

Pioneering neuroscience-based survey & research company Split Second Research joins the M+T Group in Worcester

24 September 2026

Worcester-based behavioural science and market research company Split Second Research has joined Marketing + Technologies Group (M+T Group) at its Progress House headquarters in Shrub Hill, bringing together advanced consumer research and a broad range of marketing, technology and communications expertise.

Split Second Research (SSR) specialises in scientifically validated research techniques designed to uncover not only what consumers say, but the faster, more automatic responses that can influence their choices.

Dr. Eamon Fulcher SSR's Co-founder explains, "The move to join M+T Group is a genuine win-win as between us we cover the entire customer base from global FMCG brands and professional service providers to local SME manufacturing and industrial companies.

Whether you need to invest in a rebrand, launch a new product or reorganise a business around what matters most to customers, good decisions depend on good evidence. The important thing is not simply asking people questions but using the right scientific methods to understand what is really driving their responses.

Eamon continues, “We do provide a traditional survey platform as it remains useful when you are asking for simple feedback on an experience or event for example. However, as soon as an emotional response is involved, people tend to stray way off-track and reliable, actionable data can be more difficult to capture through conventional questions alone. That’s where our science-based implicit research techniques can add another layer of insight.

“We use a technique called implicit response feedback. Questions are posed in a specific way that allows us to measure the response time in milliseconds, which often reveals strong feelings that conventional self-report formats miss. The technique can be applied to simple colour preferences for logos and packaging, or on-the-shelf recognition tests all the way through to complex emotional feedback on job satisfaction, sustainability or nuanced purchasing decisions.”

The deeper collaboration between SSR and M+T Group means research findings can feed directly into brand strategy, design, digital development, communications and marketing execution, while creating new opportunities for SSR's specialist scientific research capability.

Roland Renshaw, CEO of the M + T Group adds, “The two businesses already work very well together and share a positive, high-integrity working culture. We are also both used to delivering high-end services based on software platforms we developed, so there are a lot of practical working synergies behind the scenes which will help with growth and market competitiveness. Together this allows us both to provide a higher quality service to our customers.”

Customers include household brand name owners, research companies, local government departments, plus a wide range of B2B and B2C companies of varying size.

Image captions:



Image 1: from left to right: Roland Renshaw, CEO of the Marketing + Technologies Group and Dr. Eamon Fulcher, Co-founder of Split Second Research. The two companies have come together and are using neuroscience to provide more accurate insights into how consumers and audiences really feel.

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About Marketing + Technologies Group

The [Marketing + Technologies Group](#) is a vertically integrated marketing services organisation currently comprising five business units that each have a unique skill set, but share a culture of working hard to excel at what they do and bring genuine innovation to every aspect of communication. Together they deliver an unrivalled marketing service for any business or organisation.

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