



Press release

Embargo date: 5 December 2017

December 5, 2017

Amanda Martin
Global PR
T +44 7919 624 688
Amanda.Martin@gfk.com

GfK scoops double award for “Best Innovation” at MRS 2017 Awards

London, 5 December 2017 – The winners of the [MRS Awards 2017](#) were announced at Supernova London last night, with GfK scooping up “Winner” and “Highly Commended” in the Research Live Award for Best Innovation.

Now in its fifth year, the Best Innovation award – with its ‘Dragons’ Den’-style judging format – recognises those who are innovating and experimenting within the sector.

GfK won with its project, “Time is precious”, which the judges endorsed as effectively identifying and responding to an industry-wide problem of survey modularisation and split-questionnaire design. A true innovation.

Speaking about GfK’s winning entry, the panel of judges, chaired by Jane Bainbridge, said, “We were struck by the intelligence and originality of GfK’s innovation and the team were also able to provide compelling evidence of its efficacy. This concept is revolutionary, with the potential to transform the industry.”

GfK also won ‘highly commended’ Market Builder Voice entry, show-casing the use of voice analytics within concept testing, to captures consumers’ emotional reaction, which the team believes will ultimately replace traditional rating-scale concept testing.

Ivar Michaelsen, Regional General Manager, Northern Europe at GfK, comments, “We made the decision to demonstrate GfK as a bold, imaginative leader in innovative research - and these awards prove that we are embodying that promise. I am very proud of my teams and their achievement.”

About GfK

GfK connects data and science. Innovative research solutions provide answers for key business questions around consumers, markets, brands and media – now and in the future. As a research and analytics partner,

GfK UK Limited
25 Canada Square
Canary Wharf
London E14 5LQ

T +44 20 7890 9000
F +44 20 7890 9001
www.gfk.com

Place of registration:
England and Wales
Company number:
2512551

Registered office:
GfK UK Limited
25 Canada Square
Canary Wharf
London E14 5LQ



GfK promises its clients all over the world “Growth from Knowledge”. For more information, please visit www.gfk.com or follow GfK on Twitter: <https://twitter.com/GfK>