



RAEAWARDS 2018 Judges' Citations

Nielsen Consumer Products Category

The judges' citation for the Nielsen Consumer Products gold

An excellent six-stage partnership piece of work, this research helped to fully transform and refresh a brand in a very cluttered market segment, and thereby reignited consumer perceptions plus delivered exceptional value growth, not only in the New Zealand market, but also in Australia.

Big Picture and DB Breweries

'Refreshing Refreshment: Transforming the Orchard Thieves brand in the Trans-Tasman market'

The judges' citation for the Nielsen Consumer Products platinum

An innovative research approach incorporating real-world simulation in an online survey, this research touched every part of the product process, from replicating consumer reality in approach through to revolutionising the way kiwi's design and control their own pricing and pre-payment plans. A truly creative and effective study that lives long beyond project delivery to drive exceptional results across the client business, from increased revenue generation to improved brand associations of value and innovation.

Colmar Brunton and Vodafone NZ

'Vodafone My Flex – How revolutionising the way Kiwis control their mobile plans-built brand love for Vodafone'

Perceptive International Category

The judges' citation for the Perceptive International gold is

This work has brought insights to decision-makers across multiple countries in a way that is more timely, more meaningful and more actionable than anything previously used. The approach to the analysis and usability of verbatim responses, in particular – and in multiple languages - have brought a new and invaluable level of consumer understanding to the organisation. The delivery format for all the research data has ensured that the insights are now central to its culture and are at the core of its most important strategic decisions.

Infotools Ltd and Orange

'A Colourful Transformation: How a dynamic and interactive approach to sharing customer insights is helping Orange keep the customer at the heart of its most important decisions'

The judges' citation for the Perceptive International platinum

A superb example of research 'best practice' at its finest. This entry by an iconic New Zealand international organisation exhibited a comprehensive research design that incorporated a complex group of international stakeholders, a phased 'end-to-end' approach that built understanding and actionability at every stage, and an impact that went far beyond that originally envisaged. Ultimately, the foundations provided by the research were not only integral to the development of the phenomenally successful campaign, they subsequently have had a fundamental influence on communications strategies in multiple markets, and throughout the organisation.

Kantar TNS and Air New Zealand

'Australia long haul: Taking the cake, and this time it's not the pavlova'

Research Now SSI Consumer Services Category

There were two gold awards in this category:

The judges' citation for the 1st Research Now SSI Consumer Services gold

This project was grounded in data, with the honest need for direction. Coupled with this was future aggressive revenue targets. Timing was tight. The task was to refine, reorganise and act on the research with multiple stake holders. The project was nimble and delivered significant insights and actions. The methodology also enabled the creation of a toolbox that *could immediately* be used for business planning and *has since* been adopted in other divisions.

Big Picture and Spark

'Driving Consumer Customer Advocacy'

The judges' citation for the 2nd Research Now SSI Consumer Services gold

With shopper behaviour rapidly changing, and new competitors emerging, this market leading retail client needed to explore innovative store formats. They also needed compelling research to convince them and direct them to invest in possible new formats. The insights from this multi-stage research were instrumental in defining a new and viable business proposition, and in shaping an innovative shopper experience.

The results exceeded expectations, and the quality of the research has further embedded the agency as a business partner.

Yabble, The Thinking Studio and Fresh Collective by New World

'Creating the Blueprint for a New Small Format Store'

The judges' citation for the Research Now SSI Consumer Services platinum

With a nationwide presence and a rapidly changing competitive landscape, this iconic New Zealand organisation has worked tirelessly to become more customer centric throughout every level of the organisation. A bespoke customer satisfaction and insights programme was developed with two key components: a customer tracking programme and a connected customer feedback community capability. The outcome was a new information system that drove continuous improvements, by providing valuable insights for decision making by its diverse group of franchise owners. It also strategically helped

enable its two major divisions to either take the lead, or stay ahead, on their respective value propositions.

The Thinking Studio and Foodstuffs New Zealand Ltd

'Using Customer Feedback to Drive Continuous Improvement'

Infield International Business to Business Category

The judges' citation for the Infield International Business to Business gold

This entry describes a comprehensive, multi-stage and multi-disciplinary approach that delivered new power to the commissioning organisation through the efficient and effective combination of a wide range of qualitative and quantitative insights from both primary and secondary sources. In adopting an ongoing consultative approach with a complex and disparate group of stakeholders, it has delivered a significant impact on multiple businesses and organisations throughout its region and beyond.

