Le Sphinx

< Research Lab Contest 2022 >

CLOSING & AWARDS CEREMONY

Friday 27th May 2022

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Contest 2022 >

AGENDA

- Introduction

- Project summary and outcomes

- Ranking and awards

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PROJECT SUMMARY AND OUTCOMES

- Second edition

- 22 teams from 17 universities

- Software trainings were short and conducted online

- As a group, big common survey data basis = almost 4000 responses

- All of them performed the three main tasks with a good quality level

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RANKING AND AWARDS

- You will get all detailed points together with feedback on reports in the next days,

- Certificates will be delivered also - and symbolic prizes for Platinium, Gold Plus and #3 Gold winners),

- 6 Bronze certificates,

- 6 Silver certificates,

- 2 Silver Plus certificates,

- 5 Gold certificates,

- 1 Gold Plus certificate,

- 1 Platinium certificate.

GOLD CERTIFICATES
WINNERS

(They scored between 71,5 and 74 points)

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GOLD CERTIFICATE

This is to certify that

Team "KNOK"

successfully completed the Research Lab Intensive Program from 15th March to 27th May 2022, with the participation of 16 Polish Universities.

Participants conducted a full national consumer survey about the possible introduction of a French beer brand on the Polish market, including questionnaire design, responses collection, data analysis and results reporting.

On behalf of the members of the jury of experts:

Pr. Stephane Ganassali
Marketing Professor – Univ. Savoie Mont-Blanc (France)
Sphinx Poland country manager

UNIWERSYTET OPOLSKI

POLITECHNIKA BYDGOSKA im. Jana i Jędrzeja Śniadeckich

Politechnika Warszawska FILIA W PŁOCKU

POZNAN UNIVERSITY OF TECHNOLOGY

Uniwersytet Rzeszowski

UNIWERSYTET JAGIELLOŃSKI W KRAKOWIE

UNIWERSYTET WARSZAWSKI

KUL KATOLICKI UNIWERSYTET LUBELSKI JANA PAWŁA II

POLITECHNIKA OPOLSKA

POLITECHNIKA BIAŁOSTOCKA

Uniwersytet Wrocławski

UNIWERSYTET EKONOMICZNY W KRAKOWIE

UMCS UNIWERSYTET MARII CURIE-SKŁODOWSKIEJ

Uniwersytet Ekonomiczny w Katowicach

Wyższa Szkoła Bankowa we Wrocławiu Wydział Ekonomiczny w Opolu

UNIWERSYTET EKONOMICZNY W POZNANIU

GOLD CERTIFICATE

This is to certify that

Adrianna Kapczyńska

successfully completed the Research Lab Intensive Program from 15th March to 27th May 2022,
with the participation of 16 Polish Universities.

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brand on the Polish market, including questionnaire design, responses collection, data analysis and results
reporting.

On behalf of the members of the jury of experts:

Pr. Stephane Ganassali
Marketing Professor – Univ. Savoie Mont-Blanc (France)
Sphinx Poland country manager

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This is to certify that

Joanna Zalewska

successfully completed the Research Lab Intensive Program from 15th March to 27th May 2022,
with the participation of 16 Polish Universities.

Participants conducted a full national consumer survey about the possible introduction of a French beer
brand on the Polish market, including questionnaire design, responses collection, data analysis and results
reporting.

On behalf of the members of the jury of experts:

Pr. Stephane Ganassali
Marketing Professor – Univ. Savoie Mont-Blanc (France)
Sphinx Poland country manager

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This is to certify that

Damian Drobczyński

successfully completed the Research Lab Intensive Program from 15th March to 27th May 2022,
with the participation of 16 Polish Universities.

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On behalf of the members of the jury of experts:

Pr. Stephane Ganassali
Marketing Professor – Univ. Savoie Mont-Blanc (France)
Sphinx Poland country manager

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This is to certify that

Marcin Ziernicki

successfully completed the Research Lab Intensive Program from 15th March to 27th May 2022,
with the participation of 16 Polish Universities.

Participants conducted a full national consumer survey about the possible introduction of a French beer
brand on the Polish market, including questionnaire design, responses collection, data analysis and results
reporting.

On behalf of the members of the jury of experts:

Pr. Stephane Ganassali
Marketing Professor – Univ. Savoie Mont-Blanc (France)
Sphinx Poland country manager

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