

GREENBOOK.

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PARTY



featuring the

**2013
Ginny Valentine
Badge of Courage
Awards**

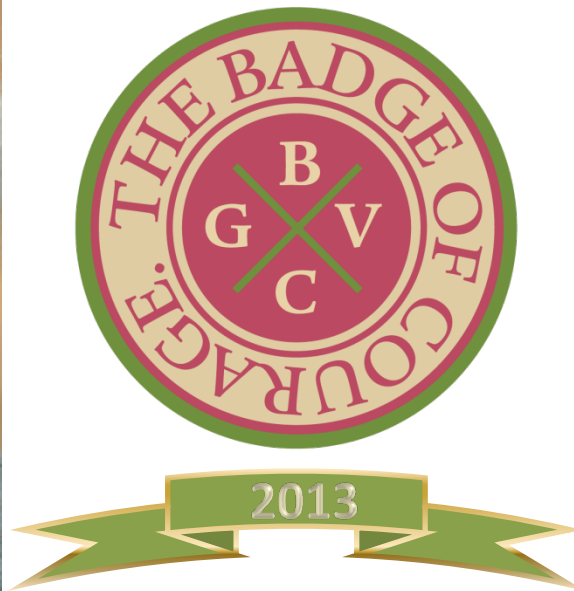
Refreshments provided by  Google consumer surveys

We are here to celebrate GRIT...



GREENBOOK®

And Bravery in Market Research!



**GINNY
VALENTINE**

**BADGE OF
COURAGE
AWARD**

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Many Thanks to our Party Sponsors



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And the organizers of the Ginny Valentine Awards

GREENBOOK.



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Many Thanks to Our Distinguished Judges

- Angry MR Client (Agent Provocateur)
- Jon Puleston (GMI)
- Diane Hessian (Communispace)
- Catherine Moffatt (Diageo)
- Alec Maki (Bellomy Research)

And Acknowledgement of Past Recipients Here Tonight!



Awarded for Breaking Away from the Roster



Ana Alvarez, PepsiCo Brazil

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So who was Ginny Valentine? And
what made her so brave?



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So what constitutes bravery?

“Bravery takes many forms:

developing a new approach; struggling with a difficult brief; undertaking cultural research methodologies such as semiotics and ethnography; setting up new venture; pushing through controversial projects; pioneering new approaches in a client organization, even physical danger, to name a few. In all cases, we are looking for nominees with persistence, drive, and guts.”





**drum roll
please...**

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Fearlessly Advocating Gender Equality

Kristin Luck, Decipher



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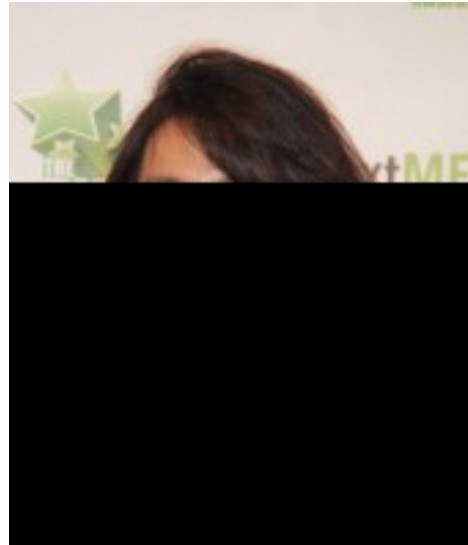
Leading by Principle

Stan Sthanunathan, Coca-Cola



Raw Bravery for the Greater Good

Batool Batalvi, SB&B Marketing Research



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Taking Action

Kyle Nel, Lowe's Home Improvement



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Waking the Industry Up

John Kearon, BrainJuicer



Grace under Fire

Manish Makhijani, Unilever



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Networking and Rabble Rousing

Tom HC Anderson, Anderson Analytics



Giving a Voice to the People

Catalina Meija and Yanhaas



For Openness and Soldiering On

Lenny Murphy, Greenbook



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Join Greenbook at the upcoming Insight Innovation Exchanges



Sao Paulo,
March 25, 26

Philadelphia
June 17, 18

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**Congratulations
to the Winners!**



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