well thought through study. Frustrated with the gaps that were prevalent in existing attention research, Mail Metro set their mission and have delivered a study that has made an impact both internally and across the industry.”



UKTV & Irrational Agency – the alibi barriers project

UKTV partnered with behavioural science specialists Irrational Agency to use cutting edge methodology rooted in narrative research that could get to a deeper understanding of viewer attitudes and drive growth for the channel. Initial research led to the generation of 15 behavioural hypotheses for which a set of behavioural experiments was developed to test the hypotheses alongside nudge interventions. Identifying that the channel was being held back by false beliefs, the research led to a fundamental reframe of the channels marketing objectives. The research led to award winning campaigns and record-breaking viewers for a new series, as well as growing its share of market.

“UKTV were brave enough to admit that traditional research was producing the same old answers –and they recognised the need to have a new way of understanding what drives viewer’s choice. Utilising behavioural science they uncovered insights that led to marketing changes, which resulted in record breaking channel viewing figures. In a fragmented TV landscape the desire to understand viewers better and the results that followed were extremely impressive.”

2023 Winner
UKTV & Irrational Agency

Mail Metro Media - Highly commended

Best Custom Media Research Project – Agency



2022 winner
PHD - PHD Mental Availability



mSix&Partners - Democratising Econometrics: making sophisticated full funnel MMM insight faster, more frequent and less expensive and thereby more accessible to more advertisers

mSix&Partners' challenge was to bring MMM into the 21st century.

MMM is fast becoming recognised as the best tool for measuring advertising effectiveness, but the reporting lag and its cost prohibitive nature has held it back from being more widely adopted. This paper shares how mSix&Partners has democratised the use of econometrics through automation and innovative modelling techniques.

"This is a critical advancement for the industry and moves us leaps forward in our pursuit of increased advertising effectiveness."

Wavemaker*

Wavemaker - Eco-effectiveness, a bespoke integration of carbon impact data and econometrics to identify the carbon impact per sale driven by media

As we collectively work towards the goals of Ad Net Zero, recognising the carbon footprints resulting from advertising campaigns is a vital step. Wavemaker's paper on their eco-effectiveness approach, significantly moves our thinking on in this area.

Developing a 'have your cake and eat it' solution, Wavemaker has devised the means to reduce the negative environmental impact of their media plans, at the same time as improving their effectiveness.

"Initiatives like this, that help us move to a brighter future, without sacrificing profit margins are a necessity if we are going to achieve our sustainability goals."



We Are Family - Demanding Kids: how kids discover and consume content in the video on demand world

This comprehensive study from Paramount and We Are Family looks at how children navigate different devices and platforms to find content they want to watch.

The world of TV content for kids growing up in today's world is unrecognisable from the one experienced by anyone born before 2010. Using a multi-layered approach, We Are Family uncovered an array of fascinating insights into the way kids today navigate their viewing choices.

"This study resulted in tangible, actionable recommendations that would allow Paramount to develop and improve their content offering and overall business strategy."

2023 Winner
Wavemaker

sponsored by



Best Custom Media Research Project - supporting diversity in media and advertising



Channel 4, Tapestry Research & Versiti - Mirror on the Industry

'Mirror on the Industry' tracks the progress of representation in TV advertising, looking at the portrayal and perceptions of minority and marginalised groups with the aim of empowering the industry to make their advertising reflect viewing audiences.

"In addition to providing the industry with a much-needed audit on diversity within TV advertising, the judges were particularly impressed with how results from MOTI were used to shape Channel 4 initiatives and encourage brands to rethink their approaches to create thoughtful and impactful campaigns."



Google & MTM - Mirrors & Windows: Identity and Media Choices in Modern Britain

Google's Market Insights team joined forces with MTM to create a piece of work delivering a deep understanding of DEI in the UK today, and how this relates to people's media choices and engagement.

"This was an ambitious project utilising a range of research methodologies to understand how the changing media landscape intersects with people's sense of identity, and what the implications of that are for media owners and marketers. Mirrors & Windows is a great example of research placing empathy and evidence at the centre of its approach".

Wavemaker

Wavemaker - Bringing diverse and underrepresented audiences to the heart of research to set strategic direction

Wavemaker designed an ongoing research programme to help The Metropolitan Police Service track the impact of their campaigns on reaching women and ethnic minority heritage groups to ensure proper representation within their workforce.

"This research programme impressed in its ambition and delivery of insight to inform the Met's strategic direction and boost their confidence in tackling barriers to consideration to ensure their campaigns reflect the diverse city they serve."

