

Future of Research: A 21st Century Partnership



...an interview...from 40 years ago...



A 21st century romance...

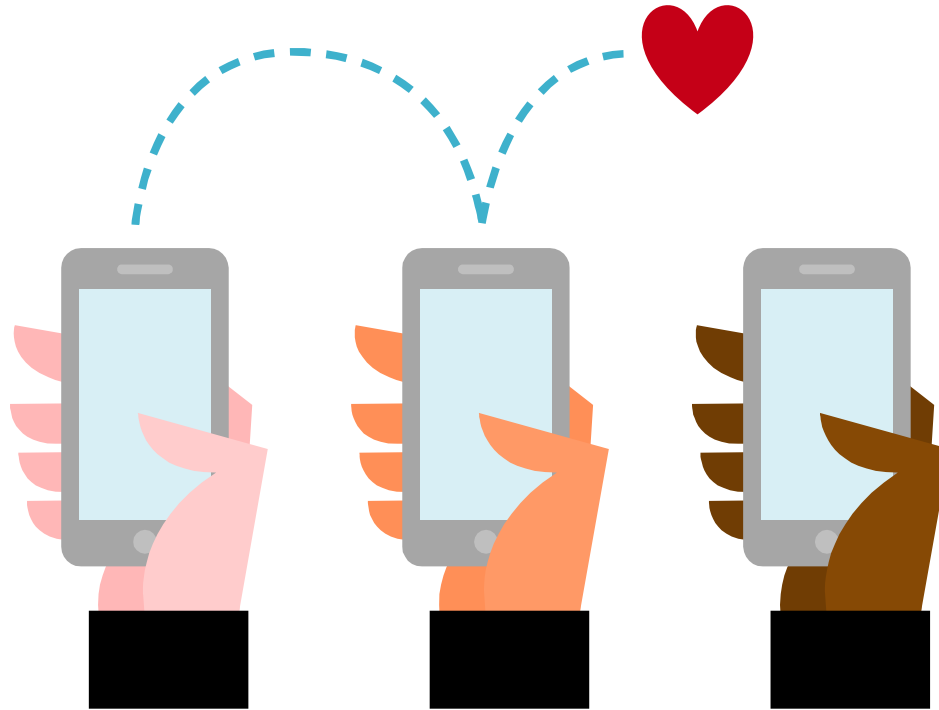
The connected
consumer



'Connected'
research

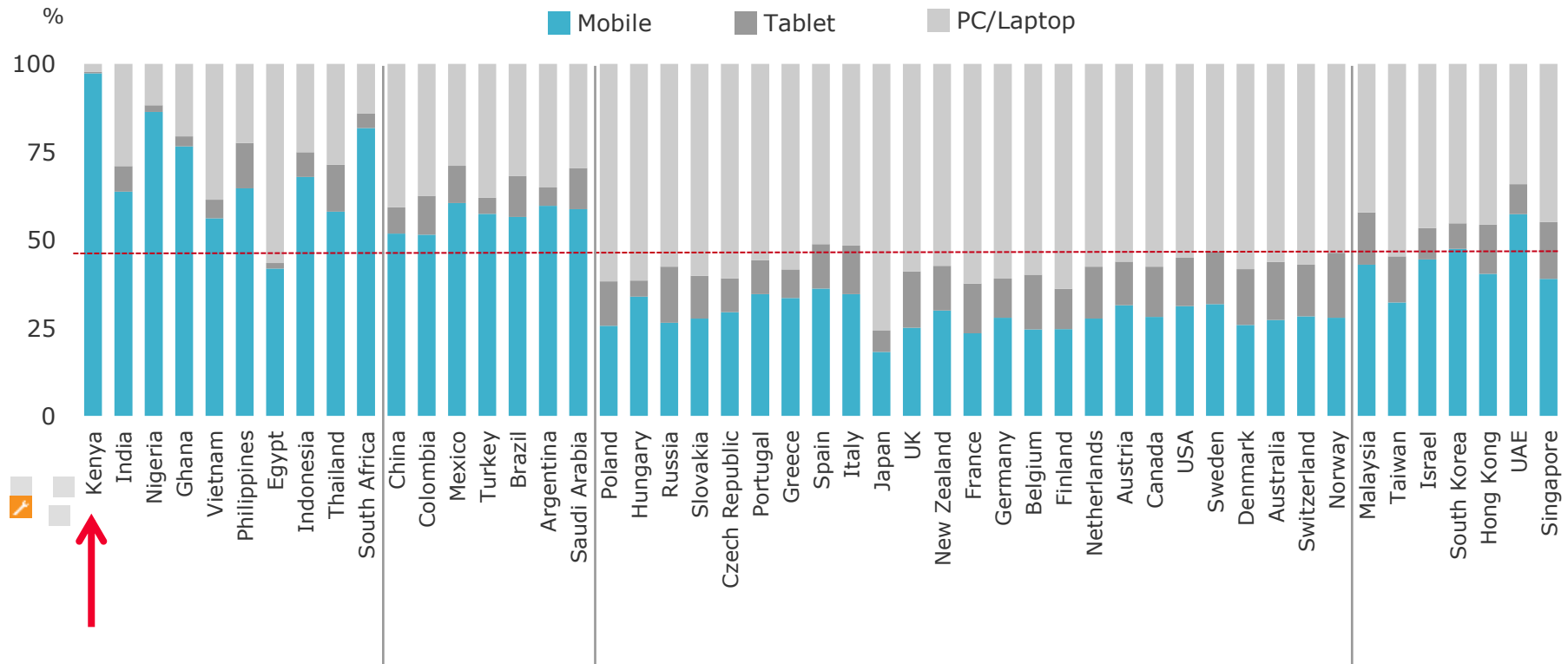


The connected consumer



Mobile to become the dominant screen with people constantly connected

Share of device screen time



Source: TNS Connected Life

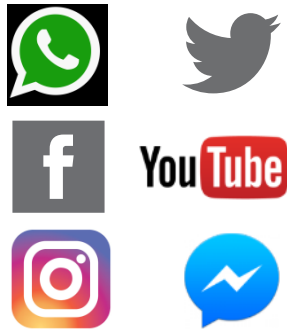
Implication: enables us to understand life minute by minute

