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# MEDIATEL MEDIA RESEARCH AWARDS 2016

#MMRAs



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## RICHARD MARKS

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### Director, Research The Media Chair of Judges

Welcome to the second annual Media Research Awards, for which this year we celebrate 31 shortlisted entries across eight awards categories.

For 2016 the judges felt the quality of the work had already surpassed the high standards of the previous year's inaugural awards and thus deserved a deeper level of background insight. The result is the brochure you hold in your hands sharing details on each of the shortlisted entries.

Additionally, it is a document that captures the striking levels of innovation, talent and hard work present in our industry and I hope it can be used as a benchmark for future work.

It is vital for the future of media research that we are able to demonstrate how the industry is evolving. Yes, survey research still plays a key role in our understanding of media, and the industry currencies are built on the bedrock of methodological excellence. However, these entries reflect a wide range of techniques, often used in combination to deliver real insights, whether it is tapping into the rich sources of relevant 'Big Data' or innovations in ethnographic research.

When I entered the research industry in the 1980s I was continually having to explain that we weren't just 'people with clipboards'. In the 21st century, media research's challenge is to demonstrate that, whilst survey research still has a strong role to play, media data is now increasingly a hybrid of innovative new techniques and the careful use of Big Data, built on a bedrock of high quality sample surveys.

This shortlist convincingly demonstrates the strength, creativity and vitality of UK media research.



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## LYNNE ROBINSON

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**Research Director, IPA  
Judge**

Last year, the judges were surprised by the high level of response both in the number and quality of entries for the inaugural Mediatel Media Research Awards and I am delighted to report that these standards have been surpassed in its second year

The communications business is literally bursting with data. Technology is expanding the range and speed in which all kinds of information can be captured - from the big data sets generated in near real time, through to the more traditional quantitative and qualitative studies to the rapidly expanding ethnography sector – plus a whole range of new and improved techniques for both analysing and merging these datasets together to leverage the insights delivered.

The Mediatel Awards allows us to lift the lid on this activity and look in detail at how these new techniques are being deployed across all sectors of the business and debate which initiatives can be considered the current best in class work.

# THE JUDGING PANEL



**Richard Marks**  
*Director, Research  
the Media*



**Lynne Robinson**  
*Research Director,  
IPA*



**Denise Turner**  
*Insight Director,  
Newsworks*



**David Brennan**  
*Founder, Media  
Native*



**Brian Jacobs**  
*Founder, Brian  
Jacobs &  
Associates Ltd*



**David Pidgeon**  
*Editor, Mediatel  
Newsline*



**Richard Shotton**  
*Head of Insight,  
ZenithOptimedia*



**Kristin Bayliss**  
*Global Account  
Measurement  
Lead, Facebook*

# ***THE CATEGORIES***

- 06** BEST MEDIA RESEARCH TRACKING PROJECT
  - 08** BEST SOCIAL MEDIA PROJECT
  - 10** BEST USE OF DATA SETS
  - 12** EXCELLENCE IN RESEARCH PRESENTATION
  - 14** BEST CUSTOM MEDIA RESEARCH PROJECT
  - 18** MEDIA AGENCY TEAM OF THE YEAR
  - 20** MEDIA OWNER OR TRADE BODY TEAM OF THE YEAR
  - 22** RESEARCH AGENCY TEAM OF THE YEAR
- GRAND PRIX (SELECTED FROM CATEGORIES 1-4)

# BEST MEDIA RESEARCH TRACKING PROJECT

This category included syndicated research projects or bespoke trackers established for clients. Entries could include new projects that delivered data in the qualifying period, or on-going trackers that were enhanced, re-launched or delivered significant value or new insights to clients during the awards period.

## The shortlist:

### **Channel 4 - Updated Upmarkets**



Channel 4 undertook a project to challenge the existing use of the ABC1 classification within TV. This identified the 'High Capital' Audience – valuable and attractive to advertisers. However, the next hurdle was to ensure that this new upmarket classification was actionable, had longevity and could exist within the current BARB measurement to assist and validate decision making.

