

AQR'S

# BIG DAY 2019 OUT

identity  
innovation  
ideology

6 JUNE 2019

MARY WARD HOUSE | LONDON

## The AQR Prosper-Riley Smith Qualitative Excellence Award Winner 2018

Crawford Hollingworth  
The Behavioural Architects

The Big Issue – How we made  
people give and take

Three Young Disruptors will  
take to the stage to tell us  
what's inspiring them at the  
moment but only one of them  
can win the coveted trophy!

Jack Ellingham  
The Nursery

JJ Tomlinson  
M&C Saatchi World Services

Laura Calvert  
FlexMR

## Inclusivity Rules!

The power of the reflexive researcher  
**Keisha Herbert, ThinkTank**

Hacking the qual industry for greater diversity  
**Ella Fryer-Smith**

Mirror, mirror on the wall: the riddle of representation  
**Jason Vir**

#Valuestoo - an alternative way at looking at audiences  
**Hamish Kynoch & Afra Aquah, Discovery**

## Humans & Androids

Changing methods for the changing consumer  
**Alicia Nicholls, the Big Sofa**

Ethnography brought bang up to date  
**Catherine Crump, Decidely & Iva Kralj-Taylor, Disney**

Roughing the smooth: an argument for more mess in research  
**Jim Mott, BAMM**

## Politics & Polarisation

The death of the middle ground  
**Sarah Jay, Acacia Avenue**

The Brexit diaries: understanding modern British identity  
**Tom Clarkson, BritainThinks**

The us and the them: researching moral identity in today's Britain  
**Luke Perry, Jigsaw**

