



'Agency of the Year'

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Winning Team:

Adelphi Research UK



The judges said:

"This submission demonstrated Adelphi's **passion, strong vision and collaborative ethos**. They are pushing boundaries and **leading the industry** in terms of quality, leveraging behavioural economics and digital technology. **A strategic partnership approach** with their clients has contributed to strong customer satisfaction ratings, and their pro bono work – with impact at parliamentary level that will really make a difference – was seen as very positive."

Winning team's short summary of their entry:

Adelphi is a passionate, established agency clients can trust to deliver. But in the past 12 months we have also invested in new approaches that push the boundaries and create wider engagement.

Leading the way in insight innovation

Our **Illuminate™ Innovation team** brings together a diverse group of researchers empowered to challenge thinking and to generate new, relevant approaches. We proactively give our graduates a chance to shine and take advantage of the ideas our millennials have to offer. Recent innovations include:

- Further application of Behavioural Economics to create winning sales stories and coaching reps at sales meetings
- Addition of SMR app that measures Spontaneous Message Resonance alongside DME Detailed Message Evaluation
- Interlinking mobile technology: diaries, communities, in the moment survey apps
- New Trivia Rx game checks brand knowledge enhancing brand equity trackers

Inspiring stakeholders to take action

Maximizing engagement with research findings is a top priority. Examples of our offerings include: visual storytelling, interactive presentation techniques, patient journey infographics, and animated video project summaries.

A multitalented team

Our culture is underpinned by a core set of values that's at the heart of who we are: 'We not I' (better together) 'Can do' (being brave) – 'Caring' (for our clients but also for one another) – 'Experimental' (willing to innovate and trial new approaches) – 'Ethical' (in the way we work) – 'Empowered (and trusted)

From small shoots...

Whilst several of our senior team have grown-up with Adelphi, we have recently added new recruits from psychology and anthropology backgrounds. With low employee turnover, we're a tight-knit team who all pull together and go all out to exceed expectations.

Never standing still...

After every project and twice yearly we ask clients for feedback – and act upon it. We are very pleased our current rating stands at 4.8/5 – up 0.2 points!