



THE OXFORD RESEARCH AGENCY

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## **Press Release**

# **Mimosa: Uniquely Responsive Qualitative Research**

**Tuesday 30<sup>th</sup> June 2009**

## The Oxford Research Agency

### PRESS RELEASE

#### Mimosa: Uniquely Responsive Qualitative Research

The Oxford Research Agency is delighted to announce the launch of its new qualitative venture, Mimosa.

Designed with extensive client feedback, Mimosa brings the best techniques for qualitative research together under a wholly owned new division of the company. Mimosa was created to cater for growing pressure in the research industry for added value innovative, joined-up, Qual-Quant thinking.

Laurence Curtis, Chairman of The Oxford Research Agency said “We are delighted to announce the creation of Mimosa. There is real client demand for innovative qualitative thinking in our core FMCG, Retail & Shopper Insight, Customer Satisfaction and OTC sectors. Having been involved in qualitative research throughout my career, I believe that the time is right for Mimosa to challenge the industry and showcase their excellent team of insightful qualitative researchers.

“The recession and the necessity for a return on areas of valuable investment makes Mimosa’s offer more pertinent to all in research. Together, Mimosa and The Oxford Research Agency provide clients with a complete in-house innovative research solution, with sector expertise and research excellence centre stage,” commented Curtis.

More details on Mimosa can be found at [www.mimosa-qual.com](http://www.mimosa-qual.com)

#### Notes for Editors

Mimosa is a division of The Oxford Research Agency, a successful MBO led by current MD’s Andrew Tharme and Chris Sinclair in 2008. Over the past year, the agency has won several high profile clients who run their NPD through The Oxford Research Agency’s OxyGen Innovation Process. More details can be found at [www.tora.co.uk](http://www.tora.co.uk)

Laurence Curtis, ex-MD of TRBi is Chairman of the company, providing strategic advice to the management team. The agency is backed by Nextwave Ventures and Clydesdale Bank.

For more information about Mimosa please contact Sunita, Emma or John  
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