



Marketing Research and Intelligence Association  
L'Association de la recherche et de l'intelligence marketing



## Best Integration

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### Master of Ceremonies Introduction to the Award to



“The Award for Best Integrated Research goes to Corbin Partners Inc. and Fasken Martineau DuMoulin, for their innovative business intelligence project in the Canadian lingerie market. The purpose of the project was to deliver marketplace evidence to the Superior Court of Justice of Ontario about whether or not La Senza was deceiving the public with advertisements of its new brand-name bra named ITEC. Its competitor Victoria’s Secret complained that the brand name came too close to its own IPEX brand, and that similarities in the two companies’ advertising would surely lead to consumer confusion.

The research program integrated several different sources of information, including a mystery shop raised to scientific standards, statistical analysis of worldwide advertising and sales, and an expert marketing review of relevant issues in brand equity and reputational harm.

The research program has benefited the market research industry in Canada by bringing mystery shopping into the fold of social scientific methods, and by highlighting the value of a strategic, well-rounded business intelligence approach to information needs.

Exemplary standards of validity and reliability were achieved. The validity of the research was assured by a mystery-shopping simulation that incorporated the scientific controls of more traditional surveys. Its statistical reliability was assured through a 100% response rate. Its relevance was confirmed by the judge in the litigation. It represented the first time a Canadian court has accepted mystery shopping as expert survey evidence in an intellectual property dispute. Among other indicators of its success, the project and the methodology attracted the attention of the Globe and Mail, in a feature article by Jacquie McNeish.”