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THINKBOX WINS GRAND PRIX AT 2012 MRG AWARDS

Teams that provided new insights into multi-screen viewing, tablet devices, social media and urban audiences were among those recognised by the 2012 Media Research Group (MRG) Awards.

The judges awarded the **2012 Grand Prix** to Thinkbox, the body for UK commercial television, for its research, *Screen Life: the view from the sofa*.

The project, which looked at the impact of multiple screen devices on viewers' engagement with TV programming and advertising, also picked up awards for the **Best Trade Body Research** and the **Best Research Initiative** (in the UK).

A total of 10 awards and one special commendation were handed out at a Gala Dinner in Monte Carlo on Friday night as part of the MRG International Conference.

For research outside the UK, MPG Media Contacts picked up the **Best International Research Initiative**, sponsored by Warc, for its global research on the attitudes and behaviours of consumers with tablet devices.

Kantar Media won the award for the **Best Research Innovation** for its development and rollout of a system for measuring video viewing across multiple platforms.

As part of the MRG Awards' distinctive commitment to recognising the contribution of strong team work in media research, Universal McCann was named the **Best Research Team – Media Agency**. Sparkler won the **Best Research Team – Media Research Supplier** category and CBS Outdoor picked up the **Best Research Team – Media Owner** award.

The MRG also signalled its encouragement of the industry's young talent by awarding the **Ipsos MediaCT & Channel4/Nick Blake Award for Rising Star**. The award went to Beckie Goodfield of Ipsos MediaCT.

In addition, the judges awarded a **Special Commendation** to MEC for the contribution to research data innovation made by its OmniCoRe project to revamp the presentation of competitor review information to clients.

Separately from the Awards submissions process, delegates at the MRG conference voted for the **IPA/Simon Broadbent Award for the Best Paper** presented at the event. The award went to Chris Hall of JCDecaux & Russell Smither from Posterscope for their paper, *"From Postar to Avatar"*.

The Awards, which are designed to reward the best work in media research over the preceding 24 months, attracted a record number of approximately 60 submissions from across media and research agencies, media owners and trade associations.

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A panel of industry experts judged the entries on subjects which ranged from audience measurement techniques to work on neuromarketing, the role of emotions and data visualisation.

John Carroll, MRG Chair and Chair of the Judges, said: "I heartily congratulate all the winners of the Media Research Group 2012 Awards. The calibre of entries was outstanding and highlights our relentless drive and commitment to quality in our industry, both in the work that we do and in the talented people that deliver it."

In addition to sponsoring the international category, Warc will publish Awards submissions on www.warc.com. For further information on the awards, visit www.mrg.org.uk.

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THE 2012 MRG AWARDS SHORTLISTS AND JUDGING PANEL IN FULL:

Best Research Team, Media Agency - Shortlist

- MediaCom
- PHD
- UM (Winner)

Best Research Team, Media Research Supplier - Shortlist

- Dipsticks Research
- Ipsos MediaCT
- Sparkler (Winner)

Best Research Team, Media Owner - Shortlist

- CBS Outdoor (Winner)
- Sky Media
- Yahoo!

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Best Research Initiative of the Year - Shortlist

- Kantar Media – VirtualMeter™
- RAB – Media and the mood of the nation
- Sky Media – Online Engagement; Myth or Metric
- Thinkbox – Screen life: the view from the sofa (Winner)

Best International Research Initiative sponsored by Warc - Shortlist

- CBS Outdoor International and Kantar Media – Interactive Europe
- comScore and Facebook - The Power of Like
- Google – Our Mobile Planet
- MPG Media Contacts – Global Tablet Research (Winner)

Best Trade Body Research - Shortlist

- IAB UK – Three Device Lives: Tablets in Context
- RAB – Media and the mood of the nation
- Thinkbox – Screen life: the view from the sofa (Winner)

Best Research Innovation Award - Shortlist

- Brainjuicer - ComMotion® Index
- Cog Research – Screen life and Quividi
- Kantar Media – VirtualMeter™ (Winner)
- MEC Analytics & Insight – Next Generation Social Insight

The IpsosMediaCT & Channel 4/Nick Blake Award for Rising Star - Shortlist

- Beckie Goodfield, Ipsos MediaCT (Winner)
- Claire McAlpine, MediaCom
- Michael Lazenby, MediaCom

The Judges for the 2012 MRG Awards were:

Tim Elkington, Research and Strategy Director, Internet Advertising Bureau UK
Richard Asquith, Global CEO, Kantar Media Audiences
Mark Greenstreet, Chief Research Officer, Aegis Media Global
Denise Turner, Head of Intelligence, MPG Media Contacts
Sarah Everitt, Head of Large Agency and Advertiser Programmes, EMEA, Google
John Carroll, Senior Director, Ipsos MediaCT, MRG Chair
Carlos Grande, Editor, Warc
Amanda Wigginton, Director of Insight, IPC Media
Anthony Waithe, Head of Research – Marketing, CBS Outdoor
John Fryers, Insight Director, Global Radio
Sue Gray, Head of Advertising Research & Development, Channel 4
Lynne Robinson, Research Director, IPA

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About the MRG

The Media Research Group (MRG) is a non-profit making organisation which aims to promote an understanding of the techniques and uses of media research.

It has been in existence since 1964 and is run by an elected committee whose job it is to organise the smooth running of group events such as evening meetings on the latest hot topics in media and media measurement, excellent education courses for those that are new to media research, an annual conference and various social events.

It currently has between 500-600 members per year from a variety of organisations, including media owners, JICs, media planning agencies, market research agencies, media analysts, commentators, consultants and specialists in research data collection and analysis.

About Warc

Warc is the global provider of ideas and evidence to marketing people.

Warc's premium online intelligence service, warc.com, includes more than 7,000 case studies, adspend and media data, and a huge resource of articles on new thinking and best practice across all areas of marketing. With users in over 100 countries, it is a unique service relied upon by agencies, brand owners and media groups.

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