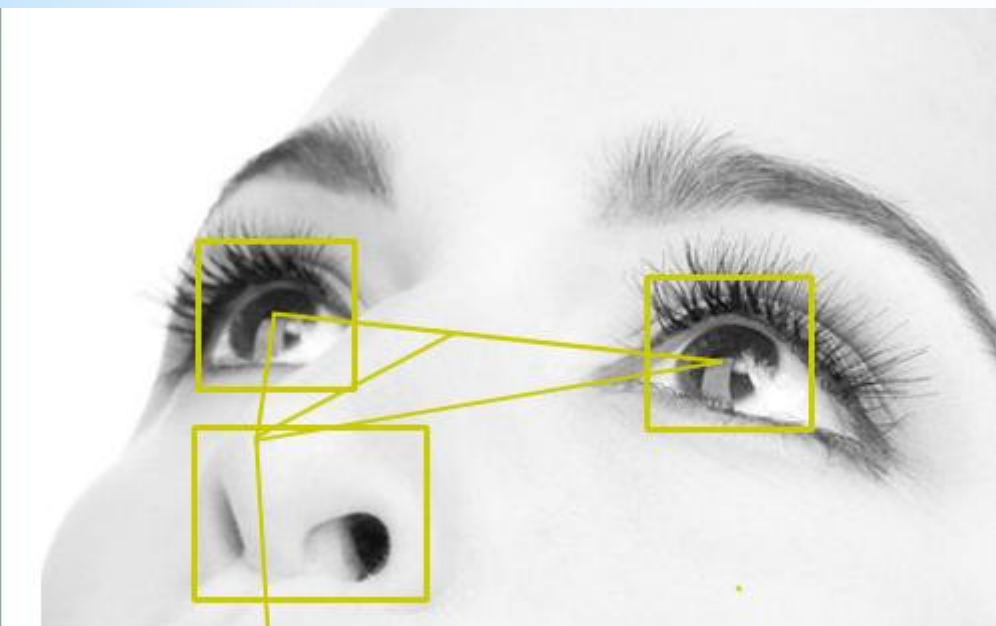
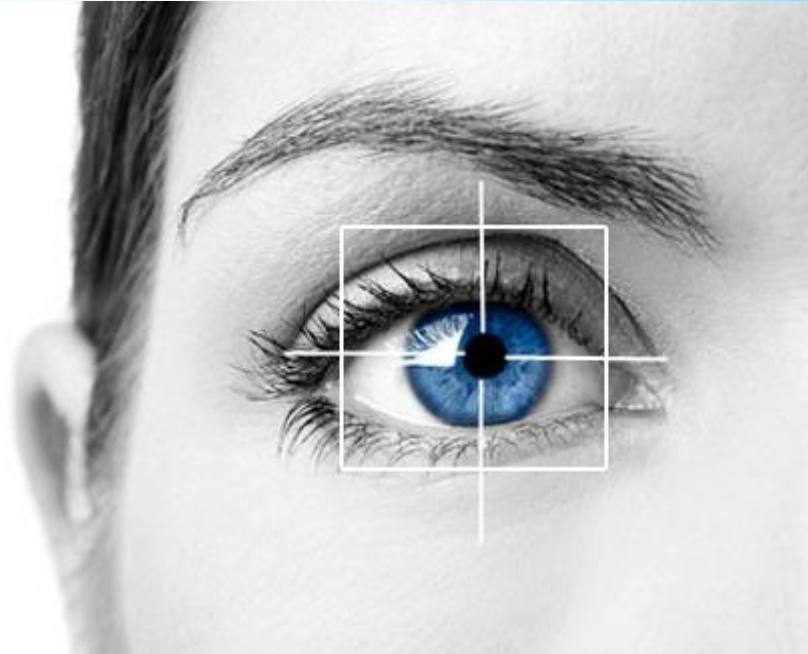