Channel 4 identified the 'High Capital' segments within their registered users by surveying their Core4 panel and then used key viewing attributes to model this across the full 12 million user base, allowing advertisers to now buy this category. Furthermore, two questions were added to BARB's Additional Panel Classification that, combined with existing BARB attributes, allowed the high capital segment to be identified in currency BARB data.

*"Whilst it may appear simple, the benefits to media agency, advertiser and Channel 4 are clear. Like the introduction of 16-34 Adults as a buying audience on TV, which was also a Channel 4 innovation, we believe this could be transformational as to how we see upmarket audiences planned and bought across the media landscape, not just TV."*

**primesight**

### **Primesight - Primemobile Live 2015**

Primesight's objective was to build on its successful 'Primemobile' initiative to deliver a continuous service with instant access to ongoing results for outdoor campaigns – an enhanced 'Live' version of Primemobile. Clients can now directly access performance data in real time and make weight of exposure or creative changes during the campaign itself.

A panel was created with OnDevice, which combines GPS tracking with diary research to

evaluate exposure and impact. This is delivered via a 'real time data portal' – Primemobile Live - that Primemobile clients can access themselves.

*"It presents openness and confidence with both our approach and media which in turn enables better campaigns through better relationships. Heightened understanding of how the campaign is performing earlier on allows for more intelligent planning more quickly."*



### **the7stars - Warner Music: Our relationship with music**

With the pace of change in music consumption accelerating and becoming ever more complex, Warner Music needed to better understand the consumer journey and how, where and when to target music users. The research involved the use of a smartphone app to monitor all interactions, whilst the panel was engaged via a bespoke online forum to probe their music-related behaviour.

*"Despite all the talk in the media about music discovery being an audio and word of mouth led process, the biggest trend is for music discovery through video consumed on social channels – an insight that has been very successful for the record label."*



### **Weve - Weve Footfall**

Weve's goal was to demonstrate the real world impact for clients of mobile advertising. This has resulted in a campaign measurement tool called 'Weve Footfall'. Built entirely in-house at Weve, the methodology draws on Weve's access to O2 verified location data. Cell, WiFi and GPS data are combined to track where people are.

An SMS campaign is sent to encourage people to visit a store and then how many people do visit as a result is measured, using a test and control methodology to isolate the impact of mobile. The emphasis is on actual physical behaviour (footfall) as opposed to claimed behaviour. The approach has been used by nine different advertisers across four categories, on average measuring an 11.2% footfall increase.

*"Brands can now understand the actual behavioural change shifted by a mobile campaign. This is incredibly insightful for brands that rely on offline sales and has reset the benchmark for some of Weve's core clients who simply won't run a campaign now without footfall measurement in place."*

**Last year's winner was Sky Media & BDRC Continental for Sky AdSmart. Also shortlisted were Decipher, MediaCom, BBC and Ipsos Media CT.**

# BEST SOCIAL MEDIA PROJECT

This award encompasses projects using social media data to enhance our understanding of other media, or research about social media itself and how it fits into the wider media landscape. This includes social media as a research tool, using existing social media data, building social media relationships with respondents, or using other research tools to measure social media usage.

## The shortlist:

### **MEC - MEC's Emotion Wheel**

MEC set out to examine the sentiment behind social media activity, to turn social listening into social understanding by empowering clients with better insight into emotional response.

This was achieved by taking the core concept of assigning text into simple 'good' or 'bad' emotions and combining it with the latest psychological theories of emotion. It was then used alongside advances in the science of natural language processing to create an Emotion Wheel, an insight tool that allows MEC clients to track sentiment in social media. This featured prominently in the Guardian during the General Election and has been used by a range of clients

*"To avoid the problem of an enormous amount of data sitting unused we needed a visualisation which would appeal to a variety of end users, that was engaging and insightful by allowing the user to dig deeper and interrogate the data if necessary."*

### **MEC - Netflix: the FOMOmeter**

Social buzz has been a key feature in the rise of Netflix and MEC wanted to use social media to understand what was driving conversations about Netflix and find a way to use those insights to keep fans engaged.