Social is fragmenting and (still) exploding

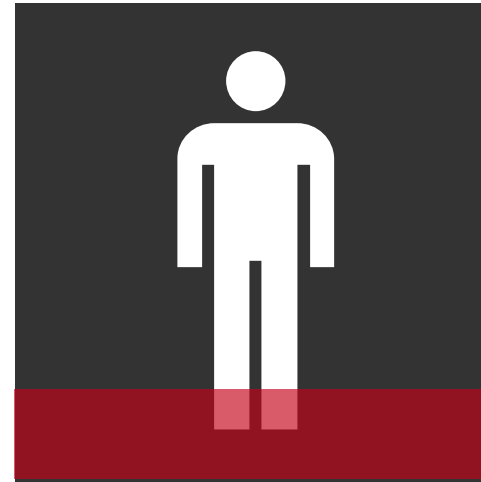
5.8 networks a week



Average 20 year old



2.4 networks a week



Average 60 year old

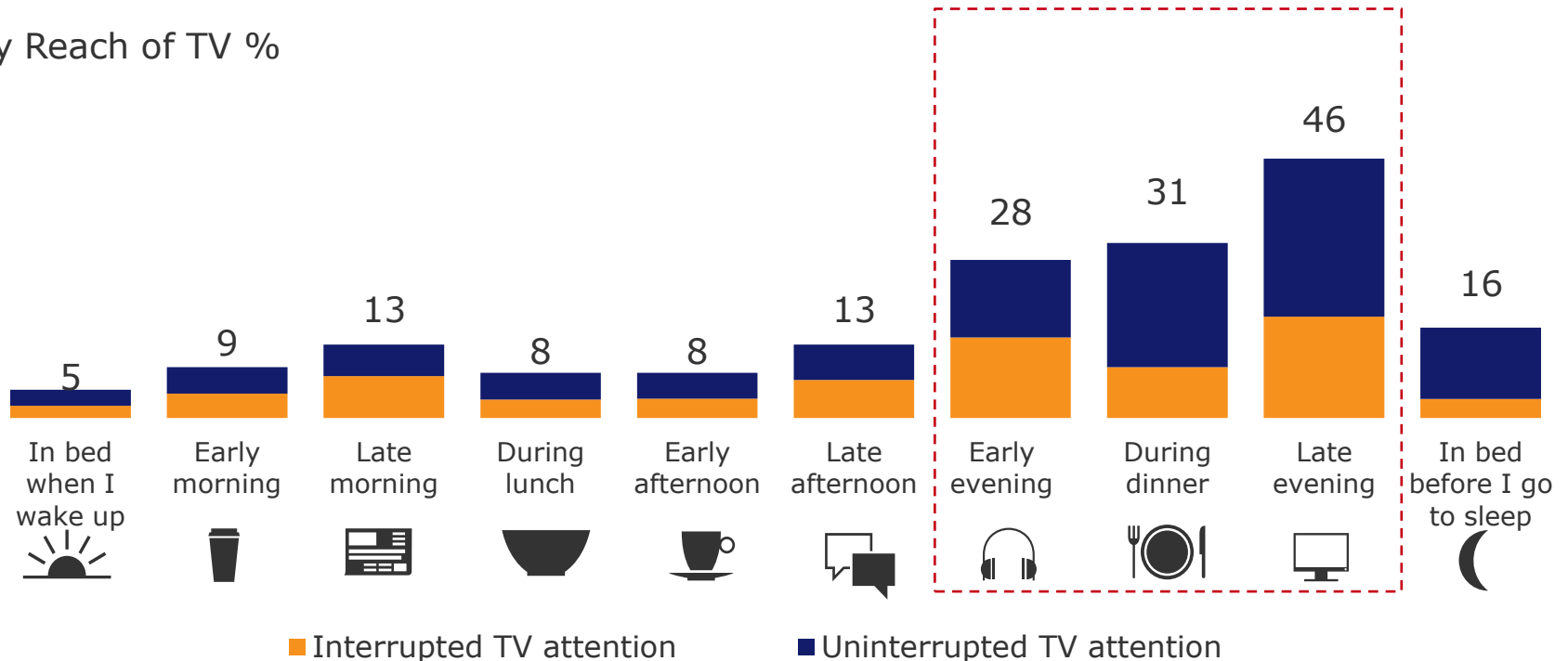