2023 Winner
Google & MTM

Best Media Research Tracking or Syndicated Project



2022 winner
Digital i - SoDA 3.0 – Getting inside the SVOD viewing revolution



Channel 4, Tapestry Research & Versiti – Mirror on the Industry

This entry shone an important light on diversity and how different groups and voices are represented in advertising. The teams used a mix of different techniques, including a detailed audit of TV advertising, designed to uncover how representative it is. It has been going for several years, enabling measurement of progress.

“In advertising, we must always be mindful that we are not representative, not of the industry nor the population. This project shines a light on where we are and what still needs to be done.”

SAMSUNG Savanta

Samsung & Savanta – Changing the shape of the future: unfolding media campaigns for Samsung smartphones

This entry used a range of different research techniques, with the goal of enabling Samsung to stand out in a very crowded market. The work both looked back at historical learnings and used real-time data to look forward and predict outcomes.

“This project showed a really nimble approach and demonstrated the need for different approaches to measurement to develop a coherent and persuasive story.”

Wavemaker

Wavemaker – Saving lives, a tracker about the hardest call

Wavemaker took on a huge challenge with this project, looking at how to measure not just niche audiences, but also a really important, yet sensitive topic of knife crime. They used a step by step approach with both qualitative and quantitative elements. This meant an iterative process, using learnings from each stage to inform the next, even going as far as inflight changes.

“This work made us all realise why we do what we do, it tugged at all of our heartstrings. This is where research and marketing can make a difference to people”.

2023 Winner
Wavemaker

Channel 4, Tapestry Research & Versiti - Highly commended

Best Use of 1st Party or 3rd Party Data



ITV & You Gov - Finding the Perfect Match

Through leveraging the scale of the ITV Hub dataset and the expansive YouGov panel, ITV were able to build a single source 1:1 match of more than 160k YouGov members who are also ITV Hub users. This has enabled them to build out a truly holistic understanding of its viewers – on and off platform – alongside lifestyles and attitudinal insights, with an exceptionally high level of data quality.

As a result of the partnership, ITV has been able to provide attitudinal target audiences for ad sales and provide an activatable segmentation for the launch of ITVX.

“This partnership provides a significant planning and accountability tool across both operational and strategic initiatives.”



PHD – Viewermatch

Viewermatch is PHD’s solution to understand the true impact of BVOD, and to improve campaign evaluation through measuring its effectiveness in shifting brand metrics based on actual, not claimed, campaign exposure. Their approach identified ITV Hub and All4 users who were exposed to the campaign within Dynata’s research panel, using Infosum bunkers for the data matching process to ensure GDPR compliance.

Panellists were then sent an effectiveness survey by PHD to measure campaign impact utilising a test and control approach. Importantly, in parallel the team ran a study based on OTS to compare methodologies based on actual exposure vs claimed exposure. The OTS approach estimated a group which was 15% larger, with a significant number who had not been exposed to the advert, but claimed that they had.

“This project is a great example of collaboration across agencies and competing broadcasters to strengthen the accuracy around BVOD campaign evaluation.”



Thinkbox, Channel 4, ITV, Sky – CFlight

CFlight is a highly ambitious initiative designed to deliver a cross-broadcaster, cross-platform total TV reach and frequency advertising campaign measurement solution. The project was made possible by competitor businesses integrating 1st party VOD usage data with 3rd party industry measurement. Not only did the project involve the UK’s major broadcasters, it also drew on expertise from a range of industry bodies and data experts, demonstrating a significant collaboration whilst upholding high levels of transparency and methodological rigour.

CFlight is now freely available to all advertisers buying BVOD. There are currently over a thousand registered users, with performance reports accessible through established industry software supporting £800m+ BVOD spend.

“The launch of CFlight this year is a landmark in TV measurement. It represents the most significant industry collaboration in recent years, underpinned by established industry audience measurement and extended to include 1st party data, at scale.”

2023 Winner
Thinkbox, Channel 4, ITV, Sky

Best International Media Research Project



2022 winner

Ipsos & Google - Privacy by Design: data ethics and effectiveness



AMPD Research & Reality Mine - Uncovering Detailed Consumption Habits of Streaming Services Across APAC

AMPD & Reality Mine embarked on a huge multi-market research study to uncover audience insights that were sought after by advertisers and agencies alike. Studies of this magnitude are notoriously difficult to manage and deliver; however this was achieved across 12 Asia-Pacific markets by deploying passive data capture technology to over 50,000 respondents on a continuous basis and delivering the data to clients using Gold Standard calculation rules via software.