Consequently, MEC designed a social platform, 'The FOMOmeter' - an online resource that visualises in real-time how people across the UK are discussing Netflix and showing the trending shows in each UK region. The FOMOmeter is incorporated into the Netflix Tumblr page and integrated into the Digital Spy website.



*"We used social to understand Netflix viewing but then built a tool to use the fans' own social data to engage them in a bigger and better way. Fans engage with the tool as it visualises what their peers (other locals) are engaging with, whilst Netflix benefits from an invaluable marketing and social listening tool to improve contextual relevance and effectiveness of their advertising communications. A win-win for all."*



## **Mindshare and Kantar Media - Twitter - TV Causation Study**

Kantar has collaborated with Twitter to develop an official Twitter TV 'ratings service'. To demonstrate to the industry why the service mattered, a study was commissioned to understand in detail the impact and scale of Twitter's causal effect on programme viewing levels.

As part of that study, Kantar asked Mindshare to design a statistical approach for isolating any causal effect on TV viewing. Mindshare used the Granger Method to test for causation between BARB and Twitter data across 3,800 programme transmissions. 11% of those programmes saw some positive effect, with significant variation by genre. The research was used as part of Kantar's report 'A Year In The Life of TV and Twitter'

*"...The study helped provide the intellectual evidence for the importance of Kantar's Instar Social Twitter TV ratings service, successfully launched in October 2014, and for Twitter's ongoing sales strategy which is founded on the (now proven) relationship between Twitter and TV."*

**Last year the BBC won this category with its Social Insights project. MEC, Newsworks and RadiumOne were also shortlisted.**

# BEST USE OF DATA SETS

Media researchers are constantly challenged with drawing insights and driving business decisions using a vast range of data sources. This award is dedicated to the best use of a combination of data sets to meet a business challenge. The data could be used exclusively to deliver insight or integrated with survey research. The emphasis is on the methods used to bring the sources together to produce insights and on the value delivered as a result.

## The shortlist:



### **Channel 4 - Interest Based Targeting**

Channel 4's objective was to meet media agency demand for attitudinal and behavioural targeting on Channel 4's VOD platform by creating and validating a product that was attractive to Channel 4, its advertisers and the viewers themselves.

Channel 4's Core4 research panel was used to establish behaviours and attitudes towards a wide range of topics, including spending habits and mirroring TGI statements. These were then segmented into eight common interest groups. These were then modelled across the full 12 million user base, with validation conducted by Experian. The effectiveness of these segments was measured in a survey via MTM, whilst efficiency was evaluated using comScore's Behavioural vCE methodology.

*"The success of the Interest Based Trial has enabled Channel 4 to go to market with an in-demand product straight away. In addition to demographic targeting, Interest Based Targeting is part of the most valuable form of advertising on Channel 4's All 4 VOD platform, yielding an additional +30% price premium."*



### **Digital Cinema Media - Cinemapper: Cinema's proximity planning tool**

DCM's objective was to provide more concrete data on cinema's ability to drive retail footfall and challenge the idea the medium is geographically 'disconnected' from the retail experience.

To achieve this, a mapping tool was created to detail cinema locational proximity to retail sites. However, the objective was to move beyond just mapping to deliver guidance and insights on where and when the best performing showings and sites would be.

*"Cinemapper allows us to be more pro-active in our discussions with agencies and clients and be very clear in demonstrating how cinema is perfectly placed to drive footfall. The sales team has not only been able to increase the spend we receive from existing clients but also pull in a large number of clients with bespoke packages based on new insight that highlights just what cinema can offer them."*

## facebook

### **Facebook - Facebook & TV Campaign Reach Model**

Facebook commissioned RSMB to help understand the dynamics of campaign reach across TV and Facebook. The research aimed to provide visibility on levels of cross-platform reach as well as solus reach on the individual platforms.

In the absence of single-source cross-platform panels, fusion and modelling techniques were used, with RSMB combining BARB and Facebook usage from IPA Touchpoints 5 to create a model linking the two media. This was then built into a customised version of RSMB's TripleS planning system to model levels of unique and combined reach for TV and Facebook, with validation conducted across 103 campaigns.