Kantar TNS New Zealand and Visit Ruapehu

'From maunga to moana – a journey to re-position Ruapehu as the home of Our Greater Outdoors'

The judges' citation for the Infield International Business to Business platinum

Faced with a blunt, outdated and overly generalised understanding of a core part of its target audience, this work has succeeded in providing a fresh and actionable approach to its segmentation strategy that has achieved great results for the business, and enhanced its perception as a true thought-leader amongst businesses and government. Its brave and open-minded investigative foundations - and specifically those that went beyond pure data to deliver a greater emotional understanding - gave decision-makers the confidence required to action fundamental changes in the way it deals with its market. This has had a substantial impact on the way the wider business now views and uses research insights of all types.

Colmar Brunton and Xero

'Mapping Uncharted Territories'

Nielsen Media and Advertising Category

The judges' citation for the Nielsen Media and Advertising gold

This research helped a brand be brave and have the confidence to open up conversations with New Zealanders about a contentious and very public issue important to all of us. A true example of a multi-staged research program that identified influences and trends that impact on corporate reputation issues and concerns, and ultimately drove fundamental changes in the client's business.

Colmar Brunton and Fonterra

'Opening Up on Water'

The judges' citation for the Nielsen Media and Advertising platinum

This 18-month research program that evolved as new insights were collected and flexible solutions tested, all helped to design a brand platform that is now integral to the fabric of the client business. The iterative programme of research has helped to bring a 'kiwi brand home', further driving up strong corporate reputation, brand consideration and customer engagement. As one senior executive said: "We are always asking where to from here and what is possible for us, our people, and our nation."

Kantar TNS and Air New Zealand

"Where to next?": Designing a brand platform to bring Air New Zealand 'home'

Perceptive Sustained Success Category

Reflecting the strength of submissions in this category, there are three Gold Winners.

The judges' citation for the 1st Perceptive Sustained Success gold

In this industry, new technologies are constantly changing consumer behaviours, and daily results can shift on the basis of decisions made that same day. Building on a long-term relationship, this partnership sought a new way to better understand consumer preferences and thereby shape their consumer offerings.

Over the last four years, a new online platform and community now provides real time actionable insights. Used on a wide range of business decisions, and with a string of successes, the platform is growing from strength to strength.

Colmar Brunton and TVNZ

'It's Your Turn to Call the Shots'

The judges' citation for the 2nd Perceptive Sustained Success gold

With eight years in an ever-growing partnership across hundreds of projects, the results speak for themselves. By implementing a consistent way of viewing and developing insights- driven brand positionings, this partnership has achieved a string of positive results across its varied brand portfolio, in what is currently a declining and very competitive market space. The growing scope of the partnership is true testament to its success to date.

Impressive in its brand positioning capabilities and its impacts on the organisation.

Fiftyfive5 and Lion Breweries

'The Lion That Roared: Brand Growth since 2014'

The judges' citation for the 3rd Perceptive Sustained Success gold

This large multibranch franchise wanted to transition into an even-more consumer-driven organisation across all its work streams, and at all levels. An innovative multifaceted online customer community is now in its third year of driving changes and has become central to its rapid consumer-driven decision-making capabilities. It now incorporates

needs and questions from all business areas, and has driven a systematic improvement in culture, and a string of impressive results in the market.

Big Picture and McDonalds for ‘Welcome to our Neighbourhood’.

The judges’ citation for the Perceptive Sustained Success platinum

With a nationwide presence and a rapidly changing competitive landscape, this organisation wanted to become more customer centric throughout every level. After years of community building, and three iterations of their platform, they developed a community of engaged consumers, dashboards, and their ability to do rapid fire ad hoc qualitative and quantitative projects to drive further improvements.

The organisation at every level now has a consistent set of metrics with which to improve customer experiences. The results are impressive, with customer delight and satisfaction scores improving virtually across the board, key brand scores outstripping competitors, and the organisation consistently improving.

The Thinking Studio and Foodstuffs’ New Zealand.

‘Using Customer Feedback to Drive Continuous Improvement’

Infotools Community Advancement Category

The judges’ citation for the Infotools Community Advancement gold

A real David vs. Goliath success story based on multi-phase research, including qualitative, quantitative, consulting, and secondary research. The outcomes formed a strong platform for growth, doubled its funding and were nominated and winning an Economic Development NZ award. The newly appointed General Manager calls it “a gift that keeps on giving”.

