

# Short list revealed...

These entries are shortlisted in the 2014 RICA Research Effectiveness Awards. The entries are listed in alphabetical order by company name. More details at [www.rea2014.com.au](http://www.rea2014.com.au)

## RICA RESEARCH EFFECTIVENESS AWARDS 2014

HOSTED BY:



### BrandHook

*Understanding consumer habits to drive bigger basket sales*  
Pip Stocks and Paul Dixon

### BrandHook

*Xpandinating the SLURPEE brand*  
Selma Mehmedovic and Pip Stocks

### Colmar Brunton and University of Tasmania

*Community Engagement Police Officers (CEPOs): Improving community safety and making a difference in remote Aboriginal and Torres Strait Islander communities*  
John Young, David Spicer, Desleigh Dunnett and Judy Putt

### Colmar Brunton

*The voice of a State*  
Maree Taylor and Adam Hinds

### Cultural and Indigenous Research Centre Australia and Market Research Unit, Department of Health

*Listening to community – research and evaluation for the National Indigenous Ear Health Campaign*  
Anne Redman, Mary Raftos, Helen Price and Nick Connelly

### D & M Research

*Informing Fox Footy - Finding the Ultimate AFL Experience*  
Derek Jones

### Fifth Quadrant and Bupa Health Insurance

*Bupa Customer Experience Study*  
Claire Chow and Jared Fossey

### Forethought Research

*Short and sweet - Maintain the rigour, reap the rewards*  
Ken Roberts

### Gundabluey Research

*National Australia Bank quarterly business survey*  
Sarah Wrigley

### Hall & Partners | Open Mind

*Engager™: Providing actionable insights to drive positive operational, communication and business outcomes*  
Nicola Hepenstall and Steven Howlett

### Hall & Partners | Open Mind

*Improving engagement and awareness of the Personal Property Securities Register amongst small to medium enterprises.*  
Catherine Boekel

### Hall & Partners | Open Mind

*Reframing help seeking... from girly to ballsy*  
Vicki Arbes

### Hall & Partners | Open Mind

*Using a new communications model to drive brand engagement for SEEK*  
Nicola Hepenstall and Steven Howlett

### Nature and GE Capital

*How segmentation has shaped GE Capital's consumer business in Australia today*  
Chris Crook, Peter Stuchbery, Cheryl Chow and Kate Sokulski

### Nature and Mondelez International

*The sense check program: streamlining the quantitative research process at mondelez*  
Amy Tildesley and Sam Wight

### ORIMA Research

*Digital switchover communication campaign research program*  
Liz Duniec, Penny Blackmore and Sandra Mihajilo

### ORIMA Research

*Smarter aid: using education scholarships to help developing nations*  
Nathan Franklin and Rodney Latimer

### Painted Dog Research and HBF

*How research supported and led the development of one of Western Australia's fastest growing community sporting events, the HBF Run For A Reason.*  
Chris Batini and Tina D'Aurizio

### Potentiate and Toyota

*Shifting gears & driving business change by engaging dealers*  
Horst Feldhaeuser, Ante Grabovac, Ben Sullivan, Loretta Law, Hannah Roy and Carlie Sidey

### Ruby Cha Cha and Kimberley Clark Australia

*'Don't sweat it' – A deeper consumer understanding that paved the way for product development and brand growth for U by Kotex*  
Ellen Baron and Alla Nock

### Square Holes

*Football makes an Oval comeback*  
Jason Dunstone

### State Trustees

*State Trustees uses integrated research and insights to launch a market leading online Will Kit*  
Carmen Gould

### Sweeney Research

*Capturing the commuters: redefining large scale intercept studies*  
Jason Whatley and Jacquie Norton

### The Social Research Centre

*The introduction of dual-frame telephone surveys to Australia*  
Darren Pennay

### The Social Research Centre

*Understanding young 'risky' drivers in regional Victoria*  
Karen Kellard

### TNS Social Research

*Shape Up Australia: Using ethnography and social marketing research collaboration for obesity prevention.*  
Donna Van Bueren

### Vivid

*"CommBank CAN" - qualitative research in creative development*  
Jem Wallis and Ainslie Williams

Awards presented at the AMSRS 2014 National Conference  
Grand Hyatt Hotel, Melbourne | Thursday 4 and Friday 5 September 2014  
[www.amsrs.com.au/conference2014](http://www.amsrs.com.au/conference2014)

