

June 2006**Australian Managing Director of Brand Finance, Tim Heberden is appointed a judge on the new Australian Market Research Effectiveness Awards**

Tim Heberden Managing Director of Brand Finance Australia, has been appointed one of the judges on the panel of the inaugural Australian Market Research Effectiveness Awards. Tim has had plenty of experience being a panel member on the bi-annual AFA Advertising Effectiveness Awards and the annual CREAM Awards which recognizes the most effective and creative advertising originating in Queensland.

The Australian Market Research Society, Australia's peak market research body, said, "the awards provide a platform from which to demonstrate the importance of research as an integral part of successful business planning, as well as a tool to help deliver significant business results".

"The awards will transform research standards in Australia" says Peter Harris, Vice President of the AMSRA. "For too long now, our capacity to deliver significant bottom line results has been hidden from public view, often for commercial- in-confidence reasons. The awards will provide a unique opportunity to highlight projects that demonstrate effectiveness through the action ability of their results, their capacity to predict financial outcomes of innovation and the quality of the agency/client partnership."

Tim joins a number of high profile marketers, academics, research luminaries, CEO's and advertising executives on the judging panel. His financial and marketing experience gained over eight years at Brand Finance, an international specialist consultancy entirely focused on quantifying and leveraging intangible asset value, will bring a strong commercial dimension to the panel. He has advised the likes of Shell, Vodafone and the British Telecom on how to make optimal economic decisions on brand investments using value based marketing techniques.

Tim says "we work closely with clients and market research agencies to ensure we have robust consumer perceptual and behavioural data to calibrate our financial models. The real value of market research is transformed when it is placed in a financial model and communicated in financial language to senior management, and then they see how market research makes a contribution to the business."

Entries have just closed and the AMSRA are ecstatic over the number of entries they have received. Companies have submitted entries in three categories, Commercial Award for Excellence in Research Effectiveness, Award for Contribution to Communications Strategy Effectiveness and Award for Social Impact. Winners will be announced at the AMSRS' National Conference in Melbourne on September 7, 2006

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Editors Notes

Brand Finance (www.brandfinance.com) is world's leading independent brand valuation and marketing metrics consultancy. We advise strongly branded organisations, both large and small, on how to maximise shareholder value through effective management of their intangible assets.

Intangible assets, most notably brands, are vital strategic and financial assets which marketers are increasingly being held accountable for managing and building. At the same time, finance directors and smart investors want greater understanding and disclosure of intangible asset values and marketing performance to improve their investment decisions.

We help our clients' value, articulate and build their intangible asset base using language and approaches understood by financial, marketing and investor audiences.