

NEWS RELEASE

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FIFTYFIVE5 RESPONDS TO EVOLUTION IN SOCIAL AND GOVERNMENT RESEARCH WITH NEW OFFER

Fiftyfive5 appointments Mathew Densten as Director, Social and Government.

Fiftyfive5 is responding to an evolution in the demand for social and government research from the private and public sector. The private sector is increasingly assessing their impact on society and looking to by research insights and consulting to identify opportunities to enhance the society and communities in which they operate. The public sector has experienced a seismic transformation in the development and delivery of services, which has driven an evolution in their needs for research and consulting.

“Our social and government offer combine our consulting-led approach to research and proven track record in delivering tangible results for clients with Mathew’s expertise in social research bringing a unique social and government offer. Mathew will be Sydney based and will also work with our growing New Zealand office.” said Mark Sundquist, Partner, Fiftyfive5.

Mathew Densten brings over 15 years’ experience in marketing and social research holding senior positions at AMR Interactive (Executive General Manager), TNS Hong Kong (Head of Consumer Research) and TNS Social Research now Kantar Public (Director). A specialist social researcher with research expertise in communications, digital service development, community consultation, policy development and program evaluation, he has led strategic research projects which informed development and evaluation of government communication campaigns and reforms at a State and Federal level.

“As we maintain the high momentum in our business, our focus will continue to be on building industry-leading capability in sectors where the research industry is under-delivering to client needs.” said Sundquist.

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Notes to editor

About Fiftyfive5

Fiftyfive5 evolved out of a desire to see investment in research and insights deliver growth. It is a research business that combines strategic marketing expertise with a deep understanding of consumers and culture. It leverages proven processes and research expertise to deliver clearly identified insights that help drive truly actionable outcomes that are implemented within the clients' organisation.

Since it was founded in 2010, partners Karen Phillips, Mark Sundquist and Darren Kemp have grown the business to a team of 70. The team is working in over 30 markets globally, across a range of commercial areas; from insights capability building, innovation, brand planning and positioning to, segmentation, shopper and retail strategy and across a diverse range of sectors. Clients include: Bayer, Nutricia, National Australia Day Council, Tourism Queensland, Lion, Twinings, Fonterra, Woolworths, Telstra, News Ltd, Starbucks and the Commonwealth Bank amongst others.

www.fiftyfive5.com

"If I had an hour to solve a problem and my life depended on the solution, I would spend the first fiftyfive minutes determining the proper question to ask, for once I know the proper question; I could solve the problem in less than 5 minutes."