Implication: massively expanding and varied source of insight

And as 'primetime' becomes cluttered, targeting day-parts via digital becoming common

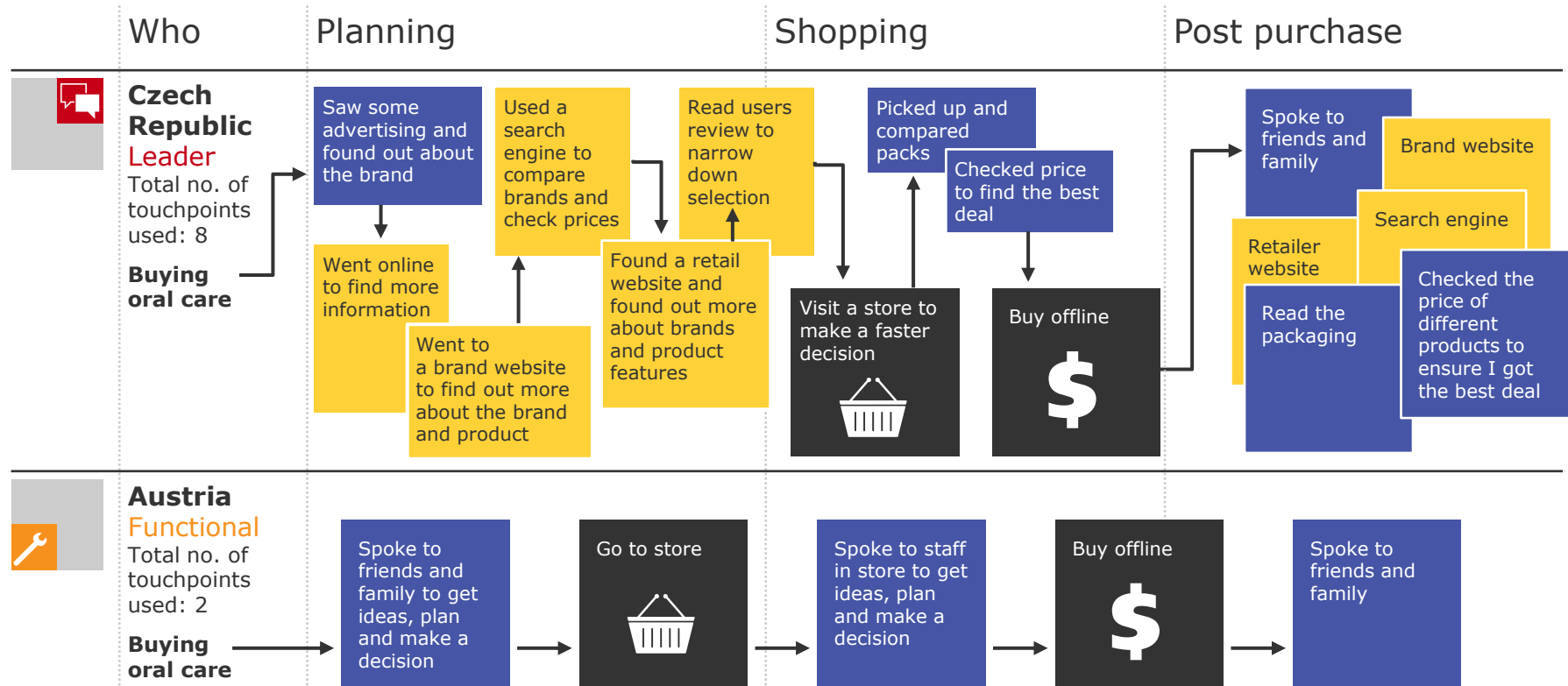
How consumer attention is divided while watching TV

