Welcome to the fifth annual Media Research Awards hosted by Mediatel. We are here to celebrate insightful, accurate and business-enhancing data gathering and communication.

Never has the importance of investing in quality, innovative and transparent research been higher. Data is everywhere. At times it seems that every purchase we make, every event we attend results in a ‘how was it for you’ questionnaire: data for data sake, consultation as a palliative. There is a real danger that, as we reach ‘peak data’, numbers become ubiquitous but meaningless, with good data drowned amongst the bad and the bland.

Data is the lifeblood of our media world and it can’t be devalued. We are particularly reliant on media data to make investment and as a currency for the planning and trading of advertising. As a result, the data we use has to be reliable, cost-effective and fit for purpose, a genuine and insightful reflection of consumer behaviour and attitudes. These awards are a timely celebration of quality research that is positively impacting business decisions.

Looking across this year’s shortlisted entries, the range of techniques that media researchers are using continues to grow, with the research toolbox now overflowing with big data, survey research, neuroscience, ethnography and other innovative approaches.

What particularly impressed the judges this year was the quality and readability of the written entries themselves. The short summaries you are about to read do not do them justice. A lot of thought and effort has gone into the submitted papers, reflecting the growing status of these awards. Thanks, should of course also go to our judges who devoted their time and expertise to the judging process and to Mediatel for facilitating the awards.

The Media Research Awards proved to be a delight to judge. The quality and range of the entries continues to grow each year and each category stimulated lively debate amongst the judges as to which paper was the best.

2018 proved to be a turbulent year: the industry communication landscape became even more complex offering an even wider choice of communication channels and the means of evaluating them. However, the industry began to refocus on the importance of trust, transparency, accountability and, of course, the evaluation of true effectiveness. The breadth of this year’s entries reflects this, ranging from the launch of new and updated joint industry currencies, through to studies investigating the latest communication technologies and the evaluation of ROI in terms of profitability - again providing us with an in-depth look at what the best in class are delivering.
THE CATEGORIES

BEST CUSTOM MEDIA RESEARCH PROJECT - TRADE BODY
08 - 09

BEST CUSTOM MEDIA RESEARCH PROJECT - MEDIA OWNER
10 - 11

BEST CUSTOM MEDIA RESEARCH PROJECT - AGENCY
12 - 13

BEST INTERNATIONAL MEDIA RESEARCH PROJECT
14 - 15

BEST MEDIA RESEARCH TRACKING PROJECT
16 - 17

BEST USE OF DATA SETS
18 - 19

EXCELLENCE IN MEASURING EFFECTIVENESS OF A MEDIA CAMPAIGN
20 - 21

EXCELLENCE IN RESEARCH PRESENTATION
22 - 23

MEDIA AGENCY OF THE YEAR
24 - 25

MEDIA OWNER OF THE YEAR
26 - 27

TRADE BODY OF THE YEAR
28 - 29

RESEARCH AGENCY TEAM OF THE YEAR
30 - 31
BEST CUSTOM MEDIA RESEARCH PROJECT - TRADE BODY
Newworks - Planning for Profit

‘Planning for Profit’ set out to measure the contribution of digital newsbrands separately from other digital display and to quantify the total contribution of newsbrands to campaign Profit ROI - not just on one platform. The aim was to make the findings actionable for the widest range of businesses.

Benchmarketing conducted a meta-analysis of their bank of econometric model data to analyse 684 marketing mix models from 2011-2017. In each category, campaigns were divided into three sets: low newsbrand spend, medium spend and high spend.

“Even at current modest levels of investment, digital newsbrands deliver strong profit returns, but there is a much greater opportunity for advertisers to optimise spend. The results show that boosting investment in digital newsbrands would result in higher profit levels, up to as much as £300 million.”

Thinkbox - Profit Ability: The Business Case for Advertising

Thinkbox needed to change the conversation about marketing investment, re-focus attention on the value of brand building, and make the case for the long-term. They set out to provide comprehensive benchmarks for the immediate and sustained effects of different forms of advertising - in general, but also for the key categories of retail, finance, and FMCG.

The project bought together marketing scientists Ebiquity and Gain Theory, who analysed their databanks of campaigns with the emphasis on benchmarking media performance, by category, for efficiency and volume of effects across the short and longer term.

