



2020 MR Excellence Awards – Our expert winners tell us what it means

Meet our 2020 Innovative Approach – MR Excellence Award Winners

The Award: the focus was to demonstrate an aspect of a project that was done differently – there was something innovative included or the approach was more cutting edge. We wanted to hear about studies where you have tried new approaches – it may have been successful/partly successful – so tell us what worked/what didn't work and what you have learnt from this.

2020 Winners: Setting a new standard and pace for campaign development

**Hannah Mann,
Day One**



“As a young agency with big ambition to bring together new technology and human intelligence for smarter, better, faster research, we are delighted to have had our work recognised by this award. It has helped to generate a lot of interest in Day One, largely from like-minded clients who have a passion for innovation and a desire to challenge the status quo”

“Winning an award during Covid was especially poignant as it was delivered whilst we were in full lockdown, stuck working from our dining tables and bedrooms, and it was a great reminder that no matter how, we get the work done and our work contributes to our organisations' success in a meaningful way.”

**Claire Derbyshire,
Abbvie**