*"Many of the findings...were intuitively expected but the RSMB model provided the data to support the theories and the subsequent analysis provides useful guidelines for clients to use in planning their cross-platform campaigns going forward."*

## sky | MEDIA

## dunnhumby

### **Sky Media with dunnhumby - Sky & dunnhumby Data Partnership**

Sky and dunnhumby each has access to significant data sets on TV viewing and retail behaviour. By combining them exposure data can be linked to sales uplifts.

Sky's 500,000 viewing panel was matched to data from 18 million Tesco Clubcard holders, with Experian used as a 'safe harbour' to ensure data security. The initiative provides both post-campaign evaluation and planning reports to help plan and optimise future campaigns.

*"We have only just begun to reap the benefits of combining these two vast data sets...and we expect this data partnership to be beneficial across the industry in the coming years."*

**Last year Kantar Media won this category with TGI Ad-Vantage, with The Guardian, RAB, Channel 4 and MTM also shortlisted.**

# EXCELLENCE IN RESEARCH PRESENTATION

Even the best research projects can fall flat if they are not communicated in a clear and engaging way. This award focuses on projects that have raised the bar in terms of how research and data has been brought to life in an engaging way. Entries could include presentation decks, sales packs, websites or intranets, innovative infographics, data visualisation, videos and animation.

## The shortlist:



### **Mindshare - Mindshare Trends 2015**

Every December Mindshare releases a media trends report for the year ahead, identifying the biggest trends shaping the industry. The challenge was to have the report stand out in a crowded market and also to keep the report relevant and alive throughout the whole year.

To ensure the report had maximum impact, the entire agency and specific clients were involved in the creation, presentation and thinking. Bespoke interactive workshops were created, themed around client-specific business issues, with 22 bespoke workshops for 15 brands across the whole year.

*"Overall, the trends work has managed to really raise the profile of our Intelligence team internally and externally, putting us on the radar with clients for further insight projects...We have brought our trends report to life and hopefully convinced clients that Mindshare trends are for life and not just for Christmas!"*



### **ITV - Primal Screen**

Primal Screen was an in-depth study looking at the unique relationship between TV content and viewers. Taking a leaf out of ITV's own book in its experience of launching new TV shows, the objective was to launch the Primal Screen project as if it was a TV show.

The communication approach encompassed a 'salon' for senior stakeholders, the use of ITV talent in videos to communicate the findings and 14 bespoke events across a month at the Museum of the Order of St John. It was also included in the ITV Upfronts event.

*"TV shows generate millions of column inches every year. We wanted to generate the same coverage for Primal Screen. Working with ITV Press we devised a PR plan to ensure that Primal Screen was picked up in the trade press. Our thinking was that as the launch of a new show is picked up by Broadcast so should Primal Screen."*



## **Discovery Networks UK - Meet the Viewer Day**

The UK Discovery Networks team set out to get their channels closer to the attitudes and behaviours of their viewers by organising an event that would introduce every UK staff member directly to viewers in an innovative and fun way.

Each of the five main flagship channels was handled in a different way, relevant to that channel, ranging from speed-dating with TLC viewers, a live chat show with Animal Planet viewers and their pets and Discovery viewers' 'Day in the Life' videos.

*"It's very easy to become absorbed in your own London bubble and think that everyone is like we are. The vital part of research is to bring the voice of the viewer into the business every day, and doing that in such a literal way is unforgettable."*

**Last year's winner was MEC with their Digital Campaign Optimisation. Exterior Media and Sky IQ were also shortlisted.**

# BEST CUSTOM MEDIA RESEARCH PROJECT

Awarded to the best for custom project delivered to the client within the awards period, demonstrating innovation and successful delivery to objectives. This can encompass qualitative, quantitative, desk research or a combination of the approaches. In this category Gold, Silver and Bronze Awards will be given.