“At launch, “Profit Ability” received blanket coverage across the marketing press and featured in The Daily Telegraph and Wall Street Journal. So far, we’ve been invited to present to approaching 100 agencies and advertisers, and the study has been downloaded in 44 countries.”

Thinkbox - From Brand to Bland

‘From Brand to Bland’ was a social experiment to demonstrate what branding means, the implicit impact it has on our perceptions of quality, and the difference it makes to our purchasing decisions.

The Behavioural Architects conducted a filmed social experiment. Twenty participants completed a ‘life logging’ exercise. Favoured brands were removed from their everyday lives to reveal what they lost. By replacing the missing brands with unbranded versions of the exact same products, we could isolate the brand effects from the products themselves.

“We witnessed how brands bring colour and connection to people’s lives, how they ‘anchor’ perceptions of quality. Participants were staggered to discover they had still been using their favourite products, but de-branded... Subconsciously, the de-branded experience dramatically reduced the perceptions of quality and highlighted the importance of brand-building to imbue products with meaning and put them front of mind.”

LAST YEAR’S WINNER:
Newworks - A Sample of One.
BEST CUSTOM MEDIA RESEARCH PROJECT - MEDIA OWNER
ITV’s Love Island was no instant hit. Back in 2015, ITV’s brief was for on-going qualitative viewer research to transform Love Island from a failing reboot into a ratings-winning formula. ITV wanted real-time insight feeding into daily show production, using creative methods to engage young audiences in future idea development.

The approach used reaction groups, a virtual community, creative workshops, WhatsApp groups and even finale parties to inform and guide the series, with speedy direct feedback to the production team on location in Spain.

“There is no doubt that incrementally embedding viewer research throughout the life cycle of the four series was instrumental in Love Island’s meteoric rise to success for ITV. By introducing viewer research to producers as a responsive tactical resource punctuating the show’s creative development in series one, we won their trust and their buy-in to an increasingly strategic and creative research plan tailored to the needs of the show, season by season.”

Formula 1 and Goodform - F1 Fan Voice

Following Liberty’s takeover of Formula 1, there was a need to better understand fan attitudes and behaviours in order to inform a fan-centric marketing strategy, in particular to gain insights to inform F1’s OTT streaming platform, F1 TV.

F1 Fan Voice is a global research community for Formula 1 fans, with online surveys to understand many aspects of F1 coverage and fan behaviour and engagement. Fan Voice integrates Formula 1’s fan segmentation.

“F1 Fan Voice positively impacts all departments: we are no longer making decisions based on what we think fans want, but on what we know fans want - which can only be a good thing for the growth of the sport worldwide.”

Reach Solutions and house51 - Why We Shouldn’t Trust Our Gut Instinct

Reach Solutions (formerly Trinity Mirror) wanted to grow the visibility and relevance of Reach Solutions amongst agency planning and strategy teams and the wider industry, challenge current industry thinking in a provocative way and position Reach as a thought leader in the understanding of real people.

The project, conducted by house51, deployed cross-cultural psychology techniques to interview 2,500 UK adults, and 150 media agency employees, exploring the disconnect between media agencies and the mass-market.

“We uncovered a fundamental, hardwired, behavioural and psychological difference between the people who populate media agencies and the mass-market. We proved our hypothesis that people working in media agencies exhibit an analytical thinking style whereas the mass-market displays a holistic one.”

Ipsos MORI and The Economist - Gender Neutrality

Despite research showing similar content preferences for male and female subscribers, The Economist’s subscriber base is heavily male-skewed. How could they increase the number of female subscribers and achieve gender parity?

Ipsos MORI and The Economist partnered using semiotics, focus groups, and global readership surveys exploring cultural context, behaviours and attitudes amongst current, lapsed, and prospective readers. An integrated approach ensured deep insights, creating a comprehensive strategy for reaching more female readers.

“This research has been invaluable to provide The Economist with a clear action plan for change, based on audience insight. Before the work, it was hard to articulate what it actually means to be “gender balanced” in our marketing. Now we know exactly what needs to be done, while staying true to our brand.”

LAST YEAR’S WINNER:
Channel 4 - Contextual Moments. Which also won the overall Grand Prix.
BEST CUSTOM MEDIA RESEARCH PROJECT - AGENCY
IPG Mediabrands and Twitter - From Beckham To Brexit

Twitter and IPG set out to understand how stories spread on social media and how advertisers can tap into the process in order better to land their brand messages. Specifically, how does Twitter work to spread information?