Kantar TNS New Zealand and Visit Ruapehu

‘From maunga to moana – a journey to re-position Ruapehu as the home of Our Greater Outdoors’

The judges' citation for the Infotools Community Advancement platinum

This inspiring submission successfully tackles the meaning of adulthood in today's society. The research identifies two main areas where discussions about masculinity and gender equality are most prevalent – family and work place. Working with a digital storytelling agency ensured wide dissemination of results and the introduction of a successful media campaign to bring the story truly to life. Apart from wide spread news coverage, the campaign itself proved hugely successful on Social Media. An invitation to join a new Government leadership group on this topic, an inclusion in an upcoming major exhibition and inclusion in Academia highlight the importance of this project and its influence on current and future behavioural shifts.

Research New Zealand and National Council of Women of New Zealand

'Is it OK for boys to play with dolls? Tackling attitudes towards gender in New Zealand today.'

University of Auckland Business School Social and Community Category

The judges' citation for the University of Auckland Business School Social & Community gold

This inspiring co-creation study shows that working together with the public, truly listening to them, and adapting products and services accordingly, can indeed change behaviour. Even if you have to convince your own people first that it's the right thing to do.

The results speak for themselves, and these winners have helped ensure that more than ever, Aucklanders are travelling by public transport.

Auckland Transport, Sarah Woollett Consulting, and Gravitass Research and Strategy

'Simpler Fares – Creating a Mode of Choice'

The judges' citation for the University of Auckland Business School Social & Community platinum

They said it couldn't be done. But faced with growing pressure to prove their contribution to this specific topic, the winner proved everyone wrong and did something that no one has achieved before, anywhere in the world.

A carefully designed, multi-stage, multi-method, best-in-class research approach, including a smart statistical model, delivered the proof that this New Zealand organisation made a vital contribution to society. It not only secured the funding needed to continue its work, it is now also seen as a blue print for similar studies in other parts of the world.

Colmar Brunton, Kantar TNS and Maori Television

'Whakaata Māori: How watching the box is helping to revitalise te reo Māori in Aotearoa'

Symphony Research Effective Partnership Award

The judges' citation for the Symphony Research Effective Partnership Award

This entry describes a comprehensive, multi-stage and multi-disciplinary approach that delivered new power to the commissioning organisation through the efficient and effective combination of a wide range of qualitative and quantitative insights from both primary and secondary sources. In adopting an ongoing consultative approach with a complex and disparate group of stakeholders, it has delivered a significant impact on multiple businesses and organisations throughout its region and beyond.

Kantar TNS New Zealand and Visit Ruapehu

'From maunga to moana – a journey to re-position Ruapehu as the home of Our Greater Outdoors'

Infotools Innovation Award

There are two winners of this award for Innovation.

The judges' citation for the 1st Infotools Innovation Award

In a world of rapid-fire digital innovation and disruption, firms need agile marketing capabilities to drive the continuous changes that are required across all the channels that are available to them today. The long-term partnership between client and agency has created such a capability throughout an extremely large organisation, thereby helping to ensure the buy-in and understanding of the 'why needed' for successful innovation at the grass roots, senior management, and overall organisational level.

The Thinking Studio and Foodstuffs New Zealand.

'Using Customer Feedback to Drive Continuous Improvement'

The judges' citation for the 2nd Infotools Innovation Award

This work has succeeded in bringing insights to decision-makers across multiple countries in a way that is timelier, more meaningful and more actionable than anything previously used. The approach to the analysis and usability of verbatim responses in particular - in multiple languages - have brought a new and invaluable level of consumer understanding to the organisation, whilst the delivery format for all the research data has ensured that the insights are now central to its culture and are at the core of its most important strategic decisions.

Infotools Ltd and Orange

'A Colourful Transformation: How a dynamic and interactive approach to sharing customer insights is helping Orange keep the customer at the heart of its most important decisions.'

Research Now SSI Supreme Award

The judges' citation for the Research Now SSI Supreme Award

The company challenged itself to recognise accelerating levels of change, new trends, business complexity, disruption from new kinds of competitors, greater fragmentation, and therefore to renew itself and grow by becoming more customer centric, and by embracing the potentials that real customer insights can provide.

The outcome was a completely new information system and approach. Judged as superb in terms of its goals, scale, levels of engagement, range of results, and its design evolution, the judges were unanimous the 2018 Supreme Award should go to

'The Thinking Studio and Foodstuffs' New Zealand''.

'Using Customer Feedback to Drive Continuous Improvement'

True entrepreneurial spirit drives this small power house team, that has well established relationships with leading NZ brands.

A belief that giving back is essential in our world, and that supporting one another drives success.
