

What: FiftyFive5, part of Accenture Song, wins B&T's Research Agency of the Year

When: 27 November 2023

Who: Darren Kemp, Partner at FiftyFive5, part of Accenture Song

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FiftyFive5, part of Accenture Song, has been crowned the Research Agency of the Year at the 2023 B&T Awards. This is the third year in a row the team has taken home the award.

The accolade demonstrates recognition for FiftyFive5's people, the quality of its work and the impact this has had on its clients, in driving both organisational and societal outcomes.

Since Fiftyfive5 started in 2010, the agency set out to build a different type of research business, one focused on delivering to the promise of 'creating opportunities for growth' for its clients, people and the wider research industry.

In FY23, the agency hired 64 people, celebrated 52 people being with the company for more than five years and made 50 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.

FiftyFive5 joined Accenture Song in 2022 following its acquisition by Accenture's global marketing and customer experience practice.

Quote from **Darren Kemp, Partner, FiftyFive5, part of Accenture Song:**

"Winning awards is never the end game, but in an industry like research where much of what we do is highly confidential it is a brilliant platform to highlight and celebrate the impact our people have. Winning three years in a row is recognition of the ongoing work our people do and the clients that trust us to deliver. We have assembled simply the best talent in the research industry and a huge thanks goes out to each of them for the brilliant work they do.

"One of the things that sets Fiftyfive5 apart is our focus on building relationships, not simply selling projects. The fact that eight of our first 10 clients from when we set up 13 years ago spent with us again last year reflects the enduring relationships we have built. Likewise, more than 50 of our team have been with us for more than five years and that stability, along with excellence in project delivery helps create and foster those trusted partnerships. Thanks to all of the Fiftyfive5's and to our clients that have been with us on our journey."



FiftyFive5 team at the 2023 B&T Awards

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