IPG's approach was to undertake a detailed analysis of Twitter's on-platform dynamics. A bespoke multi-core data engine was constructed, capable of processing billions of data points. The project involved a combination of machine-driven and human-led processes, with visualisation of the data a key part of the process.

"The study has become a central pillar in Twitter's positioning, delivering internal and external business benefits. On launch, Twitter took it to the marketing community as a whole, as well as to individual big brands such as Nike, Adidas and Microsoft. It directly contributed to several of these brands signing up-front advertising agreements with Twitter running into millions of dollars over the next year."

Initiative - Lego Technic Recode Audience Research

The objective was to understand Lego Technic's position within the builder toy market, for each audience, with a specific focus on the release of a Lego Bugati kit. The research also set out to compare Technic's appeal to a whole range of pastimes, to understand where 'builder toys' fit, and what barriers there could be to this unique pastime.

Initiative used the Research Now panel to conduct a quantitative survey of both adults and children and its new Recode tools suite. Week-long video, photo and text dairies were gathered using the Indemo app.

"Project insights were fully embedded into the Technic strategy. Using 'Status' as the key cultural driver, Initiative utilised the high-profile, premium "Turbo spots" in Channel 4’s F1 coverage, and a partnership with the Dave TV channel. The Bugatti achieved 23% of its total sales target in week one (w/c 1 October. Source: Lego)."

Wavemaker - Breastfeeding Friend & Wavemaker Voicemaker

Wavemaker has created the ‘Start4Life Breastfeeding Friend’ - the UK’s first bespoke breastfeeding voice assistant to run on connected home and mobile devices. It delivers breastfeeding advice whenever mums needed it, whatever the hour, instantly, baby in arms and hands-free.

Research to support the development included the use of a breastfeeding chatbot and a beta-test through Mumsnet. The research found that the robotic voice was irritating, so further research using neuroscience helped develop a relatable human voice for the service. This means Wavemaker now has an approach - Voicemaker - to test human voices against voice attributes.

"We’ve built a future proof product that will help our clients navigate the voice space as we experience voice AI penetrating technology way beyond the Echo or the Google Home sat in the kitchen."

LAST YEAR’S WINNER: J Walter Thompson & Mindshare - Speak Easy.
BEST INTERNATIONAL MEDIA RESEARCH PROJECT
Established in 2012, the Digital News Report continues to be the largest international comparative study to track online news and engagement across a range of markets. YouGov have worked on the Digital News Report since its inception in 2012 and have worked closely with the Reuters Institute as the markets have expanded.

In 2018 YouGov surveyed 72,000 respondents in 37 markets across 5 continents. The data published is accurate and can be used as a reliable resource by multiple stakeholders and other users ranging from academic institutions to commercial media owners.

"Closed messenger networks such as WhatsApp have been growing for news (from 10% in 2016 to 15% in 2018). This can be linked to markets where there is a harsher political climate leading to the polarisations of opinions. This is especially an issue in semi-authoritarian countries where people don’t feel comfortable sharing political information in open networks."

As part of the Bloomberg Media partnership, Credit Suisse wanted to understand what makes their exclusive audience tick, to better understand, engage and communicate with them. What motivates high and ultra-high net worth individuals and how has their entrepreneurial mind-set shaped their road to success?

A multi-layered approach was used, including one-hour in-depth interviews, 300 survey interviews and academic literature review. Censydiam, an Ipsos proprietary approach, was deployed to uncover underlying human motivations.

"Our partnership provided deep insights into those who share an entrepreneurial mindset and served as the basis for excellent multi-media content creation. Strong project-management, expertise and authority with the ultra-high net worth individuals interviewed has enabled us to produce a unique white paper, an outstanding short-documentary and many thought-leading features."

The project primarily sought to fundamentally change the way that BBC World Service thinks about and caters for its digital audiences around the globe, by aligning output better with what matters most to them.

The key output was a ‘wheel’ of six ‘news needs’ that describe the emotional or functional value a piece of news content has for the end consumer. It frames a person’s reasons for consuming not in terms of the genre or topic - despite most news websites and apps being laid out that way - but in terms of the value gained through consumption.