Such a vast and powerful data set allowed both media planning and content ideation to improve for stakeholders across the buy and sell side which in turn would enrich and increase the user experience for the end customer.

“The judges felt that this project was worthy of shortlisting because it provided intelligence that increased content understanding across the whole region leading to initiatives that genuinely grew the business and knowledge for all involved.”



Bloomberg Media & DVJ Insights - Forces of Attraction: Embracing new perspectives in Foreign Direct Investment

Bloomberg Media teamed up with DVJ Insights to deliver new and fresh research into the foreign investment landscape. This was an elusive audience to speak to, an improved and more factually sound understanding of their motivations and attitudes would not only help influence media investment but also impact on economic policy across the Europe Middle East and Africa region. The research developed a more actionable understanding of the business’ audience which would then in turn be packaged for media targeting via their DMP platform.

The business outcomes that were witnessed were impressive, with Bloomberg Media enjoying positive outcome metrics from this project across its advertising teams as well as the marketing and PR of the results.

“The judges were universally impressed with the scale, scope and impact of this initiative, which spoke to more than 40 markets across the region, with country level nuanced insights that were delivered to key influential audiences.”



Ipsos & Google - Privacy by Design: the benefits of putting people in control

Understanding your customers attitudes and perceptions around privacy is more important than ever in such a data interconnected landscape. Ipsos delivered a project that sought to understand the global consumer view. By creating actionable insights they took this initiative further to help Google’s customers feel more in control of their data.

Adopting a multi dimensional approach to the research, Ipsos and Google were able to deliver insights that were causally informed which in turn enabled clear guidelines for external advertisers to use when building their digital marketing plans.

“This research was applauded by the judges as it was not only valuable internally but it also provided clear commercial benefits to Google’s partners across the digital marketing industry in many different ad markets.”



Sky Media – CFlight: time for a European Adventure

TV audience measurement is a critical part of the advertising landscape. The evolution of how TV is delivered has posed many challenges across this industry research over the last few years. In CFlight we have seen a breakthrough audience measurement initiative achieve adoption and success in the UK; this might be seen as a foundation for it to thrive across other countries. However, challenges still need to be overcome in order to move this methodology forward into implementation and adoption.

By building a cross platform measurement solution for Europe and beyond, Sky has led the way and has developed a world-first measurement capability that unifies all campaign impressions across all screens, devices and audiences, with de-duplicated reach and frequency.

“Judges shortlisted this entry for its truly industry leading work with huge outcomes and results -which has now been adopted across multiple markets in Europe.”

2023 Winner
AMPD Research & RealityMine

Bloomberg Media & DVJ Insights - Highly commended

sponsored by



Pulse of the Nation



Channel 4 - Different Not Divided: understanding diverse modern Britain

Channel 4's study sought to demonstrate we are not as divided a nation as we feel; that we're far more different, than we are divided; and that we need to be reminded how united we really are #AltogetherDifferent. Utilising a complex and nuanced methodology, Channel 4 has delivered an innovative project with remarkable scope, which delivers a deep understanding of what divides and more importantly unifies every part of society.

"This study from Channel 4 inspires positive change amongst both themselves and their commercial partners."



Mail Metro Media – The Big Squeeze

Mail Metro Media's Big Squeeze study used data-driven insights and opinions to understand how the cost-of-living crisis was affecting both businesses and consumers. It sought to provide brands with actionable data on concerns and habits of their core demographics to ensure their ads are as relevant as possible. Deftly combining audience community insights with data-driven digital insights, Mail Metro Media have produced a study of impressive breadth.

"The Big Squeeze delivers deep levels of understanding into each of Mail Metro Media's commercial partners' wide ranging categories whilst delivering superb results across the business."

MINDSHARE

Mindshare UK - Reality Check: Understanding how society, behaviours and values are being reshaped

Mindshare's Reality Check project explores how society, behaviours and values have been reshaped as we come out of the pandemic and how these changes have impacted on the brands they work with and the media they use.

Using a multifaceted approach, Mindshare have tackled this huge task with a fleet-footed assurance belying their limited budget. They have delivered precision insights across their clients' categories, alongside a detailed understanding of the ever-changing macro environment those clients operate in.

"The first class project generated impressive levels of traction both internally and externally, a reflection on the quality and value that it delivered."

