

"Mark is not only a fantastic researcher, he is also an advocate for effective communications. This makes him a great steward for ideas and executions that will move the audiences they intend to reach. He has an outstanding ability to shepherd a nascent idea through multiple markets, cultures and audiences and make nuanced assessments that give everyone the confidence required to make the best work possible. ."

Chris Regan (DDB)

"I have worked with Mark for over a decade. He's a fantastic moderator with a finely-tuned skill in extracting truth from respondents...from early exploration to concept development to comms testing, I always value his outputs and recommendations. It makes our lives easier. And never does he let the small distractions get in the way; he sees the big picture."

Matt Pearce (DDB, Clemenger BBDO)

"I worked with Mark for over nine years. He was a true research partner, delivering insights and helping guide strategy and innovation. He brings a wealth of experience to projects and doesn't just report back on observations....He always formed a key part in our creative brainstorming on projects, always brought a depth of insight and challenged our thinking."

Anthony Ho (Tetley)

"We have always found Mark to be exceptionally skilled in uncovering and translating invaluable insights that inform and guide our communications. Mark's capacity to explore thoughts, feelings and behaviours allows for the authentic experience of our target audience to be heard."

Helen Reddan (TAC)

"I worked closely with Mark George over 8 years in my last two roles. Mark is my first choice as a strategic insights partner because he is experienced, wise and gives it to me straight! He cares about his work, and it shows in the depth of insight and direction he provides. I count him as an important strategic partner and sounding board and through his work we have made some great decisions for our major brands."

Angela Turrell (General Mills, CHE)

“Mark George has been a real asset for us....He is incredibly adept at teasing out useful insights from consumers in qualitative research, and in summarising the results into logical and meaningful chunks. He also spends the time post research sharing his broader consumer understanding and insights, to assist us in optimising our post-research strategy and positioning work.”

Gale McLardie (Tata Beverages)

"Quirk take the time to truly understand our business and are continually helping us build our knowledge of our customers, our brand, our products and our stores. Their ability to understand and communicate the nuances of our customer's needs and experiences, along with their skills in working with a range of internal stakeholders make them an important partner for Target."

Sarah Gill

"I engaged Mark to conduct qualitative research for the TAC regarding the 'Towards Zero' campaign. This campaign marked a complete change in approach for the TAC and it was critical that we understood what was in the hearts and minds of the public for it to be a success. Mark's contribution was invaluable to the positive campaign results. Through his analytic rigor we were able to draw insights that changed the direction of the communications."

Cherie McMahon (TAC)

“Mark operates with intelligence, integrity and initiative, which is why Marmalade has been working with him for over seven years. We believe that his approach to concept evaluation research is the right one...Mark makes research an exciting and explorative process. He also treats creative concepts with respect. We trust that our concepts will be evaluated in an unbiased manner.”

Lisa Gumbleton (Marmalade Melbourne)

"Mark George is one of the best moderators in the business and always goes beyond the brief to get to the heart of what motivates consumers.

The research gave us a much deeper understanding of our consumers than we have ever had before. And these learnings were well leveraged in our future planning."

Vasha Azoor (L'Oréal and Kraft)

"Mark George is strategic and insightful, and the quality of work is always top class. I'd highly recommend Mark as a creative, strategic thinker who builds great relationships with our marketers and agencies and is a pleasure to work with."

Penny Szatmary (Kraft/Mondelez)

“Mark’s ability to approach a challenge with sound rational, pragmatic thinking ensured that all projects stayed on brief and were grounded in well thought out approaches. The immeasurable benefit of being able to work with senior professionals who bring a wealth of knowledge with them was a key determinant in our continued relationship. But the real stand outs for me were Mark’s ability to understand the commercial implications of his recommendations, his passion for his work, the ability to present and engage stakeholders – no matter what level, and the fact that he is a genuinely nice guy.”

Marsha Montebello (Target)