"We have integrated user needs into daily editorial meetings, weekly planning and commissioning meetings, and regular digital “deep dives”, that allow us to continually improve. It has definitely opened our eyes to those content areas where we used to spend more energy without getting much back and vice versa prioritise those that really resonate with our audiences."

"Our partnership provided deep insights into those who share an entrepreneurial mindset and served as the basis for excellent multi-media content creation. Strong project-management, expertise and authority with the ultra-high net worth individuals interviewed has enabled us to produce a unique white paper, an outstanding short-documentary and many thought-leading features."

LAST YEAR’S WINNER: BBC World Service - Attribution.
The objective was to specifically measure and track KPIs for Nuffield Health’s overall brand and its gyms, hospitals and physios, benchmarked against key competitors. By doing so, Nuffield could develop a greater understanding of the relationship between its marketing communications plan, media spend and customer experience/behaviour, including in-market performance against its competitors, to help guide future strategy.

Future Thinking integrated primary research with additional analysis from consumer data, created from multiple service touchpoints and Nuffield Health’s own business data. This enabled Future Thinking to tie the findings back to real-world business metrics.

"Initial analysis in autumn 2017 informed and influenced Nuffield Health’s marketing department to make fundamental changes to their planned 2018 advertising campaign. The team scrapped initial plans and opted for a new connected health message."

Channel 4 TV - PL4Y-Back

PL4Y-Back is a cost-efficient method to carry out more regular measurement of campaigns across 4Sales. The results help clients understand the power of their partnership with 4Sales as well as offering constructive criticism on their campaigns.

Consumer Insight (CI) has created a continuous tracking tool which optimises efficiency and adaptability. A sample of 250 respondents participate per week, measuring up to 25 advertising campaigns per year for the same budget that would have previously covered just eight.

"Thanks to the launch of PL4Y-Back, we now have robust, independent evidence which proves how well these campaigns work. Not only does that strengthen our relationships with existing clients, but the results we’ve now gathered also help us to sell PL4Y to new clients."

Sky - Sky AdSmart

Since the launch of Sky AdSmart, Sky's Insight and Research team has been running an evaluation programme to provide feedback to agencies and advertisers about their addressable targeted TV campaigns. The aggregation of nearly 100 campaigns to date has provided a plethora of learnings that continuously improve the service.

Research has incorporated more than 250,000 interviews, facial coding and emotions analytics with a particular focus in the last year on brand evaluation, delivered via an interactive internal dashboard.

"Since launch, Sky AdSmart has become a much sought-after targeted ad platform. The past year has seen Sky AdSmart deliver a majority of campaigns that return strong uplifts in predefined brand KPIs such as brand awareness, purchase consideration and leadership status."

LAST YEAR’S WINNER:
the7stars - Untangling the fairy lights: festive tracking study.
BEST USE OF DATA SETS
ITV and On Device Research - Love Island Partnership Effectiveness Research

ITV needed to measure Love Island’s multiple brand partners, to help them to better understand the impact of their media investment in Love Island.

On Device Research used ACR (audio content recognition) technology to passively measure TV ad exposure. From a panel of 3,000 device IDs, On Device Research created control and exposed groups to measure the impact of the campaign on brand metrics throughout the purchase funnel. This was combined with geo-location data to measure Superdrug store footfall, and loyalty card data to measure actual product sales.

“The study has provided ITV with a piece of cornerstone insight to inform and engage commercial clients and advertisers during its Upfronts session in October - supporting the media owner’s thought leadership position and offering a genuinely new approach to ad measurement to clients.”

BBC World Service - Lumen: Digital Audiences, Illuminated

The BBC World Service generates a lot of data, sitting in a huge number of different places. Up to now, navigating and making sense of it for non-experts was near impossible.

Lumen is a tool that combines web, social and market data in one place. It reports weekly performance and works for stakeholders in a range of disciplines. To automate this process, the core team took models and factors from existing research and designed them to be applied to 43 BBC World Service websites, six apps, 200 partner platforms and four social networks every week.

“Lumen has been an eye-opener for us. ... It usually is the light-bulb moment in the room when I open up Lumen, and people understand why we need to do things differently.”

