



## Behaviour & Attitudes wins 3 out of 6 Marketing Society Research awards

At the annual Marketing Society's Research awards ceremony at the Shelbourne Hotel, B&A won 3 out of the 6 Research Excellence awards for 2010.

The categories Behaviour & Attitudes was successful in were the following:

**Brand Development & Strategy Award:**

Walking with Customers, Meteor Mobile Communications

**Business to Business Award:**

It's an Oily Business, Topaz

**Public Policy / Social Research Award:**

Get More Than You Give, Irish Blood Transfusion Service

This success follows on the back of the agency's 2010 All Ireland Marketing award for research on Meteor's Mobile Broadband service, marking the company's 25<sup>th</sup> year in operation.

For further information regarding this release, contact Luke Reaper, Director, Behaviour & Attitudes, [luke@banda.ie](mailto:luke@banda.ie) , +353 1 2057500

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