Daily Reach of TV %



Implication: Our need to measure day-parts & occasionality in detail is growing

Shopper journeys continue to fragment and become more complex



Implication: becoming less about a linear journey and more about understanding the efficacy of each touchpoint

'Connected' research: how does the connected consumer impact research?

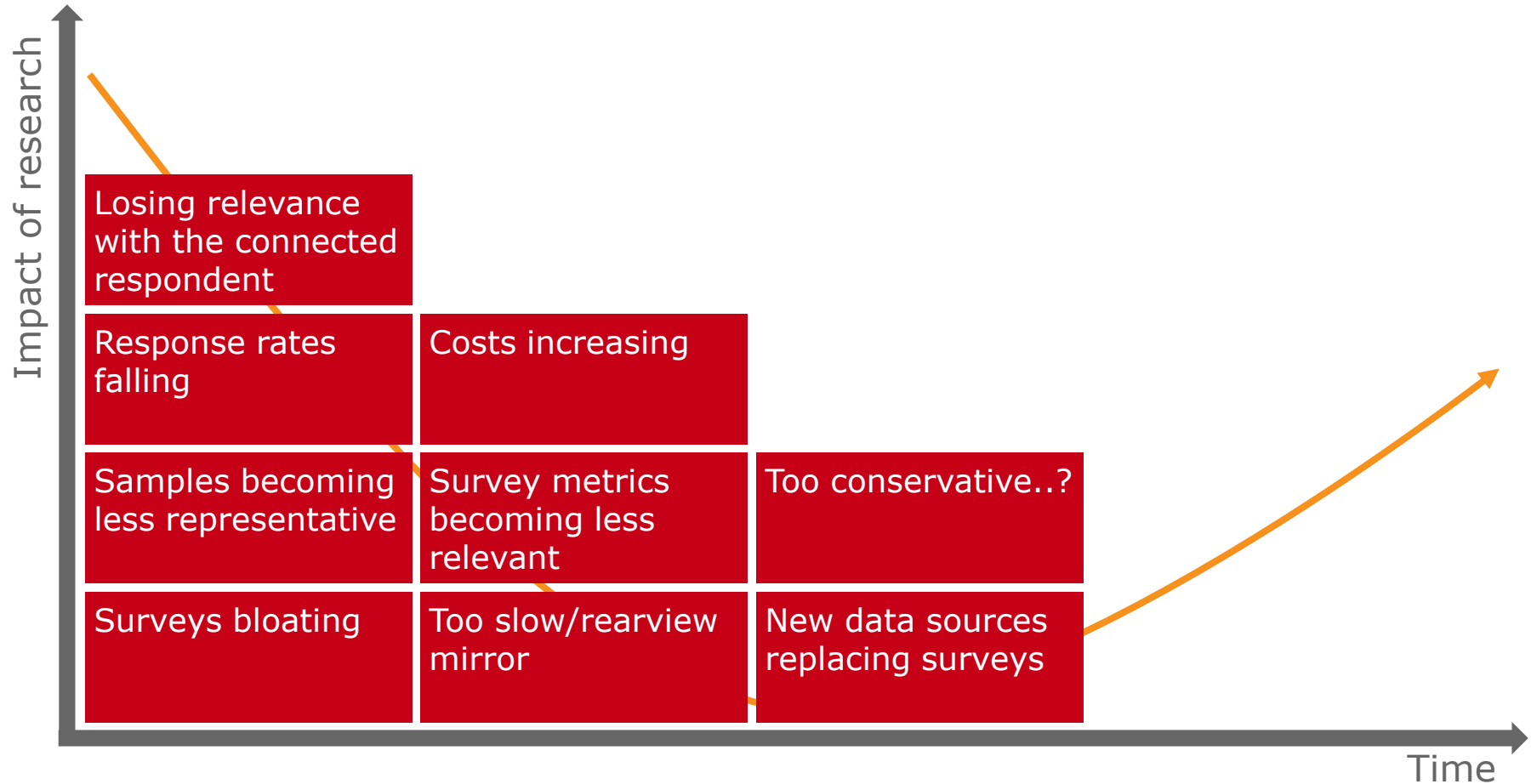


Houston, we have a problem.