Newworks - Planning for Profit

‘Planning for Profit’ set out to measure the contribution of digital newsbrands separately from other digital display and to quantify the total contribution of newsbrands to campaign Profit ROI - not just on one platform. The aim was to make the findings actionable for the widest range of businesses.

Benchmarking conducted a meta-analysis of their bank of econometric model data to analyse 684 marketing mix models from 2011-2017. In each category, campaigns were divided into three sets: low newsbrand spend, medium spend and high spend.

“Even at current modest levels of investment, digital newsbrands deliver strong profit returns, but there is a much greater opportunity for advertisers to optimise spend. The results show that boosting investment in digital newsbrands would result in higher profit levels, up to as much as £300 million.”

IPG Mediabrands and Twitter - From Beckham to Brexit

Twitter and IPG set out to understand how stories spread on social media and how advertisers can tap into the process to land their brand messages. Specifically, how does Twitter work to spread information?

IPG’s approach was to undertake a detailed analysis of Twitter’s on-platform dynamics. A bespoke multi-core data engine was constructed, capable of processing billions of data points. The project involved a combination of machine-driven and human-led processes, with visualisation of the data a key part of the process.

“On launch, Twitter took it to the marketing community as a whole, as well as to individual big brands such as Nike, Adidas and Microsoft. It directly contributed to several of these brands signing up-front advertising agreements with Twitter running into millions of dollars over the next year.”

LAST YEAR’S WINNER:
EXCELLENCE IN MEASURING EFFECTIVENESS OF A MEDIA CAMPAIGN
ITV and On Device Research - Love Island Partnership Effectiveness Research

ITV needed to measure the impact of activity by the show’s multiple brand partners, to help them to better understand the impact of their media investment, while setting a benchmark in providing ground breaking ad effectiveness research to the industry.

On Device Research combined ACR (audio content recognition) technology to passively measure TV ad exposure, with pixel and cookie tracking for digital ads and VOD to provide a full picture of passive ad exposure. From a panel of 3,000 device IDs, On Device Research created control and exposed groups to measure the impact of the campaign on brand metrics throughout the purchase funnel. By combining geo-location data to measure Superdrug store footfall and loyalty card data to measure actual product sales, On Device Research reported the full picture of campaign effectiveness for the Love Island sponsorship.

“The study has provided ITV with a piece of cornerstone insight to inform and engage commercial clients and advertisers during its Upfronts session in October - supporting the media owner’s thought leadership position and offering a genuinely new approach to ad measurement to clients.”

Ipsos MORI - Mediacell for Advertisers (Google Assistant)

Google needed to evaluate the success of its offline AV buy (TV and radio) to support the UK launch of its Home Assistant in terms of targeting, message delivery brand perception and call to action. OMD commissioned Ipsos MORI's Mediacell For Advertisers product. Mediacell is a passive technology that allows advertisers to measure audience exposure to any audio content.

A bespoke single-source panel was specifically recruited, based on the key target audience of the campaign. Each participant downloaded Ipsos’ Mediacell app which transformed their own smartphone into a portable audio meter registering exposure to a specific ad across different media. A post-campaign brand impact survey evaluated campaign effectiveness: Did the campaign get noticed and did it positively impact the brand?

“The real-world quantitative validation of many of our hypotheses about how our media is working for such a new consumer brand and category could not have been achieved using traditional techniques. Through this unique measurement study, we have been empowered with reliable evidence to inform our next wave of creative testing budget decisions and optimise forthcoming Google Assistant media allocations with OMD.”

Goodstuff Communications, Kantar Millward Brown and ITV - The Truth Behind Liar

To deliver audience growth, ITV sought to quantify what media motivates light viewers. Given their infrequent exposure and lower brand affinity with ITV channels, the hypothesis was that paid media would prove more effective than ITV-owned media (TV) at motivating light viewers to tune in to their programmes.

Kantar Millward Brown (KMB) created a bespoke research solution, based on its CrossMedia methodology. This used a FOPE (frequency of probable exposure) calculator to understand each respondent’s likelihood to be exposed to different media channels, based on detailed knowledge of their media habits gathered through an online survey of 1,500 respondents. This was then combined this with all paid and owned media delivery data for the ITV campaign for its show ‘Liar’.

“This was a compelling and challenging study for us, as it was the first time, we had adapted our methodology to account for the complexities of TV brands. We worked closely with Goodstuff and ITV on this ground-breaking research and are excited about the insights it delivered to inform ITV’s future strategy.”