# \* MSRA 2014: Technology In Research

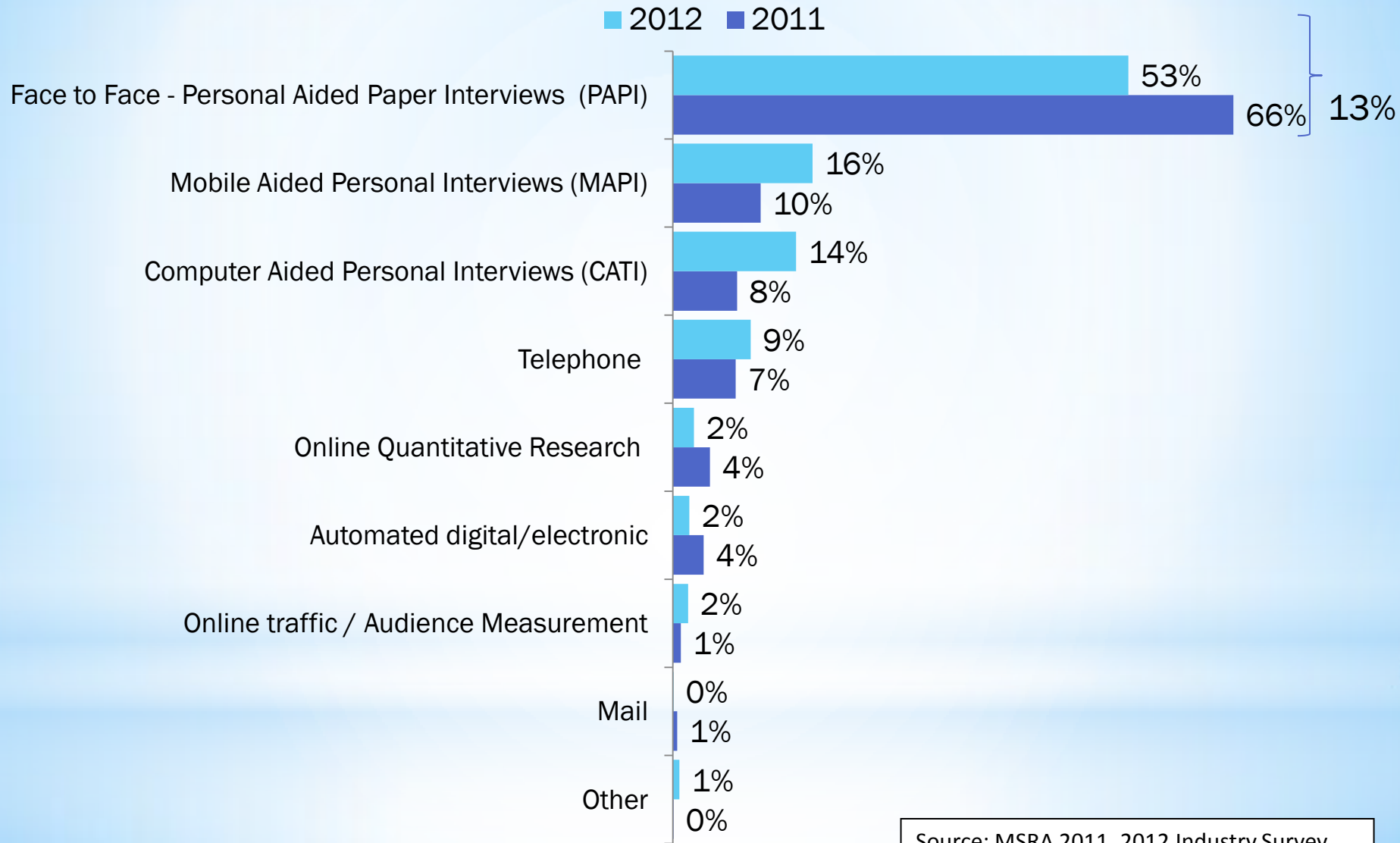


The Good, The Bad  
And The  
Opportunities

- \* Market Research Industry
- \* Technology
- \* The Good, and the Opportunities
- \* Barriers
- \* Conclusion