2023 Winner
Channel 4

In association with



The Adrian Edwards Award for Best Use of Datasets

In a tribute to the late Adrian Edwards of TechEdge, this category has been renamed in his honour, to The Adrian Edwards Award for Best Use of Datasets. Money raised from entry fees for this award have been donated to BIBIC, a charity that delivers therapeutic programmes to children and young adults and is based near where Edwards lived in Taunton, Somerset. In addition, the company with the winning entry will receive a £1,000 bursary from Barb to be used for training purposes to develop the next generation of research leaders.



ITV & YouGov – Finding the Perfect Match

This project addressed the issue of not one dataset being able to deliver all the answers. They took existing data from the ITV Hub and put it in context by using YouGov data. It was a clever integration of first party and market data to create a fuller and richer view of people's attitudes and behaviour.

"This was a really innovative answer to an all-too-common question, and proof that with the right approach, datasets are better together."



Mail Metro Media – Centre for Attention: Creative Edition

This entry had at its heart a desire to work out how brands stand out in era of content overload. It used a variety of different datasets and research techniques including eye tracking and effectiveness measurement to untangle the impact of creative on attention.

"We loved the way this work acknowledged that response to advertising is not just about counting people, it's what grabs attention. And the very practical tips were great!"



The7stars – the 7stars Investment Planner: delivering forecast rigour at speed and scale

This entry took already existing datasets and combined them to create a toolkit for clients that helped to predict the potential outcome from advertising investment, balancing short-term and long-term requirements.

"This was a perfect example of taking what you have already at hand and making more of it – just like with store cupboard ingredients."



Thinkbox, Channel 4, ITV, Sky – CFlight

This entry tackled the question of how to combine measurement of different ways of consuming television content to provide a total view. They took an existing solution for one part of the TV market and successfully expanded it across the industry.

"It may seem a really obvious thing to say, but research and measurement are not just simply about asking people what to say. Quite apart from the huge amount of work to make this entry work from a data perspective, the coming together of the industry to make this happen should not be underestimated."

2023 Winner
Thinkbox, Channel 4, ITV, Sky

Best Representation of Data



2022 winner
OMD UK - SEMiPro: Structural Equation Modelling for smarter insight generation



JCDecaux - Insight for all: Empowering everyone and taking back time

JCDecaux democratised its data and insight offering utilising portals, dashboards and the power of Sharepoint. Huge usage saved time and money, and enabled the delivery of market leading data and research projects while offering clients the bespoke insight they crave.

“The team demonstrated excellence in this award category through pro-actively democratising data and insight into the hands of their fellow colleagues and their clients, resulting in positive outcomes for all.”



Sony - Truth in Data: Democratising data & insight

Sony's Truth in Data project has transformed access to insight across Sony Pictures Television. The portal enables colleagues to access relevant insight when and where they need it, removing any barriers to access that previously existed.

“Truth in Data shone a light on how to ensure research and insight is available to all by making the content easy to navigate and digestible to consume – a brilliantly accessible and effective solution.”

2023 Winner
JCDecaux

Sony Pictures Television - Highly commended

Research Effectiveness Award



2022 winner
JCDecaux/Posterscope/
Clear Channel - The Moments of Truth

LUMEN

Lumen - The Dentsu Attention Economy Project

Dentsu, working with suppliers Lumen and TVision, constructed an impressive project to move evaluation beyond impressions and deliver ground-breaking tools and insights in the application of attention metrics in media planning and evaluation.

This large-scale undertaking drew on data from panels in the US and the UK to quantify the difference between viewable and actual ad viewing, to more clearly determine the impact of advertising upon brand recall and choice.

“The insights delivered resulted in actionable business tools enabling real time application of attention metrics to enhance efficiency of advertising communication.”



Sky & MTM - Fuelling the development and impact of Sky Glass

Sky was faced with the challenge of developing a successor to Sky Q and maintaining its relevance in an increasingly streaming based world. Partnering with MTM they were able to develop real consumer and ultimately business insights, despite the onset of COVID requiring an agile and innovative rethink of research approach during the course of the development.

Business decisions taken by Sky were materially affected by the research and resulted in impressive outcomes on the launch of Sky Glass.

“The rapid insight delivery allowed continuous refinement of decisions immediately post launch, generating real business results.”