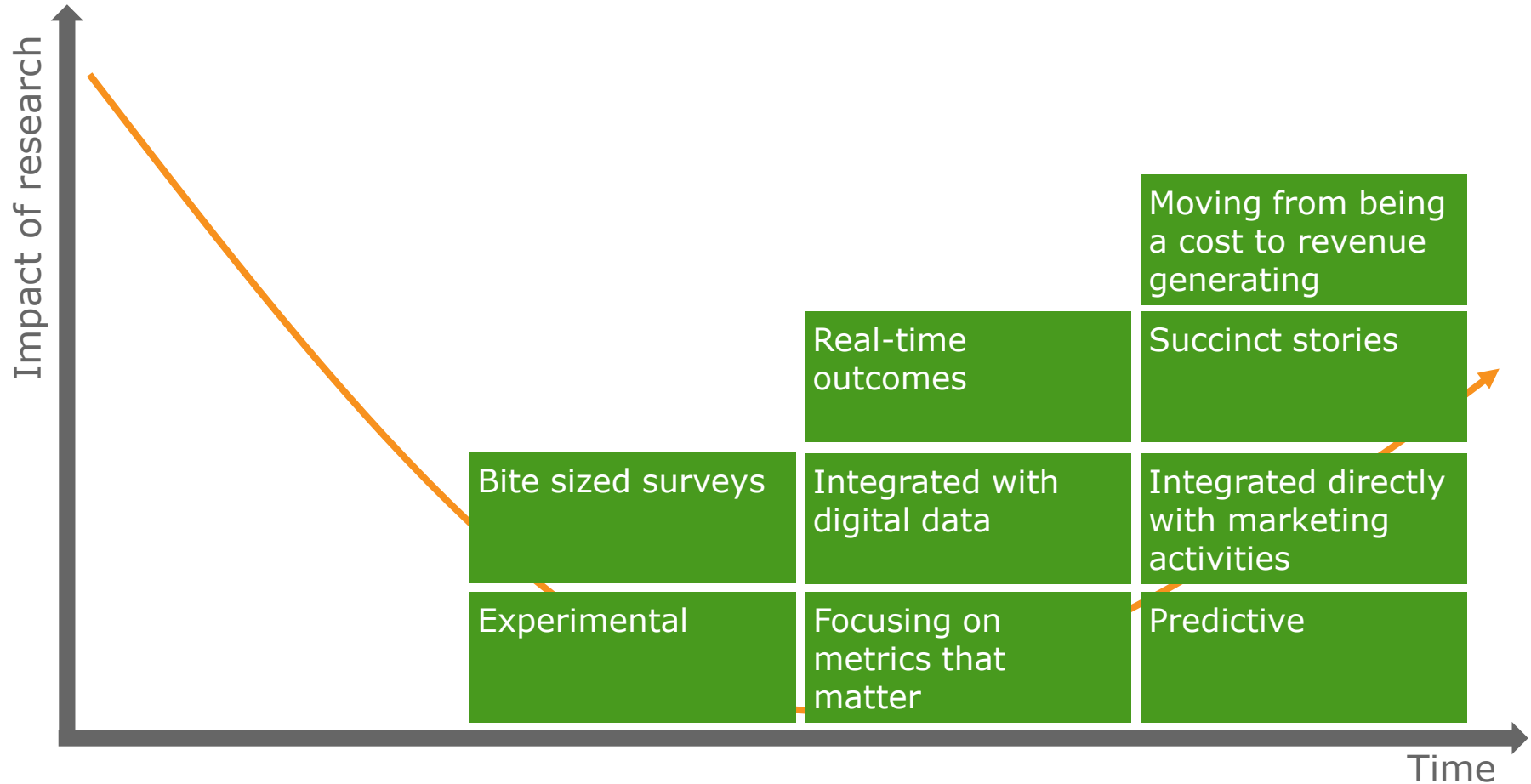


© marketoonist.com

Research has been struggling to keep up



Slowly but surely transitioning...



The nature of our challenge



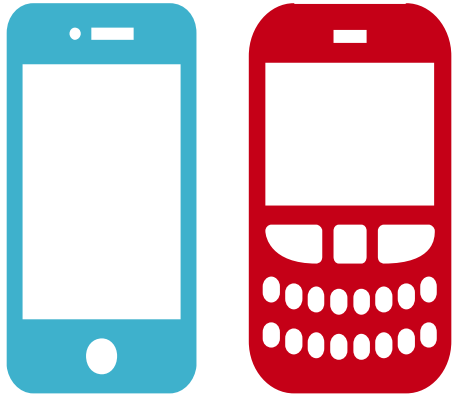
Otto Neurath
(1882-1945)

'We are like sailors who,
on the open sea, must
rebuild their ship yet
stay afloat'

The 3 'technologies' driving the future of research

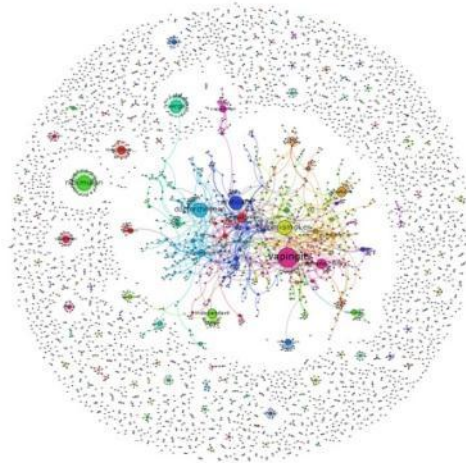
1

Mobile



2

Social



3

Data mixing

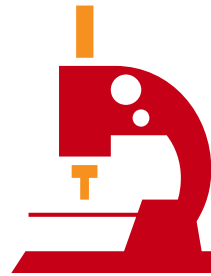


Providing 6 key benefits that make research relevant in a connected world

Accuracy



Granularity



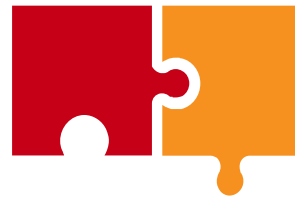
Prediction



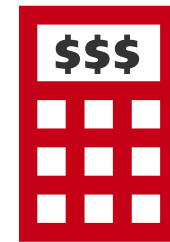
Speed



Data & Marketing
Integration






ROI



Accuracy: mobile gets us much closer 'to the moment' providing greater accuracy



Brands ▼	 Industry share	 Traditional survey	 Mobile diary
1	17.6	10.6	14.0
2	7.1	9.1	9.2
3	34.6	30.0	45.9
4	3.8	24.2	0.1
5	1.7	2.5	2.1
6	7.0	9.5	10.7
7	1.2	2.8	0.9
8	1.6	2.4	1.3
9	0.7	1.8	0.5
10	24.7	7.1	15.4
Total	100	100	100

R²



Traditional Survey

0.49

What used in the past <time>?
How much/how often/etc.?