# Market Research Industry

# Technology is an **accelerator**: Force of change – Nucor



Source: MSRA 2011, 2012 Industry Survey

# Evolution of the consumer

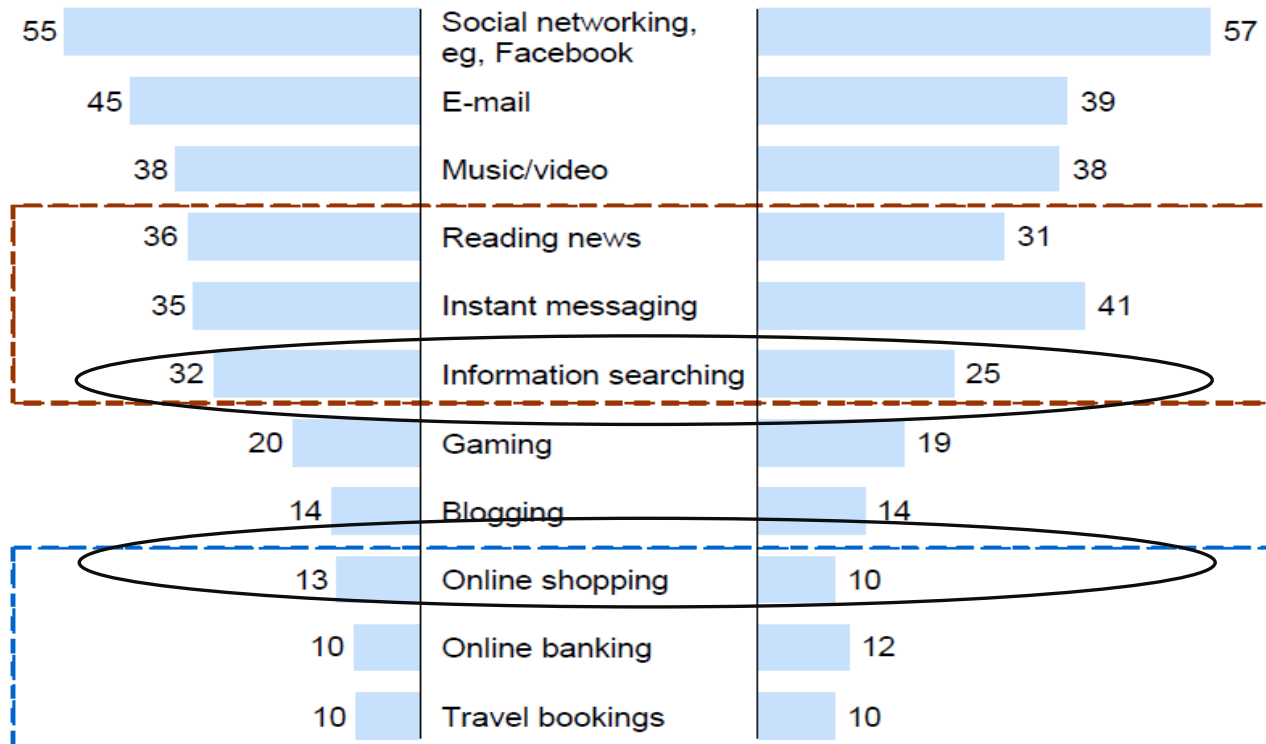
How often do you do the following activities on a PC, laptop, or tablet?

% of Internet users responding "often"

How often do you do the following activities on a mobile phone?

% of Internet users responding "often"

- Activities varying by platform
- Lowest-penetration activities



- African consumers have generally been able to use mobile phones to do what users in developed markets would normally do on the Internet on a PC or laptop
- Commercial activities—such as shopping, banking, and travel—have particularly low penetration in Africa

Source: Africa Consumer Insights Center survey, 2011 and 2012

Base: 13,000 consumers in 10 countries

Internet penetration - 13.1 million subscribers as at December 2013

Source: Commissions Authority of Kenya



# Clutter has clouded the purchase **journey**



- Are **purchase driver readings** in-accurate
- How can we use **technology** for **more precise** data for the brand owners



Carl Gustav Jung  
Courtesy of [www.tripod.com](http://www.tripod.com)

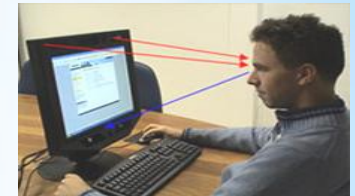
People cannot tell  
you why they  
think and they  
as they behave  
because they do  
they don't  
know

# Eye Tracking Technology



Eye tracking is used to **measure the point of gaze** and **motion of the eye relative** to the head