2023 Winner
Sky & MTM

sponsored by

KANTAR

Media Agency of the Year



2022 winner
OMD UK

essencemediacom

EssenceMediacom Systems Intelligence

EssenceMediacom Systems Intelligence are a team of 100 specialists who strive to ensure that the best data, analytics, insights and technology inform their agency's media planning, optimising their clients' budgets as effectively as possible. Through their combination of skills and technology, EssenceMediacom's Systems Intelligence has thrived through uncertain times - developing new products, growing their clients' businesses, the industry's knowledge and transforming how they expand and develop their talent.

The team are making strong investments in developing talent and promoting diversity and opportunities for all within the sector. Systems Intelligence is developing their graduate programme alongside their apprenticeship training programme, expanding opportunities within the business as an alternative route to university.

"Feedback from clients credit the Systems Intelligence team for great strategic guidance, wealth of analytical and media knowledge, and their deft navigation through turbulent times."

mSix & Partners

mSix&Partners Audience Planning

mSix&Partners generate innovative solutions that boost revenue for the whole company while addressing the industry's thorniest problems. One of the main ways they bring media, creative, content and customer together for clients is through Audience Planning, an effectiveness-led innovation that blends consumer insight, media research, effectiveness analytics and data strategy.

The team has a unique way of partnering with clients to build bespoke and collaborative teams based on clients' exact needs. They leverage data science to provide a range of sophisticated services, including real-time consumer segmentation and propensity scoring, alongside established qualitative and quantitative studies like brand lift.

"Client feedback for mSix&Partners is impressive, describing their impact as 'game changing', crediting their 'provocative thinking', 'seamless partnership' and 'excellence in execution.'"

PHD

PHD Insight

2022 was an incredible year for the PHD team; they grew their services, their team, the volume of live projects, and their client list. Only three quarters of the way through the year they had already beaten their revenue targets.

The team work on an enviable list of projects spanning Viewermatch and Mental Availability, to A Christmas Like Never Before. The team are at the forefront of industry conversations, with representation across events for IAB, Mediatel, MRS and MRG, while client testimonials credited the PHD team's credibility, collaborative spirit, and innovative approach.

"The judges were really impressed with the breadth of PHD's projects, their considerable growth over the past year, and their collaboration across the industry."

Wavemaker

Wavemaker Audience Science

Wavemaker are a small but mighty team who tackle challenging briefs for an impressive client roster - with high impact. They have a strong ethos of building what is not available and believe that driving behaviour change is just as important as measuring sales.

The Wavemaker business is growing, both in revenue, and the team's skill set. The team are ambitious about making a positive impact in the world - including developing a Diversity and Inclusivity planning toolkit that's mandatory on all media plans, and the creation of an econometric approach that incorporates carbon impact so that clients can offset their carbon footprint in their media plans.

"It was fantastic to see the investment Wavemaker is making in nurturing talent in the team, from training that goes beyond the typical research skillset, to broader engagement in the industry, and team socials that look really fun! Not to mention the positive feedback from a range of clients that highlighted the teams' insightful and dedicated approach. The judges were particularly impressed with their eco-effectiveness project which delivers positive impact for businesses, the industry, and the environment."

2023 Winner
Wavemaker

Media Owner/ Trade Body of the Year



2022 winner
Thinkbox



Channel 4 AR&D Team

Channel 4's advertising research and development team have had a stellar year not only for helping C4 deliver huge yoy revenue growth but also by making an impact on the wider industry and beyond with renowned studies such as Different not Divided and their award winning Mirror on the Industry research.

The team sits at the heart of business decisions - taking a lead role in CFlight, opening client doors with their DND research or diversifying revenues with NPD.

"A team that embraces diversity is clearly unlocking research that makes a difference, acknowledgements by both the United Nations and The International Olympic Committee are testament to this."



JCDecaux

JCDecaux data solutions has evolved over the past year from supportive to front of house, stepping up to meet more customers and presenting research and commercial opportunities. More focused than ever on their research and insight output, they've identified barriers to OOH and delivered solutions. OOH isn't measured right, evaluations don't pick up OOH, OOH budgets aren't big enough are just three of the key challenges they tackled this year.

"Pivoting to front of house is no mean feat, but the effort is clearly paying off with a happy commercial team now using a dashboard for ease and a raft of excellent research studies for clients melting the barriers to OOH."



JICMAIL

From staring into the financial abyss in 2020 to doubling their user base in 2022, JICMAIL has unearthed hidden mail insights while democratising access to media planning measurement metrics for mail. Many initiatives have driven success for this JIC over the last year: the JICMAIL levy has transformed access, growing the user base to a larger and more diverse pool; there are accreditations, training certificates, competitor insight tools, a test and learn kit and an attention study.

