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DBM Consultants named Australia/New Zealand Market Research Agency of the Year for second year running

DBM Consultants has received the highest accolade in this year's Campaign Agency of the Year Awards, taking out the Australia/New Zealand Market Research Agency of the Year title for 2021, and retaining its place from 2020.

One of Australia's leading research agencies, DBM has been exclusively named at this year's Campaign Agency of the Year Awards for its flagship brand DBM Atlas.

CEO Kipling Zubevich says, "We are absolutely thrilled to be recognized in this year's awards program. It is a testament to our team's commitment to research best practice and going the extra mile to help our clients."

Over 50 financial services brands rely on informed, growth-focused recommendations from DBM Atlas which is the most comprehensive retail and financial services research program in Australia.

2021 is the third year running that DBM has been dubbed as a medalist in the Campaign Agency of the Year Awards. In 2019, they were crowned Consultancy of the Year before the Market Research Agency of the Year category was launched, for which they have now been recognized for consecutively in 2020 and 2021.

Winning this award caps off a very strong year for DBM. It follows strong growth and the appointment of several key senior team members. They were also shortlisted at the 2021 B&T Agency of the Year Awards and won an excellence award at the 2021 Australian HR Awards.

Zubevich says, "2021 has continued to bring unprecedented challenges to both DBM and its clients. I am proud that we have continued to grow and deliver valuable strategic insights and advice for our clients, whilst ensuring our team were engaged, connected and supported."

Founded in 1992, DBM Consultants is one of Australia's leading market research companies and part of the APAC-wide Illuminera Group. Founded in 2007, Illuminera is a global, insight-driven marketing consulting firm which has since evolved into a premier data-empowered marketing consulting and solutions group with global presence.

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