Contact  
Lens



**Lightweight**, mobile, do **not obstruct**

**Video** and **audio** uploaded real-time

**Consumer** experience

**see:**

$\pm 0.5^\circ$

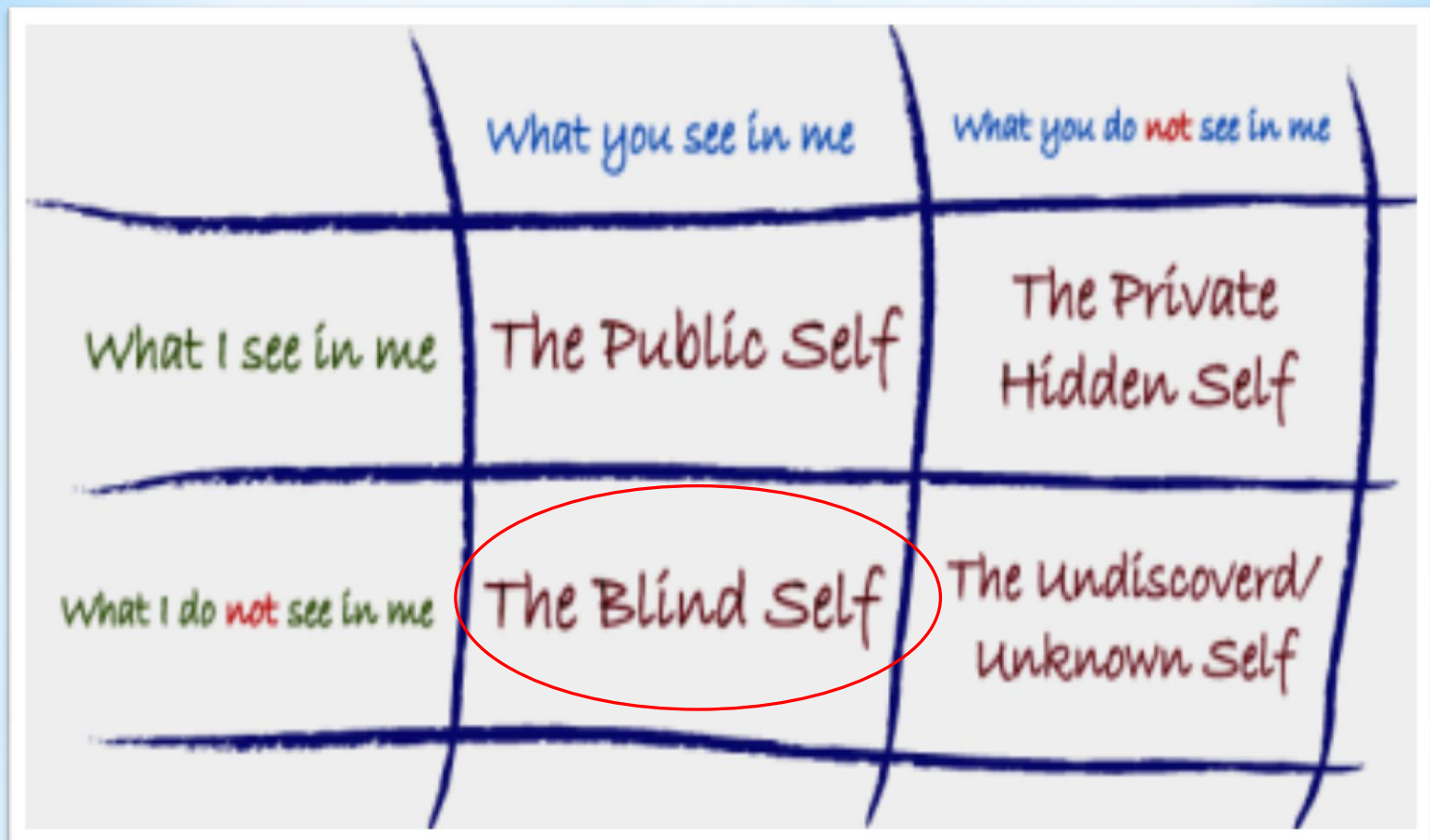
**do:**



**hear**







The Johari Window; By Samuel López De Victoria, Ph.D.

