



Press release

Embargo date

Global and GfK finalists in MRS Awards for ground-breaking listener research

August 31, 2015

Michael Grogan
Digital Market Intelligence
T. +44 7584 225794
Michael.Grogan@gfk.com

London, 7 October 2015 - GfK has been shortlisted for the Market Research Society's prestigious awards, which celebrate research's ability to drive innovation, inspire change and deliver results. The research agency is a finalist for the Advertising and Media Applications of Research Award, with the winners announced in December.

The MRS has shortlisted GfK for its work with Global into digital audio listening behaviour beyond the traditional radio set or hi-fi. The research, which involved the use of a revolutionary new methodology, brought the digital audio listener to life.

Michael Grogan, Digital Consultant at GfK said, "We are absolutely delighted to be shortlisted for this award at the research industry's "Oscars". This was a project that was genuinely pioneering in its approach. It is great to be recognized for delivering research that really makes an impact our client's ability to take confident, well-informed business decisions."

GfK has also been shortlisted in the Public Policy/Social Research Award for its Mystery Traveller Survey carried out across London for Transport for London. This innovative project is helping TfL make travel more accessible to London's disabled travellers.

About GfK

GfK is the trusted source of relevant market and consumer information that enables its clients to make smarter decisions. More than 13,000 market research experts combine their passion with GfK's long-standing data science experience. This allows GfK to deliver vital global insights matched with local market intelligence from more than 100 countries. By using innovative technologies and data sciences, GfK turns big data into smart data, enabling its clients to improve their competitive edge and enrich consumers' experiences and choices.

For more information, please visit www.gfk.com or follow GfK on Twitter: <https://twitter.com/GfK>

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

Tel +44 (0)20 7890 9000
Fax +44 (0)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

Responsible under press legislation:
GfK UK Ltd, Marketing

Ben Murphy
25 Canada Square
Canary Wharf



London E14 5LQ
UK
press@gfk.com