



Press Release

12 October 2010

**BrainJuicer Group PLC**  
(“BrainJuicer” or “the Company”)

### **BrainJuicer Wins Research Gold at Jay Chiat Strategy Festival**

BrainJuicer Group PLC (AIM: BJU), a leading international online market research agency, is thrilled to announce that it has won the Award for Research Innovation at the Jay Chiat Strategy Festival for the paper, *“Generating Insights Through Social Media Using Research Robots”* presented by Ari Popper, President of BrainJuicer North America.

The Jay Chiat Strategy Festival, hosted by the 4A’s, was held in Miami, Florida and brought together innovative thinkers on exciting new communication strategies. With an emphasis on new-to-the-world advertising and marketing techniques, the Research Innovation Award was given to the methodology and case study that best demonstrated a fresh solution for inspiring marketers.

In presenting *“Generating Insights Through Social Media Using Research Robots,”* Popper detailed how DigiViduals™, or ‘research robots’, is a breakthrough solution to deriving insights online through social media sites, such as Twitter. A ‘research robot’ is programmed with specific key characteristics that are specific to a brand, category, a customer segment or trend. It then searches for like-minded people on Twitter and the subsequent postings on Google, LastFM, YouTube and Amazon, collecting an emotionally rounded picture of the target demographic. This information is then used as fuel for new product development teams with a passion for innovation, Popper concluded.

Ari Popper commented, "I'm delighted that BrainJuicer has received this prestigious Research Innovation Award. DigiViduals signify a breakthrough opportunity for researchers who seek to harness the near infinite information posted through social media. Until now, most social media monitoring has been limited to brand mentions in a crude sentiment context. This is a research revolution: social media monitoring that can generate real insights! It's extremely satisfying to have cutting edge methodologies such as DigiViduals recognised by the industry."

John Kearon, BrainJuicer's Chief Juicer, commented, "It's terrific that the 4A's Jay Chiat Strategy Festival and its judges have recognised that methodologies such as DigiViduals present the opportunity for research to be illuminating, inspiring and sexy. Too often the research industry is reluctant to embrace boundary-pushing methodologies, instead falling back on traditional solutions that are big on numbers, light on insight and too often dead on arrival."

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**Note to Editors**

BrainJuicer® Group PLC is a thriving international marketing consultancy founded in 1999. The company provides fresh, validated, consumer-driven insight, to 11 of the worlds' top 20 consumer companies and their creative agencies, and other marquee clients in FMCG, food and beverage, retail, financial services, electronics, health and beauty, and entertainment. BrainJuicer specializes in helping clients with their innovation programmes, focusing on insights, concepts, communications and customer satisfaction. The company's innovative solutions have gained notice in the industry, which has come to regard BrainJuicer as a true thought leader and change agent.

BrainJuicer is the only agency to have won ESOMAR's Best Methodology award twice in the last 22 years, along with a number of other awards for innovation and entrepreneurship.

BrainJuicer was founded by CEO and Chief Juicer, John Kearon, and has been traded on London's AiM (Alternative Investment Market) since 2006. The company is headquartered in the United Kingdom, has offices in Switzerland, Germany, the Netherlands, the United States, Canada and an affiliate in Australia. In a year in which most companies suffered economic setbacks, BrainJuicer continues to grow, announcing 27% growth in 2009 and the opening of BrainJuicer offices in China and Brazil in 2010.

Further information on BrainJuicer can be found at <http://www.brainjuicer.com>.

Details on the Jay Chiat Strategy Festival can be found at:  
<http://www.jaychiatawards.com/festival.html>