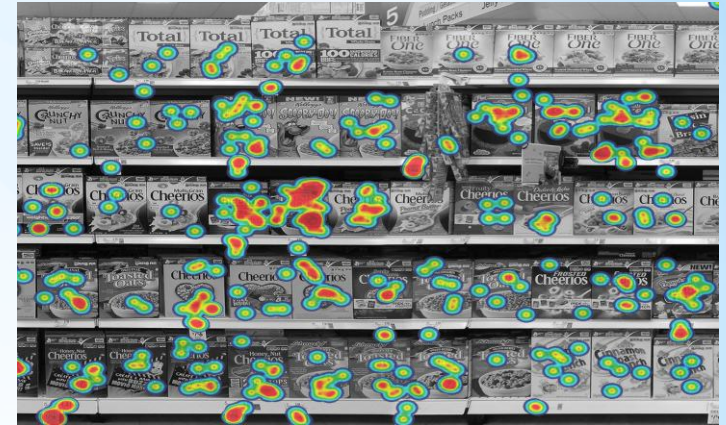
# The Good, and The Opportunities of Eye Tracking

# Eye Tracking for **Innovation** Research

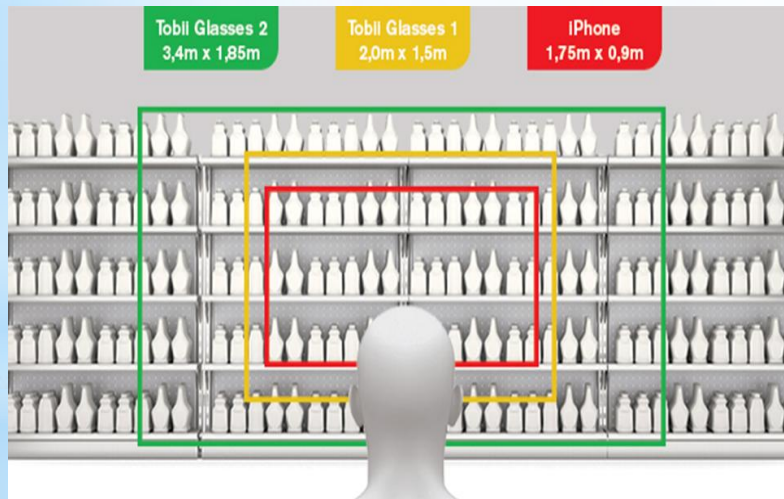
Qualitative  
and  
Quantitative Research

- Shopper research
- Ethnographies
- Mystery shopping
- Advertising research
- Package tests
- Concept tests
- Product tests
- Flavour tests
- Price elasticity tests
- Consumer habits
- Life style research
- Brand awareness and image
- Online package tests

# Shopper Research



with neuroscience techniques to understand which stimuli are driving emotional response