## The shortlist:



### **BBC - Blurred Lines: Gender portrayal in the media**

The BBC conducted a comprehensive study of contemporary attitudes to gender portrayal in the media using MTM. The project was designed to provide an industry-wide view across TV, radio and online.

The project encompassed desk research with media industry professionals and academics, BARB analysis and surveys on the BBC's own pulse panel, content analysis and qualitative research. The research used the Bern Sex Role Inventory (BSRI) to look at the gender typologies portrayed in the media.

*"The research has been presented to the BBC Trust, Executive Board and creative leaders throughout the organisation and informed the ongoing commitment to be a leader in this area, through promoting opportunities for women and handling portrayal in a more nuanced and contemporary way."*



### **Craft and Channel 4 - Remote Access - Understanding Gogglebox Britain**

Craft was commissioned by Channel 4 to answer the question of how and why viewers pick one programme over another and what can be done to nudge them away from the competition and towards Channel 4.

Craft used a combination of techniques, including smartphone diaries, the logging of viewing occasions and a self-ethnographic phase deploying eyecams – glasses capturing video from the wearers' perspectives as they made their content decisions. A behavioural psychologist cast further light on the findings.



*"On-set planning tools and a growing sense that viewers need never miss content means a new, post-TX planning state is emerging. Many decisions take place after broadcast, often driven by WOM/ social recommendation, offering a new marketing opportunity."*



neuro\_sense

## **Global and Neurosense - Global Implicit**

Global set out to understand consumers' true feelings towards audio advertising and understand how creative can be optimised to better fulfill campaign objectives. However, the majority of consumer decisions are made at a non-conscious or implicit level, whilst the majority of research techniques use explicit methods.

Working with the academic community and partnering with Neurosense, Global developed an online Implicit Response Test (IRT) to offer advertisers the ability to uncover the subtleties of consumer attitudes and emotions towards audio campaigns. This has fed into Global Implicit, offering advertisers the ability to test and evaluate audio campaigns.

*"Although neuro and implicit are being spoken about, our experience to date is that knowledge is very topline. We will continue to educate the market, particularly in terms of true implicit versus fast explicit but also highlight why implicit is a methodology that cannot be ignored if you really want to understand consumers' true feelings."*

JCDecaux

## **JCDecaux Airport – Perceived Value Research**

JCDecaux's mission was to quantify the impact of airport advertising on brand perceptions. The objective was to highlight the additional long-term branding benefits.

The research challenge was how to display a brand in an airport environment, to isolate the perceived added value as a direct result of the contextual setting. The solution was to create fictitious brands within a number of product categories and then, working with YouGov, to show them in a variety of settings and establish perceived value.

*"Feedback has been excellent. Agencies and clients have found it a valuable resource when recommending airport advertising for relevant categories. The findings were so well received that several months later we extended the research to look at a new category, B2B."*

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## Best Custom Media Research Project continued...



### **Mindshare – Unilever Video Effectiveness Study**

Unilever commissioned Mindshare to conduct a definitive research study to understand how different forms of video advertising contribute to brand communications. Mindshare decided to develop a 'channel agnostic' video planning tool and the research was designed to provide a robust, qualitative evidence base for the engagement element of this tool.

The research tested and compared the performance of a range of video advertising formats across devices for Ben & Jerrys and Comfort, using a large face-to-face sample conducted by Decipher.

*"...We gained empirical values for how engaging each of the video formats is across each of the devices, for both audiences. This data has fed into the agnostic video planning tool, and alongside reach and cost data directly informs our £100m investment strategy."*



### **News UK – Project Footprint**

News UK wanted to examine the media environment for its digital content and the strength of the relationship between readers and titles to demonstrate whether they delivered stronger outcomes for advertisers versus other media. However, they wanted to look not just at the correlation between digital advertising and digital outcomes, but also at the offline impact on behaviour.

News UK recruited a group of multi-platform *Times* readers and monitored all of their activity, both online and offline, over a full month. The project encompassed a collaboration between comScore and Keller Fay, and also used Sky IQ, Face Facts and CrowdLab to build the approach.

