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## Fiftyfive5 wins Research Agency of the Year

*Fiftyfive5 has taken out research Agency of the Year at the 2022 B&T Awards held last Friday, for the second year in a row.*

For Fiftyfive5, winning is a recognition of their great people, the quality of their work and the impact this has had on their clients, in driving both organisational and societal outcomes. Since Fiftyfive5 started in 2010, they set out to build a different type of research business, one focused on delivering to the promise of 'creating opportunities for growth', growth not just for clients, but for their people and the wider research industry.

*"Great people are the centre of our growth and impact, reflected in our founding principles; to find the best talent, create a great working environment that energises and motivates them; and empower them to deliver quality work that delivers genuine impact,"* said Darren Kemp, Partner at Fiftyfive5.

In addition to taking on a net new 44 people in FY22, the agency celebrated 49 people who have been with the company for more than five years and recognised 40 promotions.

The business believes that the growth of the broader industry as an employment destination of choice is critical for the vibrancy and diversity of market research. *"The research industry is a fabulous but often unknown career destination for many graduates. We have committed to a graduate programme that has seen us take on 33 graduates over the last five years, and we are looking to bring on another ten early next year."*

Fiftyfive5 has a clear appetite for innovation and this year has been no different. *"Momentum is in our DNA. We have continued to innovate with new methodologies, brought in new technology, grown in-house capabilities, instigated partnerships internationally, and extended our innovative suite of employee benefits".*

*"We are really chuffed to have won the B&T research agency of the year for the second year in a row. Thanks to the Fiftyfive5 team - it's a brilliant recognition and an opportunity to celebrate the consistently great work you do and the wider role we can play in our industry, society and business to deliver genuine outcomes,"* said Darren.

Fiftyfive5's work for Uber Eats this year was a highlight of the submission. When the growth of the "Tonight, I'll Be Eating" platform slowed, Fiftyfive5 not only helped to reinvigorate the campaign, but also identified new growth opportunities helping to deliver 28 million incremental orders, a 400 per cent return on investment and a five per cent uplift in basket size.

*"Fiftyfive5 have been instrumental in elevating the customer voice in our organisation through large-scale insights briefs covering foundational understanding, U&A, creative performance, market intel and much more. Fiftyfive5 is our preferred partner for most critical projects as their insights have shaped many of our business and marketing strategies to drive significant business impact,"* said Andy Morley, CMO - Uber Eats APAC.

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(Image ref)



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