



**Winners announced for the fifth edition of
IAB Europe's Research Awards**

Berlin, 21st May 2015 - IAB Europe is pleased to announce the [winners](#) for its 2015 Research Awards; Ekstra Bladet, GIK, Yahoo!, Sky Media and Havas Media Group, BrandScience, Facebook and GfK, United Internet Media, Microsoft, Gemius, comScore and IAB UK. The awards recognise and celebrate the contribution made to the development of the industry by innovative research projects and the teams behind them. The winners were announced last night at the gala dinner held as part of IAB Europe's Interact conference in Berlin (www.interactcongress.eu).

Alison Fennah, Executive Business Advisor for IAB Europe said: *“Congratulations to all of our 2015 winners and highly commended entries, whose projects will become part of IAB Europe's best practice libraries used and referenced by industry professionals. The quality of entries continues to improve each year demonstrating the importance of research for industry development.”*

IAB Europe's libraries showcase best practice [multi-device](#) research and [brand ad effectiveness](#) case studies.

The 2015 winning and highly commended entries are:

Category: Brand Advertising Effectiveness	
Organisation	Entry title
Winner: Ekstra Bladet	Pioneering datafusion leads to ground breaking results

Category: Consumer Attitudes and Behaviour	
Organisation	Entry title
Winner: GIK	Best for planning 2014 – 360° market media study
Highly Commended:	In Flow: The real effect of native & content marketing

Yahoo!	
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Category: Mobile	
Organisation	Entry title
Winner: Sky Media and Havas Media Group	Mobilizing the facts – using a cutting-edge method to measure the effectiveness of mobile

Category: Video	
Organisation	Entry title
Winner: BrandScience	Cross Screen Planning (CSP) tool

Category: Social Media	
Organisation	Entry title
Winner: Facebook and GfK	GfK-Facebook Data Link

Category: Multi-Screen	
Organisation	Entry title
Winner: United Internet Media	Multi Screen – A Peek Into The Living Room
Highly Commended: Microsoft	Sequential targeting cross screen advertising effectiveness

Category: Audience Measurement	
Organisation	Entry title
Winner: Gemius	Behavioural Panel Synthesis™ (BPS™) - A New Horizon to Cross-Platform Measurement
Highly Commended: comScore	Mobile Metrix: Measuring audience behaviours across smartphones and tablets

Category: Best Use of Research Budget	
Organisation	Entry title
Winner: IAB UK	Content and Native Consumer Research

Nick Hiddleston, Worldwide Research Director, ZenithOptimedia was Chairman of the 2015 Jury which and was joined by Paul Hardcastle, Director, International Consumer Research at Yahoo!, Ariane Längsfeld, European Brand Manager - Media & Digital at Millward Brown, Pawel Kolenda, Research Director at IAB Poland and Tuncay Yavuz, IAB Turkey Board

Member, Head of Technical Committee on Measurement and Digital Director at OMD Turkey.

Rasmus Giese, CEO at United Internet Media said: *“Gaining pan-European recognition for our research by winning an IAB Europe Research Award is a great achievement and we are very proud to have won the Multi-Screen category. Sharing best practices from across Europe is extremely valuable to the development of the digital advertising industry.”*

ENDS

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Note to editors:

About the IAB Europe Research Awards

The IAB Europe Research Awards are an opportunity for the digital marketing industry to recognise and celebrate the contribution made to the development of the industry by innovative research projects and the teams behind them.

Winning projects will become part of the IAB Europe expanding library of proof points for industry professionals to use in their strategies and daily work. Each project can be entered for up to three relevant categories in the following list:

1. **Brand Advertising Effectiveness** - projects that demonstrate the contribution of digital advertising to brand key performance indicators (KPIs) such as awareness, purchase intent or perception
2. **Consumer Attitudes and Behaviour** – projects that shed light on consumer media consumption, their views on digital media and what this means for the advertiser
3. **Mobile** - advertising research projects that include results specific to usage of a mobile device
4. **Video** –research projects that include results specific to digital video advertising or consumption (**NEW category for 2015**)
5. **Social Media** - advertising research projects that include results on specific social media campaigns
6. **Multi-Screen** - research projects that include results on consumer use of multiple screens

7. **Audience Measurement** – projects that have contributed a significant development into how digital audiences are measured; this might be within a market or apply to a specific audience group
8. **Best Use of Research Budget** – projects that have made use of a specified limited budget for a piece of research

More information about the jury: <http://interactcongress.eu/articles/319/Research-Awards-Jury-2014.html>

About IAB Europe

IAB Europe is the voice of digital business and the leading European-level industry association for the digital advertising ecosystem. Its mission is to promote the development of this highly innovative sector by shaping the regulatory environment, investing in research and education, and developing and facilitating the uptake of business standards. Together with its members – companies and national trade associations – IAB Europe represents over 5,500 organisations.

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