

2023 MR Excellence Award Winners

Congratulations to our Winners!

2023 MR Excellence Award Innovative Approach **WINNER**

Reimagining communications research for
an attention starved world

by Hannah Mann, Founding Partner - Day One Strategy
Sarah Morley, Senior Market Research Manager - Janssen

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2023 MR Excellence Award Future Leaders Case Study **WINNER**

Hearing the unheard patient voice
in digital therapeutics

by Abigail Graham, Senior Research Manager - HRW

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2023 MR Excellence Award Making a Business Impact **WINNER**

A Perfect Match: Blending Qualitative
Co-Creation and Predictive AI
with Strategic Consulting

by Sigrun Hofer, Sr. Manager Business Insights & Analytics -
Bristol Myers Squibb
Prakhar Mishra, Strategy Insights & Planning Manager - ZS Associates
Mike Storm, COO & Partner - Neurons

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