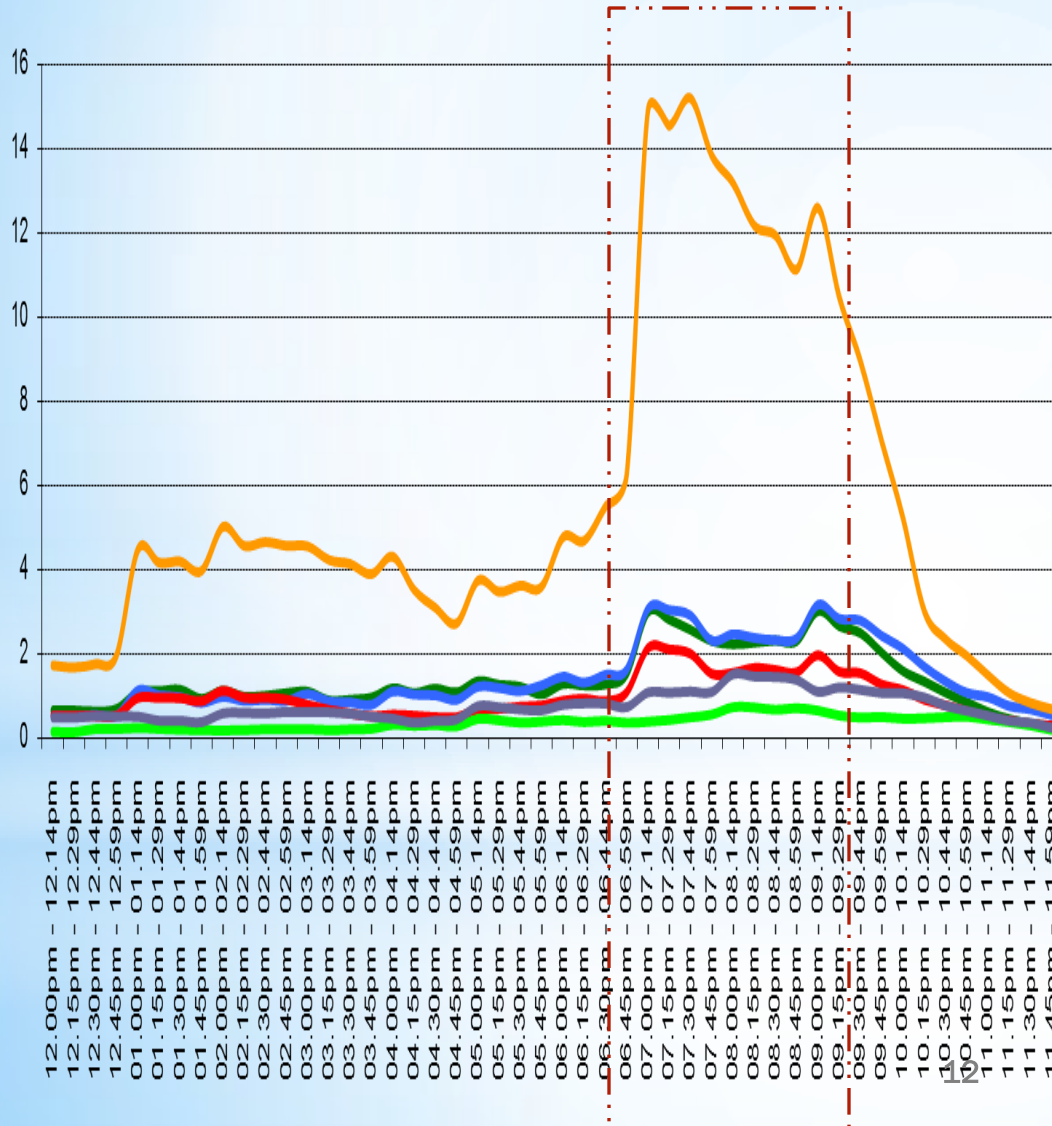
<b>WHO?</b> Who is the target shopper?	<b>WHAT?</b> What are we going to do to impact the target shopper?	<b>WHEN?</b> Is this a time dependant activity?
<b>PLACE</b> Where in store are we going to take an action	<b>PLANOGRAM</b> What are the implications for the planogram / range	<b>POINT OF VIEW</b> How to communicate this initiative to the shopper
<b>PRODUCT</b> What features do we need to focus on? How to deliver to the needs?	<b>PRICE</b> Is this opportunity dependent on a price point	<b>PROMO</b> Is this opportunity dependent on a Promotion

70% of purchase decisions are made at POS

Source: retail media.org: survey conducted for P&G



Do respondents **actively** tune out ads?



# Marketing Efforts



- Pupil-based engagement - evaluating engagement
- Commercials
- Software
- Television
- Video games



# Closer to Home

www.weetabix.com

**Big Sis' loves it!**  
It helps keep her fabulous.



**Weetabix**  
OUR BEST-LOVED CEREAL

✓ Low in fat ✓ Low in sugar ✓ High in fibre ✓ Wholegrain

**Grandpa loves it!**  
Enjoys a good breakfast.

**Mum and Dad love it!**  
Enjoys a good breakfast.

**Soccer Mike loves it!**  
Enjoys a good breakfast.

**Mum loves it!**  
Enjoys a good breakfast.



**Vaseline**

**24 hr soft, smooth skin**

Introducing Vaseline Total Moisture with pure naturals and Stratys-3 multi-layer moisture. It combines three ingredients that infuse and suspend moisture across the skin's top, core and deep down layers. This results in unprecedented hydration leading to better, healthier moisturized skin and an unmatched silky feel.

