



London, 9 August, 2012 (updated 31 August, 2012)

Warc, the global marketing intelligence service, is partnering with the [Media Research Group](#) to support the award for the *Best International Research Initiative* at the 2012 MRG International Conference in November.

The award will be given to the best entry featuring research outside the UK that is judged to be ground-breaking and effective by a panel of senior industry executives.

Entrants will be asked to provide written evidence that their approaches have generated rich insights used to reap benefits for the client, agency or media owner involved.

Warc will sponsor the best international research category and work with the MRG to publish entries across all the awards categories to the global audience on its flagship online subscription service, [warc.com](#).

Entry forms, which are available [here](#), must be submitted by a new final deadline of **5pm (BST) on 14th September**.

The international category is part of an enlarged programme of 10 awards, including five new prizes, that the MRG has launched. The organisation, which celebrates the work of media researchers and insights teams, is looking to reward team work, creativity, long-term consistency and talent development across the different categories.

Neil Mortensen, Convenor of Judges and Research & Planning director at Thinkbox, the UK body for commercial television industry, said: *"Insight teams are the heartbeat of media and high calibre research can add a crucial creative and competitive edge to a media entity. It is a natural fit to be partnering with Warc's global service to encourage high quality entries from across the globe."*

Carlos Grande, Editor of Warc, said: *"We publish some of the world's finest competition case studies so we are delighted to be working with the MRG to promote the awards overseas."*

The 10 MRG awards categories are:

- Best Research Team – Media Agency
- Best Research Team – Owners
- Best Research Team – Research Supplier
- Best Research Initiative
- **NEW:** Best International Research Initiative (sponsored by Warc)

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- **NEW:** Best Trade Body Research
- **NEW:** Best Research Innovation Awards
- **NEW:** The IpsosMediaCT & Channel 4/Nick Blake Award for Rising Star
- **NEW:** Grand Prize (the overall winner and best in class across all categories)
- The IPA/Simon Broadbent Award for best paper delivered at the 2012 MRG International Conference.

The awards will be presented at a gala dinner on November 16, 2012, as part of the [MRG International Conference](#) which runs from November 14-17th. As part of its partnership with the MRG, Warc will be reporting on presentations given at the conference.

For more details, visit the [MRG awards](#) site or its accompanying [conference](#) page.

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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 6,000 case studies, ad spend 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.

Alongside the Warc service we publish five highly respected magazines and journals: Admap, Market Leader, International Journal of Advertising, Journal of Advertising Research and International Journal of Market Research. We also host market leading conferences on key industry issues such as measuring advertising performance.

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