LAST YEAR’S WINNER:
Channel 4 - Contextual Moments.
EXCELLENCE IN RESEARCH PRESENTATION
Ebiquity was engaged by Radiocentre to produce an independent report that examined the gap between perception and reality. Media planner perceptions were compared against the findings from 75 individual third-party independent studies of media efficacy from 50 different sources.

The communications strategy started with a launch event at Ham Yard Theatre and encompassed a report, video assets and a planning tool: The Media Attribute Mapper. The initiative was promoted via press coverage, trade press advertising and a social media campaign.

"Rival trade bodies and media - Thinkbox, Magnetic, Talon - used and quoted the research in blogs and thought leadership pieces. Advertisers were looped in when the US trade body the 4As highlighted the study to its members."

Mindshare - Mindshare Trends 2018

Each year, Mindshare produces a trends report highlighting areas to watch for in the year ahead and beyond. It highlights unique trends material that can inspire and guide marketing across the coming year. The emphasis is on audiences themselves, on ‘real people’.

Initially trends were explored in focus groups, then concepts were tested using social and search analysis. Mobile ethnography followed, augmented by industry opinion, practical examples and a 6,000 respondent survey.

“Our report has become a highly anticipated and stand-out document for both clients and the wider industry. ‘2018 Trends’ is Mindshare’s most popular report yet, being the most visited part of our website and receiving extensive coverage in over 16 publications, including Mediatel, Campaign, WARC and Forbes with a combined reach of around 5 million people.”

Channel 4 - WTF is Dovetail?

Channel 4’s mission was to help explain BARB’s Project Dovetail to whoever will listen - including colleagues, media agencies and advertisers. Via Project Dovetail, BARB has evolved to include audience measurement across non-linear devices such as tablets, laptops, PCs and smartphones, but the innovative approach can be confusing for non researchers.

The aim of the project was to explain in a clear, fun and informative way what Dovetail is and why anyone should care. A suite of digital support materials and humorously effective videos was created, adapted for both internal and external use.

“The training and its candid, humanised approach has armed the team and the market with valuable knowledge and confidence that will help Dovetail become a fully established industry metric.”

Thinkbox - Profit Ability: The Business Case for Advertising

The communications approach focused on two related projects, ‘Profit Ability’, an econometric analysis of advertising campaigns by Gain Theory and Ebiquity and ‘From Brand to Bland’, a filmed brand deprivation study.

10,000 copies of a high-quality report were distributed via the Marketing Society. The launch was supported by a marketing campaign including The Economist and The Times. ‘Brand to Bland’ footage was edited into a highly entertaining film about why brands fit into lives and just what they mean to people. Both projects were launched together at a BAFTA event.

“It is changing the conversation and was frequently referenced in this year’s IPA Effectiveness Awards papers. So far, we’ve been invited to present to approaching 100 agencies and advertisers, and the study has been downloaded in 44 countries.”

LAST YEAR’S WINNER:

Newsworks - Getting closer to the Great British public.
MEDIA AGENCY OF THE YEAR
Last year’s winners at these awards, the7stars insight team, as part of the ‘ARC’ insight and analytics offering, sit at the heart of the agency.

The7stars effectiveness framework is called ‘ARChitecture’. It applies a questioning approach to identify knowledge gaps and opportunities using customer analytics, exploration of culture and consumers, and unlocking of the category context. Other projects have included ‘Representing?’ looking at diversity in advertising, ‘Brand Jargon’ with Trinity Mirror, ‘Lightbox Illuminates’ and ‘The QT’ opinion tracker.

“Our insight team have been integral in achieving our record new business haul this year and have helped take existing clients further with innovative approaches to uncovering insights that drive their business forward.”

OMD Insight is a team of 10 specialists who sit at the heart of OMD UK.

2017/8 has been the most successful year in OMD’s history, winning many large contracts including Barclays, Lidl and Betway totalling £183m with a 100% conversion rate. The ‘Empathy’ stage of planning, driven by research and data has been central to this. Meanwhile OMD’s ‘The Future of Britain’ study has been expanded to include an online community ‘Your Voice’.

