

Excellence awards for market researchers launched

Unlike the advertising industry, the market research industry has not been particularly good at recognizing excellent work within its ranks, but this has finally changed with the launch of the Excellence Award for Standards of Performance, to be known as the John Downham Award.

Andrea Rademeyer, the South African representative of the World Association of Opinion and Marketing Research Professionals known as ESOMAR, says the idea behind the awards is to recognise outstanding achievements in market, opinion and social research and to stimulate excellence in research standards at an international level.

In making the Award, ESOMAR wants to signal the importance of rigorous standards of research and to encourage the wider application of standards for the enhancement of the profession's reputation worldwide.

Initiatives can include innovative or rigorous approaches that encourage or broaden the application of standards and add credibility to the profession.

"We want to motivate individuals and companies by celebrating the highest standards of professional integrity. ESOMAR wants to challenge people to keep the market research industry in continuous development and growth," says José Wert, ESOMAR President.

The Award carries a prize of €10 000 and is sponsored by ESOMAR. The winner of the 2005 Award will be announced at ESOMAR's Annual Congress in Cannes in September, where the Award will also be presented.

The Award will be given on the basis of a written submission of up to 750 words, describing why the person or organisation deserves the award. The submission must clearly articulate how the initiative or achievements created a successful outcome and a positive impact on the profession.

The Award is named 'The John Downham Award' in honour of John Downham who has been a key figure over many years in helping ESOMAR to develop international codes and guidelines for the industry worldwide.

The deadline for submitting a nomination is 9 May 2005. For more information, please contact Rocío Corrales on or visit www.esomar.org/esomar/show/id=165401.