

Track Record

From the beginning of our experiments in market research, co-creation and *Abnorming* we have played a part in a remarkable series of successes. These include:



Projects

- *The Arrivals Lounge* at London's Heathrow Airport
- *The Fast Track* – now at most major airports
- *The Well Being in the Air* Programme
- Beds in Business
- *The New World Traveller Plus* cabin
- *First Class Suites* for the Singapore Airlines A380. The first seat *and* bed in one berth.
- Creative development of the *Good to Talk* campaign for BT
- Personal development for staff at BA, BT, BUPA, Lifetime, Quest, Holiday Inn
- *Good Karma* at Crowne Plaza Heathrow
- *BT Talkworks*
- *Living Cover* from Lifetime/Bank of Ireland
- A unified strategy for Dell Europe
- New childcare and screening products from BUPA
- A customer initiated PMI product from BUPA (Heartbeat)
- A contribution to the new worldwide positioning for Visa
- 2005 election strategy for New Labour and Tony Blair
- New product strategy for Astra Zeneca
- New positioning for online travel brand ebookers. (Awarded the Marketing Society's prize for International Brand Development, 2009).
- New *Single Pot Activia* from Danone as part of Promise Communities team (launched 2009).
- *Married Single Other*, a new relationship drama from ITV (screened February 2010)



Publications

I have also tried to document or record my interests and passions over the years:

- *Qualitative Research a buyer's and user's guide* by Roy Langmaid and Wendy Gordon published by Gower 1998.
- *Transactional Analysis and the Personality of Advertising Agencies* – a paper to the Account Planner's Conference 1985
- *New Qualitative Research* – a course for the AQRP 1987
- *Games Consumers Play* JMRS 1984
- *The Breakthrough Programme* for British Airways 1991 – 1994
- *The Unconscious Recall of Television Advertising* MRS Journal 1987
- *Hybrid Methodologies in Qualitative Research* MRS Journal 1989
- *Breakthrough Zone* published by J Wiley and Co New York, 2003
- *Theory and Practice in the Large Group* published in proceedings of MRS Conference 2003.
awarded the David Winton Prize for 'Best Technical Paper, 2003'
- *Reconnecting the Prime Minister* – a paper to the Market Research Society Conference 2006 recorded in the American Annals of Political Science as a contribution to new methods in political campaigns.
- *Co Creation, Listening for the Future*, International Journal of Market Research, 2010

In 2011 I wrote on *Co creating the Future* which has been published in a Routledge collection of papers on Political Marketing.