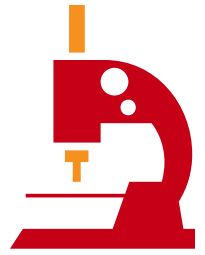


Mobile Survey

0.88

'In the moment' record

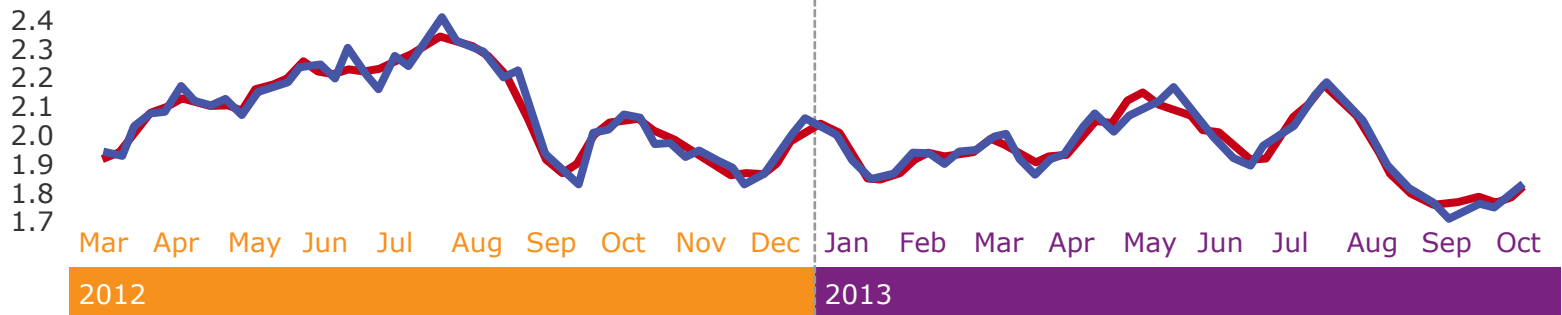
Granularity: getting closer to the moment helps us understand each potential selling 'occasion' with a far greater degree of granularity



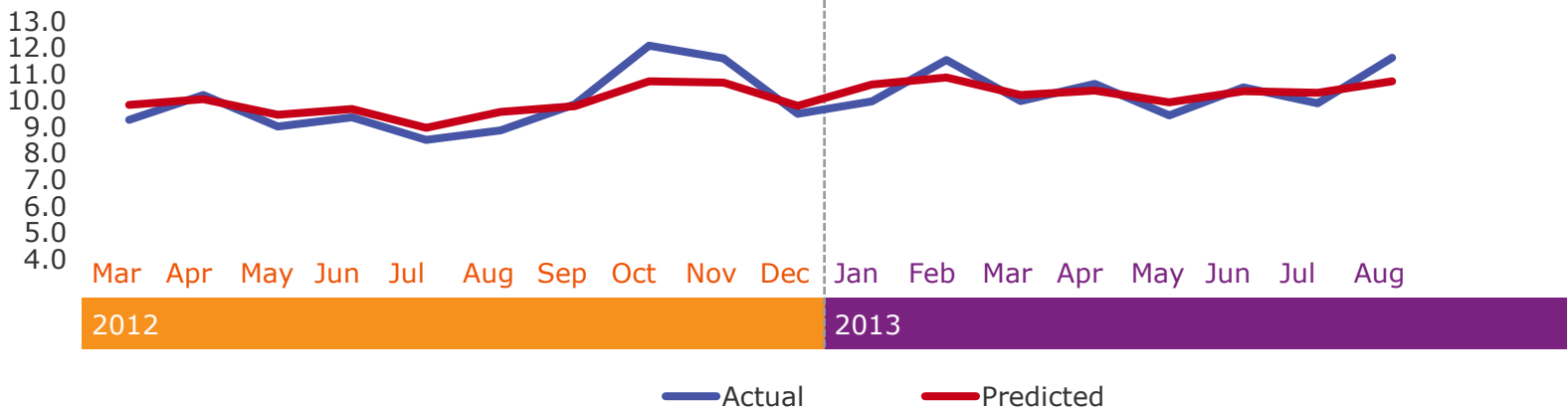
Prediction: with the sheer volume of real-time data available, we can now create synthetic measures to model equity and sales



