



2016 RAEAWARDS CELEBRATE EFFECTIVENESS OF RESEARCH, DATA AND INSIGHTS

RESEARCH NOW SUPREME AWARD WINNER

Colmar Brunton and Inland Revenue won Platinum in the Nielsen Social and Community Category and went on to take out the 'RESEARCH NOW Supreme Award' for their entry "Cracking the growing student loan debt dilemma – a \$300 million success story".

RAEAWARDS CATEGORY WINNERS

INFOTOOLS INNOVATION AWARD

TRA and Te Wānanga o Aotearoa
Te Wānanga o Aotearoa - moving Maori education into the 21st Century

SSI EFFECTIVE PARTNERSHIP AWARD

Infotools and The Coca-Cola Company
What "The Godfather" has to do with Coca-Cola. Infotools' successful role as the protocol and quality control consigliere.

AUT YOUNG RESEARCHER OF THE YEAR

Philippe Boulanger, NeedScope International

INFOTOOLS DATA INSIGHT

VISUALIZATION AWARD (DIVAs)
The Colmar Brunton Creative & Multi-media Team
Baby boomers; Truths & Myths

INFOTOOLS SUSTAINED SUCCESS

PLATINUM AWARD
Infotools and The Coca-Cola Company
What "The Godfather" has to do with Coca-Cola. Infotools' successful role as the protocol and quality control consigliere.

GOLD AWARD

Ipsos and Energy Efficiency and Conservation Authority
Here's a tip – how research helped shape New Zealanders' attitudes towards energy efficiency

PERCEPTIVE COMMUNITY ADVANCEMENT

GOLD AWARD
Nielsen and Look Good Feel Better NZ
Finding the Real Story for Look Good Feel Better

NIELSEN SOCIAL AND COMMUNITY

PLATINUM AWARD
Colmar Brunton and Inland Revenue
Cracking the growing student loan debt dilemma – a \$300 million success story

GOLD AWARD

TRA and Te Wānanga o Aotearoa
Te Wānanga o Aotearoa - moving Maori education into the 21st Century

NIELSEN MEDIA AND ADVERTISING

PLATINUM AWARD
TRA and Sealord
Let's get real – Heidi, The Hills and Sealord

GOLD AWARD

Ipsos and NZX Agri
The Green Green Grass of a Revitalised Content Strategy

GOLD AWARD

Glasshouse Consulting & Associates and Māori Television
The Foundation for Growth

AUT BUSINESS TO BUSINESS

PLATINUM AWARD
Nielsen and Hobsonville Point Land Company
Putting the Customers at the Heart of the Home

PLATINUM AWARD

Colmar Brunton and Xero
Learning how to read the Signals on this new road

SSI CONSUMER SERVICES

PLATINUM AWARD
Ipsos and ASB
Using customer feedback to build a better banking experience. ASB Voice of the Customer

GOLD AWARD

Colmar Brunton and Vodafone NZ
Kiwi's Living in the Digital Age

GOLD AWARD

TNS New Zealand and Air New Zealand
Supercharging the high value customer loyalty programme

SSI CONSUMER PRODUCTS

PLATINUM AWARD
Colmar Brunton and The Coca-Cola Company
Goldilocks and the Three Ginger Beers – A tale of perseverance and bear-like grit

GOLD AWARD

TNS New Zealand and Trilogy Natural Products
Powered by nature: shifting the Trilogy brand into high gear

GOLD AWARD

Fiftyfive5 and Lion New Zealand
Mac's Brand restage



RAEAWARDS

for effective research, data and insights

Supreme Award



Innovation, Sustained Success and DIVAs



Effective Partnership Award, Consumer Services and Consumer Products



Young Researcher of the Year and Business to Business



Category Awards



Supporters



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For further details contact Claire Lloyd on secretary@researchassociation.org.nz