"A commendable set of achievements delivered by an extremely small team equating to two and a half full-time employees who have certainly punched above their weight. Transforming the perception of advertising mail, JICMAIL has made a huge contribution."



Thinkbox

Thinkbox has led one of the most important developments in TV campaign measurement with the co creation of the world's first total TV measurement solution, CFlight. They've also helped online brands utilise TV for the first time, continued to deliver their TV Masters course to the industry and contributed to the attention debate.

"Arming the industry with valuable research, Thinkbox continued to deliver a wide range of projects that engaged the industry and provided evidence to guide clients through the kaleidoscope of media."

2023 Winner
Channel 4 AR&D team

Research Agency of the Year



mtm

MTM

MTM was created to help traditional media businesses make sense of the transformations necessary to adapt to a more digital world. 12 years on, the world is digital first and MTM continue to work with clients in technology, media and entertainment. MTM provides careful thought leadership for their clients and has also signed up for the MRS Inclusion Pledge and Net Zero Pledge and actively support clients to drive the conversation around diversity and equality.

“MTM have an impressive client list and great testimonials, which have led to excellent financial results.”

STRAT7 researchbods

Researchbods

Researchbods’ clients see them as long term partners and this has resulted in some impressive financial results. They have great client retention which must be a reflection of great client results and importantly keeping people at their heart.

“Researchbods set some impressive core values, setting a high bar, trusting each other, being relentlessly curious, striving to leave their mark and solving problems with flexibility and flair.”

tapestry

Tapestry Research

The approach that Tapestry take is to aim to make the complex simple. They have shown impressive growth in terms of both clients and staff. They have high staff retention and opportunities for career progression, and many of the senior staff have been at Tapestry from the beginning. They regularly deliver high profile thought leadership studies for their clients and their work is often presented at conferences and also wins other industry awards.

“Tapestry Research’s work is innovative, creative and most of all they deliver for their clients which means they can also deliver a fantastic set of financial results.”

2023 Winner
MTM

Tapestry Research - Highly commended

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**Rising
Star**



2022 winner
Shannon Sinclair - the7stars



Katya Des-Etages – Channel 4

Des-Etages' work has already contributed to award-winning work and, having operated beyond her experience level, she has already secured a promotion to senior research executive at Channel 4. Not only has she exceeded ratings in internal reviews at the broadcaster, Des-Etages has been selected for C4's Talent Accelerator programme, run by the Black British Business Association.

essencemediacom

Diana Ivanova – EssenceMediacom

Ivanova's dedication to constantly improve her works means she has quickly become trusted and valued by clients and senior stakeholders, who constantly lean on her expertise. Her work for EssenceMediacom client Tesco has particularly stood out during the Covid-19 pandemic. She created a testing framework in unusual circumstances that allowed the agency to quantify the impact of Covid on the business and generate bespoke media recommendations.



Robert McLaren – the7stars

McLaren's lived experience allows him to approach his work with a customer-centric perspective, bringing agility, approachability, and accessibility to his work. Despite having worked in insight for less than two years, he has already demonstrated a strong grounding in research and his passion has not only elevated work for his team, but for the wider agency, too.



Daniella Mercado – the7stars

Mercado's passion for people, paired with an ability to provide clarity to client challenges, while rooting it in complex, layered methodologies, is a rare gem. Her positive attitude has been heralded by her peers for making a huge difference, particularly for her work on Norstat historical tracker projects – she managed to get up to speed quickly and became regarded as a valued partner to the research company.

2023 Winner
Katya Des-Etages - Channel 4

Good for business*

*and winning awards

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Toluna is a technology company that delivers real-time insights at the speed of the on-demand economy. We do what no other insights company can. We combine innovative technology, award-winning research design, vertical expertise and a panel of over 40+ million consumers.

Our always on platform, Toluna Start, delivers true agility and enables media owners and agencies to tap into real respondents 24/7 in order to respond to research questions as and when needed.

We partner with media clients in many ways from **profiling audiences** (from TV, Print, Outdoor Media and digital channels); providing access to **personalised insight hubs**; **seamlessly transitioning traditional research programmes** on to our cutting-edge **agile platform**; enabling clients to **build on and expand insights from their syndicated subscriptions**, and much more – all the time leveraging the many years of **Media specific knowledge and expertise** we have within our researcher team.



Scan codes for in depth examples from **Future** and **Global** on how they utilise our tools and support.



If you'd like to discuss more please contact vicky.matherson@toluna.com

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