AURA Insight Impact Award

## **The Final 2025**

## The RAF Club, Piccadilly, London

24th June 2025: 1000-1530 hours

# Agenda

**1000 AURA**

*Welcome and Introduction*

***Tom Kerr, AURA***

**1005 Trinity McQueen**

*A word from the sponsor of the Insight Impact Award*

***Laura Morris, Director and Head of Brand Research, Trinity McQueen***

**1015 Pepsico & The Mix**

*More Than Research: A Business-Wide Re-set in Three Acts*

***Tracey Neiss, Senior Director Insights & Analytics, Pepsico***

***Gemma Mitchell, Partner & Managing Director, The Mix***

**1045 The Earthshot Prize & Kantar**

*Sustainability Voices of Africa*

***Stephen Lavery, Senior Impact & Insights Manager, The Earthshot Prize***

***Maria Da Serra, Senior Client Partner, Kantar***

**1115 COFFEE BREAK**

**1150 Co-operative Group & Lumen**

*In-store Audience Attention Study*

***Steve Hodgson, Marketing Insight Manager, Co-operative Group***

***Mike Follett, CEO, Lumen***

**1220 Holland and Barrett & Trinity McQueen**

*Dam right I'm hormonal! How H&B championed a new narrative in Women's Health*

***Philip Nellenback, Head of Insight, Holland and Barrett***

***Lina Chan, Director of Women’s Health, Holland and Barrett***

***Sharon Hodgson, Head of Consultancy, Trinity McQueen***

**1250 LUNCH**

**1400 Paddy Power & Jump! Innovation**

*How Paddy Power, Europe's Favourites, won the Euros*

***Kate Wells, Senior Insight Manager, Paddy Power***

***Lee Geraghty, Partner, Jump! Innovation***

**1430 Kellanova & Brand Genetics**

*Beyond the Moustache to 'Pop in with Pringles'*

***Jenny Kasher, Strategy &Insights Senior Manager, Kellanova***

***Mia Christophers, Director, Brand Genetics***

**1500 AURA**

*Life Through an AURA Lens!*

***Ruth Hinton, Chair of AURA***

**1530 Wrap Up and Close**