



Marketing Research and Intelligence Association
L'Association de la recherche et de l'intelligence marketing



Best Integration

sponsored by:



Master of Ceremonies Introduction to the Award to



“This year's winner in the best integration category brought together researchers from academia, law and marketing research and the work of three different Canadian research firms to achieve more than the typical marketing research objectives. The winner integrated omnibus surveys, a scientific mall interview study, statistical analyses of ten years of secondary data, and expert marketing opinion, to support its client in a court battle about the famous JAGUAR brand..

Jaguar Car's brand equity was being threatened by another company using the name Jaguar on luggage, key chains, and backpacks. The research proved that these other goods were depreciating the Jaguar brand, “ripping it off,” as one survey respondent put it, “to make you think you are getting JAGUAR quality. This was the first time in Canada that such an ambitious program had ever been presented to a Canadian court in support of brand protection. The research exceeded published industry guidelines. Four surveys in the research program adopted stringent scientific standards, incorporating hypothesis setting, control conditions, scientific experimental designs, and statistical inference. Reliability and convergent validity of results were convincingly demonstrated. In the end, the research helped the Jaguar Car Company plan and succeed in its court battle based on the risk of brand depreciation. The research also provided a comprehensive foundation for the Jaguar Car Company to track and manage its brand equity.

This year's Best Integration award goes to CorbinPartners Inc. for its team's ground-breaking work for Ridout and Maybee LLP, the Corporate Counsel for the Jaguar Car Company. Here to receive the award on behalf of both firms is Fahed Malik of CorbinPartners Inc.”