“Our results and deliverables are opening doors much deeper within our client’s business. Although we are a research team based within a media agency, our work extends way beyond the expected, this is something that we are proud of and the Wavemaker exco has recognised. Effectiveness for us is as much about assisting with behaviour change as well as driving sales.”

Following the reorganisation and rebranding of Wavemaker, the research team has been separated from its ancestral department of TAPP and has been positioned as a stand-alone department called Audience Science. WM Momentum, proprietary research studies on purchase decision-making, sits at the heart of WM Audience Science.

Recent projects have included ‘Breastfeeding Friend’ for Public Health England, a study on knife crime for the Met Police, moving Nationwide from life stage targeting to mindsets and mapping a touchpoint system for Cow & Gate. Wavemaker has also launched VM Voicemaker and WM Tapp bott.

“Our results and deliverables are opening doors much deeper within our client’s business. Although we are a research team based within a media agency, our work extends way beyond the expected, this is something that we are proud of and the Wavemaker exco has recognised. Effectiveness for us is as much about assisting with behaviour change as well as driving sales.”
MEDIA OWNER OF THE YEAR
Channel 4

From initiating the first joint VOD project with ITV, to coming up with a genuinely new and exciting linear innovation with Contextual Moments, to being thought leaders around ‘marketing for good’, to researching the diversity of its own talent pool, Channel 4’s research team has inspired change across the Channel 4 business this year.

Projects have included the joint VOD project with ITV, Project Firefly, highlighted at a ‘Bigger Picture’ event, the PL4Y-Back effectiveness tracking tool and the continued development of projects like 4Youth/Tribes, Core 4 and Sponsorship Rocks.

“We are particularly adept at delivering projects in an accessible yet distinctive Channel4 ‘Born Risky’ way. We didn’t just announce Dovetail, we gave the channel/industry ‘What The F*** is Dovetail’ in interactive video format.”

Reach Solutions

Through a programme of innovative and provocative research, Reach (formerly Trinity Mirror) has sought to change perceptions, with a focus on thought leadership. In 2017, a number of industry recognised studies were crucial in starting to shift the dial in terms of Reach’s reputation, profile and revenue.

Projects have included ‘The Future of Parenting with OMD’, ‘The 2018 Brand Relevance Index’, ‘Why We Shouldn’t Trust Our Gut Instinct’ and the research products ARQIVE and ‘In Your Area’.

“Reach Solutions does not have the resources or budgets of our competitors. We also know that standing out in a crowded market is no easy feat. Our mission is clear - be the Sex Pistols of the media research world - original, provocative and not afraid to offend!”

BBC World Service

The World Service Audiences team provides strategic advice, insight, and insight tools to the BBC World Service Group ExCo, the editorial management of 41 different news services, product/technology, business development and marketing. These stakeholders are located in London plus 66 other cities in 52 countries.

Achievements in the past year have included the continued development of the ‘news needs’ initiative, a quarterly management report for the ExCo, a sophisticated model to predict global reach in 2028 and the Lumen dashboard for easy access to complex data.

“Given we are a public service organisation, but a vast global one, the team also needs to make every penny stretch significantly - and as a result it often ends up doing much more of the hands-on analysis work than perhaps is required of inhouse teams in some other organisations.”

Sky

As Sky’s dedicated advertising sales arm, Sky Media offers ad solutions on TV, online and on-the-go. Numbering just 12 people, Sky's Insight and Research team is a critical component in driving success and growth for Sky Media.

In the past year they have built bespoke advertising solutions using Sky’s rich source of data for clients ranging from Google, Lloyds, Tesco and Specsavers, to more niche brands such as Princess Yachts, Cayman Islands and Bicester Village. AdSmart’s growing effectiveness has been augmented by the introduction of a self-serve interactive tool that already contains advertising effectiveness metrics from more than 100 Sky AdSmart campaigns.

“The innovations that the Insight and Research team have developed for AdSmart alone in the past year have had a sizeable effect on financials. AdSmart alone has increased its year-on-year revenues by 29%, registered 3.2 billion impressions and 74% of advertisers using it had either not used TV advertising or worked with Sky before.”
TRADE BODY OF THE YEAR
Advertising mail has never had a recognised audience measurement system to call its own. That changed in January 2018 with the launch of JICMAIL - the new Joint Industry Committee for Mail.