**New Vaseline Total Moisture**  
pure naturals +  
**stratys 3**<sup>TM</sup>  
multi-layer moisture

never stop caring



**Vaseline**  
total moisture  
aloe fresh

**Vaseline**  
total moisture

**Vaseline**  
total moisture  
cocoa glow

caring for skin since 1870

# Gaze Direction

Is the **social media** / **website user** **friendly**?



point of **regard** co-ordinates

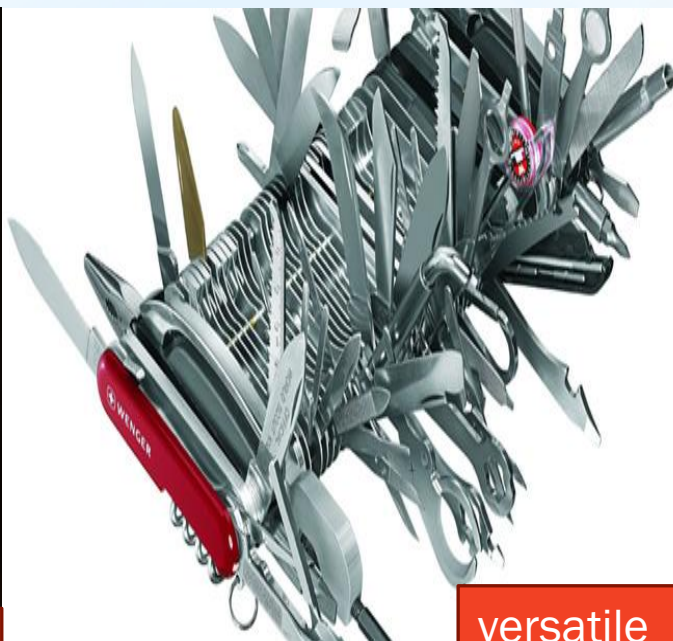




Thus



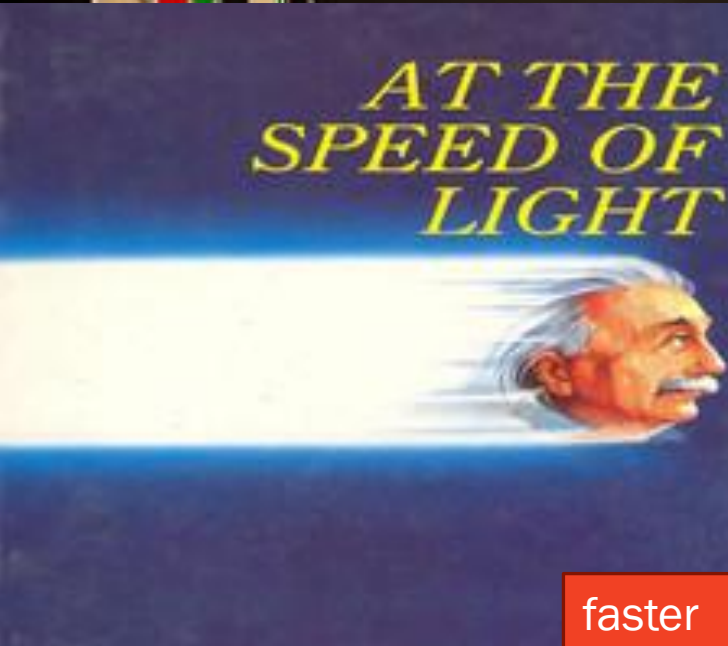
accurate



versatile



ecofriendly



faster

We owe it to  
ourselves and to the  
next generation to  
conserve the environment  
so that we can bequeath  
our children a sustainable world that

# Barriers



# Cultural Barriers And High Investment

Slow to adapt to

Contact lens

Video recording

Storage 90 minutes

# In Conclusion

- \* Eye tracking is the way to go!
- \* **Consumer experience** is real-time, thus **faster**
- \* No **inputting** therefore, **accurate**
- \* Used indoors and outdoors so, **versatile**
- \* Eco-friendly

For more information:  
ruth.kariuki@ipsos.com  
**+254701334365**



Arigato

Mahalo

Grazie

*Spasiba*

THANK  
YOU

Thinks  
Moite

Gracias

*Merci*

Danke

Shukran