

# MMR steps up agility drive with new appointment

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MMR Research Worldwide appoints new Head of Agile to drive innovation in consumer and sensory research.

In April 2018, Global FMCG experts MMR Research Worldwide appointed Simon Williams to drive forward the mission to embed agile innovation, and fully realise the advantages that it can offer across its client base. Simon brings a wealth of experience to the role, including 5 years managing the agency's global relationship with Unilever.

Agility has evolved from an industry buzzword to a positive ethos across many of the world's FMCG companies and MMR have recognised that many are prioritising agility over exhaustive testing – often out of necessity, but increasingly as a positive choice. As such, MMR have been exploring this for a number of years, with the more recent creation of a brand-new toolkit – covering the entire innovation cycle - that has time and cost efficiencies built in, to ensure that clients succeed in this fast-moving research landscape.

'We know that client budgets and timelines are under pressure, but this doesn't have to mean consumers are left out of the process' says Simon.

MMR deliver thousands of research projects every year, and with over 30 years of experience in meeting the different needs and priorities of different clients, it is clear that a one size fits all approach risks satisfying no-one.

Simon continues 'We understand that our clients need flexibility, which is why we've created a suite of tools designed to adapt to the individual requirements of each client, giving them the answers they really need. For us, agility is about focusing content to reflect each project's most vital priorities, and focusing the energy of client, consumer and industry expert input collectively to supercharge the innovation process. This maximises the relevance and richness of the insight.

Simon believes MMR's offer to be distinctive, adding 'The most compelling aspect of our proposition, is that we maintain the option of human presence throughout; with expert research professionals on-hand at all times to offer advice and guidance. This is where MMR really set themselves apart from other agile propositions.'

A number of MMR's agile solutions have already demonstrated how shorter timelines create real momentum in research. 'The projects we're running on front-end concept and prototype development are really energising. Clients are getting depth and clarity on what needs to be done – and having fun while doing it.' Simon concludes.

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## About MMR Research Worldwide

As global leaders in consumer research, MMR Research Worldwide champion product and pack - with a mission to deepen emotional engagement with brands across all moments of truth.

MMR apply unique and powerful research tools to amplify brand message, creating greater impact in store and more engaging experiences

Proudly independent, MMR Research Worldwide operates globally with offices in UK, USA, China, Singapore, India and South Africa.

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