In conjunction with Kantar TNS and the media planning software bureaus IMS, Telmar and Choices, JICMAIL is now releasing quarterly data to the ad industry to enable reach and frequency planning across a number of mail types, industry sectors and target audiences.

“JICMAIL has fulfilled a clear pent up demand for a transparent mail planning currency. It currently numbers 17 agency subscribers, with a similar number in the pipeline. Already agencies with billings of over £4billion are exploring JICMAIL data with a full learning journey in place for them to support the adoption of JICMAIL into their planning routines.”

Newsworks is the marketing body for national newsbrands, collaborating with all parts of the industry, including advertisers, agencies, industry bodies and fellow media, to promote understanding of the role of national newsbrands in today’s complex multi-media world.

Key recent projects have included ‘Context Matters’, ‘What’s the fuss around trust?’, ‘Planning for Profit’ and ‘The Value of Quality’, all of which were highlighted in July 2018 at the Newsworks Effectiveness Summit.

“We need to provide objective, trusted and helpful results. No soggy stats, no over-baked claims. It’s vital we put to rest any ‘they would say that’ doubts of our audiences: the media agencies, clients and industry experts who rely on robust information and illuminating insight to understand the impact of newsbrands in today’s media mix.”

Thinkbox is the UK’s marketing body for commercial TV, in all its forms, working with the marketing community to help advertisers get the best out of today’s TV. This has never been more important as TV viewing evolves and, along with it, TV advertising.

Thinkbox’s two signature pieces of research were a major study of over 2,000 advertising campaigns analysed by Ebiquity and Gain Theory in ‘Profit Ability: the business case for advertising’ and a brand deprivation ethnographic study, ‘From Brand to Bland’.

“Although we are a marketing body, we are often mistaken for a think-tank or a research consultancy. This is because research sits at the heart of everything we do. Research is Thinkbox’s engine. We are an organisation obsessed with evidence, with facts and with delivering genuine understanding to the industry.”

Last Year’s Winner: Newsworks.
RESEARCH AGENCY
TEAM OF THE YEAR
After nearly a decade as BDRC Continental, BVA BDRC recently rebranded after joining forces with French market research and consulting group BVA.

Projects have included Contextual Moments for Channel 4, Ofcom’s Cross-Platform Media Tracker, brand value research to support Sky Adsmart and segmentation for Wargaming. In September 2017 it launched “Media GPS”: an ongoing media consumption survey designed for a consortium of international broadcasters, interviewing interview hard-to-reach business travellers.

“As well as working together, we often socialise together, sometimes go on holiday together, and even (occasionally) marry each other! The team spirit that this engenders inspires us to ‘pull out all the stops’ when working to help our clients research the ever-evolving media landscape.”

MTM

MTM offers a combination of skillsets: consumer insight specialists, industry analysts, strategy and management consultants, all working in fully-integrated teams. Unlike generalist agencies and consultancies, MTM is focused exclusively on the international media and technology sectors.

Recent projects have involved rediscovering the value of a major digital service provider, a content trends study for a multinational content producer, kids segmentation for Turner, ‘The age of television’ for Thinkbox, ‘TV & Twitter ad effectiveness’, the IAB’s ‘Measuring the impact of online advertising on sales’ and ‘The immersive economy in the UK’.

“Our unique proposition - bringing together specialists in quantitative and qualitative research, and strategy consultancy - means that we can consider clients’ challenges from every perspective. We produce thoughtfully-designed, passionately-delivered research.”

LAST YEAR’S WINNER:
Ipsos Connect.

Ipsos MORI

Last year’s winners, Ipsos MORI oversee more industry currency surveys than any other UK agency, providing gold standard for RAJAR, PAMCo, Route, BARB Establishment Survey, and IPA Touchpoints. However, they also work on a wide range of ad hoc and tracking studies.

Significant projects this year included the launch of PAMCo, the new national readership currency, tracking the Google Assistant campaign, examining gender balance for the Economist, a fan panel for Formula 1, mapping the future of voice for the IAB and a study of high and ultra-high net worth individuals for Bloomberg and Credit Suisse.

“Many of our projects are built from scratch tackling specific needs, so we build our team to think creatively, innovate and develop strong research skills. The insights we provide are always grounded in in-depth knowledge of society, culture and the media landscape, as we encourage passion for media through internal debates, training, and thought leadership projects.”

Ipsos CONNECT