

PRESS RELEASE – FOR IMMEDIATE RELEASE

RED C and Relish integrate to expand UK team

Leading research businesses merge under the RED C brand to create enhanced research capability with exceptional international expertise.



Fig 1.1: RED C UK's Managing Directors
Left to Right: Simon Thompson, Charlotte Butterworth & Richard Barton

Relish Research and the UK business of RED C have fully merged to create a single united entity under the RED C brand, bringing together two highly respected research operations to deliver enhanced capabilities for clients.

The integration creates a strengthened UK operation for the RED C business, with expertise across six specialisms: Media, Entertainment & Sport, Places & Spaces, Retail & FMCG, Financial Services and Utilities. The UK team now comprises 33 full-time researchers, including 21 at director level, providing clients with exceptional consultancy expertise.

RED C's mission remains to deliver clarity on the human behaviours that unlock growth, using the latest human thinking and cutting-edge AI tools to provide clients with actionable insights that drive business results. In combination with the Ireland-



based agency, the RED C group now has global revenues of over €14m, with 85 full time staff running studies in 35 markets across the world.

"This merger creates a significant player in the UK research landscape," said Richard Colwell, CEO of RED C. "The combined entity has the scale, expertise and international reach to tackle projects of any size while maintaining the quality and client focus that both businesses are known for."

Simon Thompson, MD of Relish, added: "After two great years as part of the RED C Group, this feels like the right time to make the next step and fully integrate. We can now take full advantage of RED C's amazing suite of tools and international network to deliver even better outcomes for our clients."

Charlotte Butterworth, MD of RED C, emphasised the strength of the partnership: "The collaboration between our teams has been excellent from day one. With our team of brilliant researchers and plans for new senior hires in 2026, we are really excited to come together and draw upon this combined expertise for every client challenge."

RED C and Relish both moved into their shared home at 175 High Holborn in London last April. RED C in the UK will be jointly led by Managing Directors Richard Barton, Charlotte Butterworth and Simon Thompson, with Richard Colwell as the CEO based in the Dublin office.

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About RED C

RED C is a full-service research consultancy with international reach across market research, behavioural insight, customer experience, brand strategy, and innovation. With teams in Dublin and London, RED C combines human insight with advanced AI tools to help clients make informed decisions. The UK business operates from 175 High Holborn, London.

For more information about RED C Research and their insights capabilities, visit www.redcresearch.com.

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