*"In a marketplace keen for more learnings about attribution, the wealth of data harvested from Project Footprint has allowed us to provide an in-depth, holistic picture of Times digital readers and how what they read influences what they go on to do, online and offline."*



## **PHD – Advertising Brands: Cross Device Effectiveness**

PHD wanted to use research to help the Association of Online Publishers (AOP) understand the effect that using different devices has on consumers to see if targeting them over multiple devices offers brands a greater chance to connect, instead of frequent exposures on the same device.

The research examined respondents' exposure to selected campaigns at a user rather than device level, using Celta and DoubleClick, meaning that any uplift detected could be attributed to multi-device exposure. Fieldwork was conducted using the Research Now panel and tracked campaigns for Seat and John Lewis (partnering with MGOMD).

*"The results overwhelmingly showed that multi-device campaigns are more effective than single-device exposures...with significant uplifts in key measures."*

**Last year's winner was MTM with their study on Teen Attitudes Towards Violence Against Women for Channel 4 and the Home Office. Havas, News UK, The Guardian and Kantar Media were also shortlisted.**

# MEDIA AGENCY OF THE YEAR

Awarded to the media agency research team that has delivered the most business impact, with an emphasis on innovation and effectiveness. The award was open to research teams at media agencies of any size.

## The shortlist:

### MEDIACOM

#### **MediaCom**

MediaCom has a 14 strong team of qual and quant researchers servicing an agency of 1,000+ people and 200+ clients.

55 client projects were run over the judging period, including Audi - the power of the small screen, ethnographic research on 'Boommennials', the Connected Kids trend report and tracking changing attitudes as a result of 'The Met: Policing London' TV series.

*"We're innovative, curious and passionate, with a mix of academic and professional backgrounds. This allows us to bring fresh perspectives to our work, and to deliver great insights that help our clients grow their business – which is ultimately what our jobs are all about."*

#### **Mindshare**



The Mindshare research team numbers a dozen or so people drawn from many different disciplines. Everyone in the team is assigned to individual clients and owns a specialist area.

Specific areas of focus in 2015 included maximising the impact of the launch of Trends 2015, exploring emerging communication opportunities. Drawing on the Future Media Lab Community resource, projects included the Twitter TV study with Kantar and Project Shift investigating wearables.

*"The polite words to use would be curious, challenging and intelligent. In all honesty though, that wouldn't give you a clue as to what the Mindshare Intelligence team is really like. Nosy buggers would be a better starting point."*



## Starcom Mediavest Group

The SMG UK research team offers wide-ranging services focused around developing a proprietary toolkit, supporting internal teams with all things insight related, developing bespoke client projects and thought leadership.

Recent projects have included The Green Room for Heineken, Propeller for Lidl, the TARDIIS in-house optimiser, the PACE Panel and research for the Advertising Association.

*"We operate an entrepreneurial way of working where everyone in the team is encouraged to come up with ideas to move our offering forward. Empowerment from all team members at all levels is crucial to our success, along with a sense of challenge, learning and fun."*



## ZenithOptimedia

ZenithOptimedia created a new insight team, a nine-strong multi-disciplinary team offering a broad range of approaches and research projects that allow every client, regardless of budget, to understand the best way to win customers.

Projects have included the Social Forum, an online panel for qualitative research, method planning to help understand target audiences, 'How hot is your brand?' and research to see how academic theories like 'imprinting' and the significance of ages ending in '9' can be applied to planning.

*"We created a new insight team inspired by Isaiah Berlin's tale of the hedgehog and the fox. In this story the fox knows many small things, the hedgehog knows one big thing. We needed to be like the fox."*

# ***MEDIA OWNER / TRADE BODY OF THE YEAR***

Awarded to the media owner or trade body research team that has demonstrated continued excellence, innovation, business impact or contribution to wider industry understanding of media. The award is open to research teams, media owners, JICs or trade bodies.

## **The shortlist:**



### ***Global***

Global is home to some of the UK's best loved media brands including Capital, Heart and Classic. Global has a heritage within radio but is diversifying to address the change in listening behaviours. Its Global Insight team supports programming, commercial, marketing and charity activity.

