



Marketing Research and Intelligence Association

Media Advisory

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The Marketing Research and Intelligence Association (MRIA)'s 3rd Annual Awards of Excellence -- sponsored by Molson; ScotiaBank; and Research/Strategy Group -- have just been presented at MRJA's *New Horizons* Conference in Halifax. And the Winners are...

Congratulations to the Co-Winners of the Murray Philp Altruistic Award: Awarded for an outstanding marketing research and intelligence project done on a *pro-bono* or reduced-profit basis, for a not-for-profit client organization that has contributed positively to the lives of individuals, to a group or to a community within Canada



Research Agency Award Winner: Claros Research
Client Organization: Glenbow Museum

Research Agency Award Winner: Northstar Research
Client Organization: Invest in Kids

L to R: Marc Tremblay of Claros Research, Award Winner; Marie-France LeBlanc, Regional Director, Invest in Kids Nova Scotia, Client Organization; Lisa Ritchie, ScotiaBank, Award Category Sponsor; and Brendan Wycks, MRJA Executive Director



Best Multinational Award: Awarded to research practitioners who have initiated and taken the lead in designing and implementing an outstanding marketing research and intelligence project, which collects data from respondents in more than one country

Research Agency Award Winner:
Environics Research Group
Client Organization: International Research Institute

L to R: Michel Saulnier, President of MRJA's Montreal Chapter, presents the Best Multinational Award to Jane Armstrong of Envionics Research Group, Award Winner



Excellence Behind The Scenes Award: Awarded to recognize research practitioners whose efforts, such as data collection, recruiting, data processing and analysis or related area, while enabling the completion of an outstanding marketing research and intelligence project, were 'behind the scenes' and did not involve direct client contact

Research Agency Winner: Matrix Research Limited
Client Organization: The Advantage Group

L to R: Alain Choiniere, MRIA's Vice-President, Industry & Government Relations, presents the Excellence Behind the Scenes Award to Vera Korinek, Matrix Research Limited, Award Winner; and Gil Rinaldi, The Advantage Group, Client Organization



Best Integration: Awarded in recognition of an outstanding marketing research and intelligence project that demonstrates successful integration with other information sources

Research Agency Winner: Longwoods International
Client Organization: RBC (Royal Bank)

L to R: Award winner Michael Erdman of Longwoods International is being presented the Best Integration Award by Award Sponsor, Robert Kyba of Research/Strategy Group; and Anthony Lysak, RBC (Royal Bank), Client Organization



Best In Class Award: Awarded for an outstanding marketing research and intelligence project that serves as a shining example to both research practitioners and users

Research Agency: The Advantage Group
Client Organization: Nestle Canada

Pictured: Phillipe Conliffe (far left), Molson, Award Category Sponsor, and MRIA President Don Mills (far right) present the Best In Class Award to Gil Rinaldi (centre right), The Advantage Group, Award Winner; and Debbie Moore of Nestle Canada (centre left), Client Organization