

Illumina Research Partners Complaint Against Mr. Quito Maggi and Mainstreet Research

Decision

On December 15, 2016, the Adjudication Panel released the findings of the hearing held on November 30, 2016. Mainstreet Research appealed the decision of the Adjudication Panel. On March 9, 2017, the Review Panel affirmed the decision and the sanction imposed on Mr. Maggi and Mainstreet Research by the Adjudication Panel.

The Adjudication Panel found that Mainstreet Research violated

1. Article 1 (Basic Principles)
2. Article 2 (Honesty)
3. Article 3 (Professional Responsibility) and
4. Article 11 (Publishing Findings)

Sanction

The Adjudication Panel imposed a sanction of Censure upon Mr. Maggi and Mainstreet Research.

The censure includes:

1. Mr. Maggi, representing Mainstreet Research, will prepare a communique covering the dispute between the two companies. Ideally, this communique will be prepared in collaboration with both MRIA and Illumina Research Partners. The communique shall be completed within seven business days of receipt of the hearing decision. MRIA will vet it and assume responsibility for the final version. As a minimum, the vetted communique will:

- a. indicate satisfaction with the adjudication process
- b. express regret if Illumina lost potential business or credibility as a result of the negative press coverage
- c. express Mainstreet Research's confidence in the quality and integrity of Illumina's work as a professional marketing research organization.
- d. express regret if any damage was done to the reputation of MRIA or market and social research

2. Mainstreet Research will share the vetted communique with their client at Postmedia and cc MRIA within two business days of the MRIA vetting.

3. Mainstreet Research will inform their client at Postmedia in writing of their obligation as a member of MRIA to monitor and advise when Mainstreet Research, or comments about Mainstreet Research, have been improperly referenced. The communication to the client shall occur within seven business days after receipt of the hearing decision and cc MRIA.

4. Employees of Mainstreet Research who regularly interact with the media shall complete and pass the new 2017 MRIA Ethics course, at their expense, within ninety business days of receipt of the hearing decision. This includes, as a minimum, Mr. Maggi and Mr. David Valentin.

5. The vetted communicate will be prominently displayed on the Mainstreet Research website, under 'Recent Posts,' for not less than thirty days. This posting on the website shall occur within seven business days of the MRIA vetting.

In addition,

- a. The vetted communicate will be prominently displayed on the MRIA website.
- b. The vetted communicate may be prominently displayed on the Illumina Research Partners website, at their discretion, for up to thirty days, after which time the communicate may be only be used when requested by a client or when it is relevant to a project.
- c. Illumina Research Partners may publicly share the vetted communicate with their clients, potential clients, and third party media sources.

Illumina Research Partners

1. Illumina Research Partners will prepare a communicate covering the dispute between the two companies. MRIA will vet this communicate and assume responsibility for the final version.

2. The vetted communicate will be prominently displayed on the MRIA website.

3. The vetted communicate may be prominently displayed on the Illumina Research Partners website, at their discretion, for up to thirty days, after which time the communicate may be only be used when requested by a client or when it is relevant to a project.

4. The vetted communicate may be publicly shared by Illumina Research Partners with their clients, potential clients, and third party media sources.

Suspension of MRIA Membership

Mr. Quito Maggi and Mainstreet Research have not complied with the terms of the sanction. Consequently, the MRIA has suspended the membership of Mr. Maggi and Mainstreet Research from the organization, and they must comply with the conditions of the sanction before the lifting of the suspension is reviewed.