

# Canadian Research Insights Council

## Le Conseil de recherche et d'intelligence marketing canadien

### CRIC Statement in response to the sale of MRIA assets to third parties

**March 27, 2019, Toronto** – Members of CRIC may have received news today that a small group of individuals including executives from Mainstreet Research and Campaign Research have purchased the intellectual property assets of the former MRIA.

The CRIC board does not endorse this new initiative and believes it will only result in confusion in the marketplace and with regulators.

CRIC is committed to pursuing its mandate of being the standard-bearer for world-class research in Canada. We will continue to promote and advocate for the industry and ensure that CRIC members benefit from the clear recognition by Canadians, regulators and users of research that the CRIC brand stands for the utmost highest quality in research.

We are extremely proud of our accomplishments over the last eight months since MRIA's bankruptcy and the overwhelming support we have received from across industry. CRIC members currently represent most of the former Gold Seal members, and we will soon be growing our membership to include other corporate members as well as an additional "industry partner" category of members that includes academia, research buyers and media.

We will also soon be launching a modern registration system for survey projects. Plans are also well underway for a new market research designation for individual practitioners, which we will announce in the coming weeks.

CRIC has cemented important partnerships with globally-recognized organizations such as ESOMAR and Market Research Institute International (MRII), which adds greater depth to CRIC in terms of its standards, global reach and network for members.

**About CRIC:** CRIC's mandate is to develop and approve market and research standards and supportive programs; provide effective promotion and advocacy for the market and insights research industry; serve as a source of information for the industry; and be a forum for collective industry action.

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