



COLMAR BRUNTON

A Kantar Millward Brown Company

MEDIA RELEASE

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Colmar Brunton Finalist in Global Research Effectiveness Awards

Colmar Brunton has been named as one of three finalists in ESOMAR's global Research Effectiveness Award for 2017 with the winner to be named at the 70th Anniversary ESOMAR Congress in Amsterdam in September.

New Zealand's best known market and social research company, Colmar Brunton, will be coming up against two U.S. heavyweights - tech giant Microsoft Corporation and the Advertising Benchmark Index who partnered with the Association for National Advertising and Alliance for Family Entertainment for their entry.

The ESOMAR Research Effectiveness Awards showcase the very best in demonstrating how market or social research has had substantial commercial and or societal impact.

Inland Revenue was Colmar Brunton's client for the project which focused on student loan debtors living overseas.

Colmar Brunton's Executive Director for Social Research, Jocelyn Rout, said the impact of the research is significant.

"The research produced powerful insights into how to engage with different debtor mind-sets. It was challenging but rewarding to be involved in a project where the results of our research had such a meaningful impact."

Jason Shoebridge, CEO of Kantar Insights NZ, acknowledges this is a fantastic achievement.

"This project won Research Association New Zealand's Supreme Award for Market Research Effectiveness in 2016 and it's great we're now able to share, and be recognised for, our research on the world stage."

ESOMAR, the World Association of Opinion and Marketing Research Professionals, is a global not-for-profit organisation with more than 5,000 individual members and over 500 corporate members from more than 130 countries.

Finalists

Greater Than the Sum of Its Parts: Uniting Marketing Research and Advanced Analytics to Increase ROI and Marketing Effectiveness

Microsoft Corporation, USA



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ANA/AFE #SeeHer Movement Addresses Unconscious Bias in Media Research as a Driver in the ANA / AFE #SeeHer Movement
Association for National Advertising, Alliance for Family Entertainment, ABX - Advertising Benchmark Index, USA

Cracking New Zealand's Growing Student Loan Debt Problem: How behavioural change research led a government agency to take brave action
Inland Revenue, Colmar Brunton, New Zealand

ENDS

For further information on the ESOMAR Research Effectiveness Awards see <https://www.esomar.org/what-we-do/awards/effectiveness-award>

About Colmar Brunton

Colmar Brunton was started in 1981 by two Kiwis with a passion for taking consumer research 'from the backroom into the boardroom'. It is now New Zealand's best known market and social research company, with offices in Auckland and Wellington, and employing more than 100 research and business consultants. Colmar Brunton is part of the global Kantar Insights network covering more than 51 countries around the world.

For further information see www.colmarbrunton.co.nz

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