



## NUNWOOD POPs Press

### Settling In

The big move has been made and what a new home we've got! The official move in date was the 12<sup>th</sup> March as we made the move away from Horsforth and into Airport West.

As you walk into the building you enter the main reception area that can be seen on the picture in the top-right. A spacious and modern feel has been given to the offices which house our very own "Deli Bar"

Along with plenty of space to fit our ever expanding workforce, there's brand new state-of-the-art meeting rooms and a dedicated POPs room for collating all those packs you've no doubt received from us!

Everyone's settling in and getting used to the new surroundings. As always we welcome anyone who wants to visit us in the future for a look round and a day at the office.

### Facts and Figures....the story so far!

Nunwood has set its sights high this year and aims to achieve an annual business turnover in excess of £12 million.

So, with quarter 1 out of the way, how are we doing? Well, it is safe to say that we are enjoying our most successful year to date with revenues up by a significant 78% versus this time last year. We have introduced 19 new Clients to Nunwood already this year and new business is set to increase even further as we have in excess of 50 credentials/new business meetings booked in over forthcoming weeks in the hope of securing even more work.

As part of our Global expansion plans, we are also pleased to announce that we have opened an office in New York and are busy securing new business from across the Pond!

So, what does all this mean? Quite simply, we are no longer a Leeds based market research agency but a global consultancy who can offer clear, actionable insights and business solutions to our clients through working in close partnership with them.

Please visit our website [www.nunwood.com](http://www.nunwood.com) for more information about Nunwood and don't forget our Project Operations site for information about the POPS team [www.nunwood.com/projectoperations](http://www.nunwood.com/projectoperations).

Lucy Barker  
Head of Project Operations

### New Starters

**David Butler Henderson**  
-Project Account Director (Div E)

David has 17 years in research, having worked in field, CATI and at companies such as ORC and Millward Brown

**Jonny McHugh**  
-Project Support (Div C)

Jonny joins us from our telephone operations unit, many of you will have spoken to him on the PDA helpline.

### Promotions

**Vicki Marshall**  
-Project Account Director (Div D)

After two years as a project consultant Vicki has been promoted to PAD.

**Jennie Bean**  
-Project Consultant (Div D)

Jennie spent over three years as project support and is now taking on the role of Project Consultant



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## Supervisor Spotlight

On...

Lisa Jones



## Inspiration Days

The team have been round the country again, visiting both Birmingham and London for the 'Inspiration Days'.

We were able to gain useful feedback from all involved. Both days were highly enjoyable and it was really good to meet with you all.

There were some key issues raised with regards to:

- 1) Attracting "new blood" into the industry
- 2) Improving communication throughout projects
- 3) Add PDA training where necessary



We will continue throughout 2007 to action all your points and do our best to improve the areas you've highlighted.

Lisa covers a diverse area around the North of London which includes Hertfordshire, Essex, Bedfordshire, Buckinghamshire and Northampton.

She has been working in research for around 10 years. When her husband was made redundant Lisa needed to quickly find a job to support her young family and research provided the answer. She first thought that her job would involve standing on streets and chatting all day but realises now how naive she was.

Lisa says that she loves her role at the moment as she gets to meet so many interesting interviewers and respondents. In the past she has visited India to attend one of her interviewer's wedding and hopes to someday visit Nigeria, as a lot of her interviewers are from this area.

She likes Nunwood's different approach compared with other agencies. Lisa also mentioned that Nunwood have a good team that make her feel part of the company.

When asked for an amusing story she replied – "This job keeps me laughing all day, whether it is respondents, interviewers or just the situations we find ourselves in"

## Thank you!



We would like to take this opportunity to thank you all of you who took part in the recent wave of the My travel mystery shopping in the Going Places branches. The project did not always go smoothly but despite this, together we completed mystery shops at all 459 Going Places branches within the fieldwork time frames. This is down to you! Thanks to all your help!

Our client was very pleased with the fieldwork that we conducted and we received fantastic feedback from our debrief. We showed that Nunwood deliver insights with ease, enthusiasm and with that little bit of something that our client told us was missing from their previous agency.

The mystery shopping programme is a really big deal for the regional & store managers of Going Places and they were all really nervous when we went to conduct our presentation – however, feedback from one regional manager at the end was that 'you put me totally at ease when you began presenting'.

On top of this, the feedback on the 450 store & 20 regional reports has been fantastic – we're told they look streets ahead of the reports they used to get.

If you have any feedback you would like to pass on or questions regarding the next wave that we are conducting later in the year, please don't hesitate to give me a call or drop me an e-mail.

Thank you again!  
Jennie Bean

## Refer-a-Friend

Do you know anyone that fancies a career change? Anyone that needs a job and you think would be suitable for market research?

If so, Nunwood are now running the "Refer-a-Friend Scheme". If you know of anyone that would be suitable to be trained as a new interviewer, please contact your supervisor

We'll provide training and if they are successful on their first 3 jobs, we will reward you with £50 for referring them!



## Nunwood Spotlight Panel

Nunwood are soon to launch our "Spotlight Panel". This is an online database of respondents that we will be using for internal use.

Nunwood often conduct our own research with consumers which we use for new business in order to gain new clients. This in turn means more work for you!

More to follow on this but it is important to note that this will not take away any external work.