Recent initiatives have included Implicit Response Testing (IRT) to measure ROI and optimise creative performance, the Global Insight Community panel of listeners, SoundBoard to support the launch of the Digital Audio Exchange (DAX) and the development of [wetheunicorns.com](http://wetheunicorns.com).

*"The Global Insight team have changed the way insight is perceived and valued within the business. 12-18 months ago Global Insight delivered campaign effectiveness and RAJAR analysis. Now it is serving the entire business and is an essential part of strategic decision making."*

*News* UK

### ***News UK***

The Commercial Insight team at News UK has worked hard over the last 18 months to increase its profile with stakeholders, based on a programme designed to demonstrate the impact and influence of the news medium via four key pillars – audience, environment, effect on behaviours and outcomes.

High profile studies have generated extensive media coverage including 'Tablets on the brain', 'Interactive Tablet' and 'Project Footprint' and as a result the Insight team received the award for 'News UK commercial team of the year'.

*"Our challenge has been to move beyond what is expected from a legacy medium and find a whole new way of showcasing the relevance and vitality of our medium in a way that presents News UK as industry thought leaders."*



## **Newsworks**

The Newsworks mission is to help advertisers get the most out of newsbrands in all their multi-platform manifestations. Newsworks aims to be a trusted source of information and advice for anyone who needs to understand, plan and buy newsbrand audiences.

Recent projects have included 'Context is Queen', 'The Company You Keep', 'Touching Is Believing', and 'Generation News', projects using agency partnerships and respected voices from academia. Newsworks has generated significant press coverage to move newsbrands up the planning agenda.

*"Research and insight permeates everything we do. Yes, we aim to help our stakeholders increase their share of advertising spend, but to achieve that, we first have to help advertisers and agencies understand newsbrands' role in today's media mix."*

**Last year's winner was Thinkbox.**

# RESEARCH AGENCY OF THE YEAR

Awarded to the media research agency or division that has demonstrated the most innovation, effectiveness, business impact or contribution to industry understanding of media. The award was open to research teams and research suppliers of any size - from boutique to multinational - and is judged on quality, not just quantity of activity.

## The shortlist:

### **Craft**



Craft is a strategic insight agency specialising in the TMT sectors, with a particular specialism in 'in the moment' and passive data collection as well as immersive and observational techniques. They pilot and harness the latest technologies for data collection, with a heavy emphasis on videography.

Key projects have included commercial strategy for Virgin Media, understanding emerging social media for BBC Digital, Play 2.0 product development for Freeview, Millennial mindsets for Discovery and the global future of drama for BBC Worldwide.

*"Our ethos is to 'Get Closer, Go Deeper'. That means immersing ourselves in the realities of audience behaviour when collecting data, and analysing it using rigorous techniques and theories from across academic disciplines."*



### **Lieberman Research Worldwide (LRW)**

LRW is a relatively new entrant in the UK market and employs a 'so what' research-based consulting model, drawing on its Market Science team and Pragmatic Brain Science Institute to help clients improve their financial performance.

Major projects in the last year have included market segmentation for News UK, data consultancy for Global Radio, understanding smartphone users for Newsworks and OOH awareness for Clear Channel.

*"...we think the UK/European media market research industry is rife for innovation, a little disruption and a back to basics research rigour that is often missing in a story-led, PR sound-bite data saturated era."*

## **mtm** **MTM**

MTM describes itself as a hybrid media research and strategy consultancy, bringing together specialists in qualitative, quantitative and business strategy and has experienced strong growth in the last year.

Significant projects have included understanding the best practice for integrated OOH and Twitter campaigns, the role of YouTube in people's lives and a much publicised BBC deprivation study - in which respondents attempted to live without the BBC for 9 days - and a study of gender portrayal in the media, again for the BBC.

*"As researchers, we deliver 'pure' research, or hybrid strategy and research studies. Our research is more intelligent because of our agency structure – it is informed by the broader perspectives and priorities of platform owners, regulators and suppliers."*