

## YouGov plc

### **Stephan Shakespeare and Nadhim Zahawi Win Marketing Communications Entrepreneur Of The Year Award**

**23 June 2008**

Nadhim Zahawi and Stephan Shakespeare, co-founders of the international full service market research company YouGov plc, have won the prestigious Ernst & Young Marketing Communications Entrepreneur of the Year 2008, London.

The London region awards ceremony took place at the London Hilton Metropole and was attended by an audience of over 600 of London's entrepreneurs, business people, the media, the Mayor of London, Boris Johnson and Sir Keith Mills, Deputy Chairman for the London 2012 Olympic Bid.

Stephan and Nadhim will now progress to the national final to compete against the best business leaders from Scotland, Wales and England in the national Ernst & Young Entrepreneur Of The Year awards to be held in October 2008.

The Ernst & Young Entrepreneur of the Year program, which celebrated its 10<sup>th</sup> Anniversary this year, is considered the world's most prestigious business award for entrepreneurs. The program recognises the contribution of people who inspire others with their vision, leadership and achievement and celebrates those who are building and leading successful, growing and dynamic businesses.

Judging criteria was based on several key factors: entrepreneurial spirit, innovation, strategic direction, leading and building the team, financial performance, national or global impact and corporate social responsibility.

Iain Wilkie, London Head of Entrepreneur Of The Year at Ernst & Young, said: "Stephan and Nadhim have developed an international business with a strong brand name. They took significant personal financial risks early on and have built a profitable organisation that continues to grow. Stephan and Nadhim thoroughly deserve this award."

**Ends**

#### **Notes to Editors:**

#### **Enquiries:**

#### **YouGov plc**

Nadhim Zahawi/ Stephan Shakespeare

+44(0)20 7012 6000

[Info@yougov.com](mailto:Info@yougov.com)

#### **Ernst & Young**

Vicky Conybeer, Media relations

+44(0)20 7951 0868 / +44(0)7870 635 196

## **About YouGov**

YouGov is an international, full service research company primarily using online panels to provide quantitative and qualitative research across a range of specialisms. These include consumer markets, financial services, technology and telecoms, media and organisation (both employee and employer aspects). YouGov's full service offering spans added value consultancy, syndicated and product offers, omnibus and field and tab services.

YouGov is considered the pioneer of online market research. Through panel management expertise, flexibility and an innovative approach to recruitment, YouGov operates a quality panel of over 200,000 UK members representing all ages, socio-economic groups and other demographic types, with excellent response rates. YouGov also specialises in growing and maintaining dedicated panels of specialist consumer and professional audiences.

Based on its record, YouGov has been acclaimed as the UK's most accurate opinion pollster and dominates Britain's media polling. YouGov is one of the most quoted agencies in Britain and has a well-documented and published track record illustrating the success of its survey methods and quality of its client service work.

**For further information visit [www.yougov.com](http://www.yougov.com)**

## **About Ernst & Young's Entrepreneur Of The Year**

Ernst & Young's Entrepreneur Of The Year is the world's most prestigious business award for entrepreneurs. The award makes a difference through the unique way it encourages entrepreneurial activity among those with potential and recognises the contribution of people who inspire others with their vision, leadership and achievement. As the first and only truly global award of its kind, Ernst & Young Entrepreneur Of The Year celebrates those who are building and leading successful, growing and dynamic businesses, recognising them through regional, national and global awards programs in more than 135 cities in 50 countries. EOY 2008 is co-sponsored by the London Stock Exchange.

The awards are endorsed by the Department of Trade and Industry, the British Chamber of Commerce, the Design Council, the Institute of Directors, the Young Presidents' Organisation and the Community Action Network.

### **EOY London region judging panel:**

EOY 2008 London judging panel was chaired by Sir Keith Mills, Deputy Chairman, London Olympics. Sir Keith Mills was also UK Master Entrepreneur Of The Year 2005.

Other judges included: Rosaleen Blair, Alexander Mann Solutions, Rob Chapman, Electronic Data Systems, John Dixon, Royal Bank of Scotland, Terry Hill, Arup Group Ltd, Nic Humphries, Hg Capital, Pinky Lilani, Spice Magic, John Matthews, Regus Group plc, John Smith, BBC Worldwide and Roger Whiteside, Greggs and founder of Ocado.

**For further information visit [www.eoy.co.uk](http://www.eoy.co.uk)**