

Students have their say through Opinionpanel Research. Now even university applicants get their views heard



Opinionpanel Research, the independent research business set up to represent the views of university students and graduates to social and market researchers, has launched its third panel. The Applicant Panel now complements its Student Panel and Graduate Panel. Fittingly, it focuses on those either just considering going to

university ('pre applicants') or people who have actually submitted their university application forms ('applicants').

Founder and managing director Ben Marks says: "Because we recruit our panellists with UCAS (Universities & Colleges Admissions Service) we know we are attracting the right respondents. We

now have the perfect sample sets for anyone interested in students before, during or after their time at university". Opinionpanel's clients include most leading market research companies, brands interested in the student market and, of course, universities looking to competitively benchmark their offerings. **Stand 409**

Half price consumer videos – hurry while stocks last!

Vox Pops International, which specialises in recruiting, filming and interviewing consumers, is to celebrate its 20th anniversary with a half price video sale at The Insight Show. The agency has a library of films, between two and six minutes long, showing interviews with consumers covering sectors such as retail, food, drink and themes including fears, hopes and dreams. They will be sold at £50 each, reduced from the normal price of £95. The videos also cover groups such as Over 50s, Parents, Dinkys, Singles and Tweens. Members of the video library can enter search terms on the website, for instance the names of brands or sectors, and find videos where these are mentioned. Up to 12 videos are produced each month, and one is offered free to members. Users can also create their own tailored videos by picking clips from existing films and having them re-edited into a personalised video.

Stand 300



BuzzBack show there's more to innovation than technological wizardry

Nestle's use of innovative research techniques to provide rich insights into consumers will be discussed by Martin Oxley, managing director of BuzzBack Europe. Oxley, who has worked in market research for 20 years and held positions at Ipsos and TNS, says that too often innovation in market research is thought of as driven only by technology. But he adds: "Real innovation happens when technology helps us to better understand consumer motivations, opinions and attitudes." The presentation will put this in perspective and use a Nestle case study to illustrate how innovative approaches provided a richer insight into consumers and permitted them to identify marketing opportunities - or white space.

Session B2: 12.50 on 20th Nov

Collaboration is the key to action & profits, says Nunwood

Nunwood is a brand of rapidly growing significance within the global insight industry, commonly seen as being at the forefront of the movement towards more action and profit and fewer facts and figures. With offices across the world, their consultative approach to generating return on investment has led to a client list comprising some of the world's leading marketers and brands. This year at Insight,

Nunwood directors Tamsin Jenkins and Victoria Arman will discuss the modern agency's role as a strategic partner, rather than 'supplier' - drawing on case studies of effective agency-client collaborations and examples of technology being used to support best practice.

Session A1: 11.30 20th Nov

Meanwhile, fellow directors Luke Allen and Laura Morris in **Session B4: 15.30 on 20th Nov**

will provide a compelling case for the need to fuse cutting-edge innovation management with social networking communities to create and maintain a competitive edge. **Stand 623**

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