CPG – Short Purchase Cycle



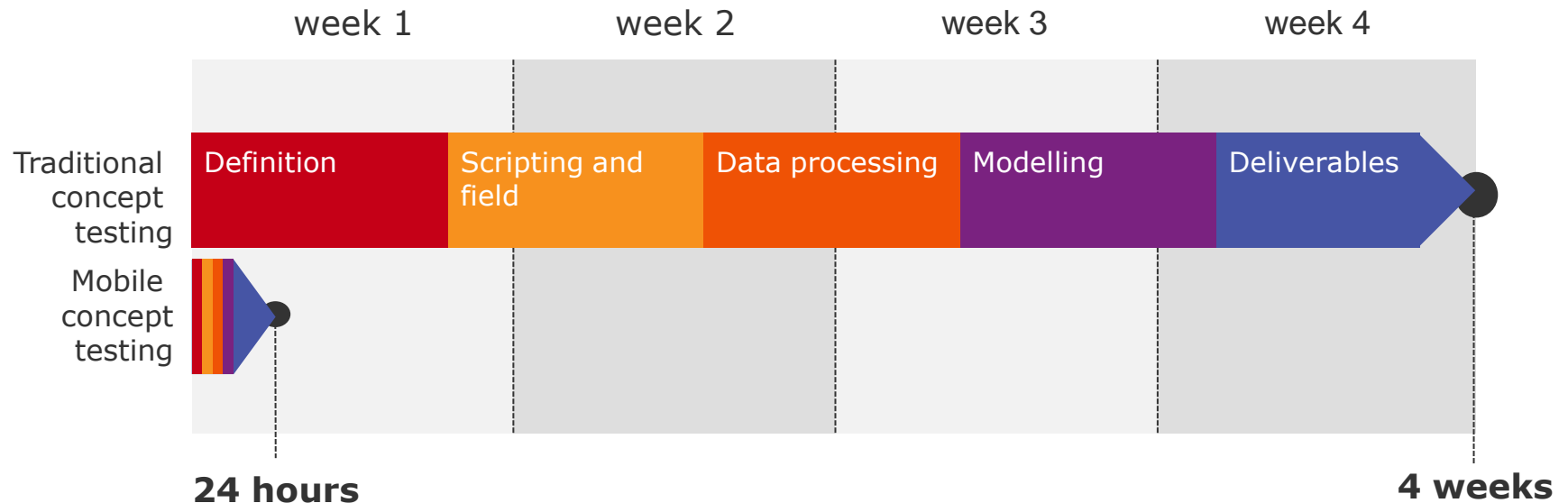
Automotive Brand



— Actual

— Predicted

Speed: mobile drives brevity in survey design enabling automated solutions



How does this all come together? Our vision is for a more flexible, iterative research architecture

Predictive spine Social and search



Slimmer survey Shorter, smarter surveys



Situational Equity Occasions



Modular deep dives touchpoint evaluation, Qual etc.



Working towards that vision

Better Surveys



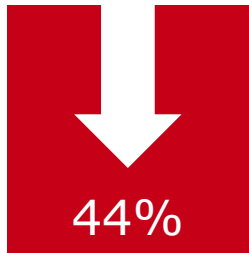
Shorter, more predictive surveys

Using mobile to drive accuracy

Using mobile to add granularity

By applying the principles of shorter, more predictive surveys we can significantly reduce survey length and improve data quality

Survey reduction

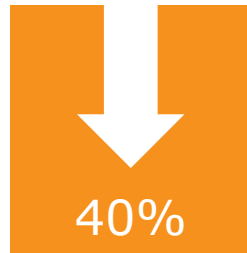


FMCG company

Method

Identified redundant questions by correlation analysis

Recommended cuts to questions that have been shown to be invalid at respondent level

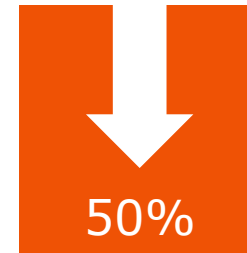


Alcoholic drinks manufacturer

Method

Achieved by eliminating any question that didn't translate into actionable outcomes

Applied the principle of respondent relevance to perception measurement



Services sector

Method

Reduced a multi-item measure of brand equity to just one question

Applied the principle of respondent relevance to perception measurement

Working towards that vision

Predictive tracking

Using social media data for
campaign evaluations

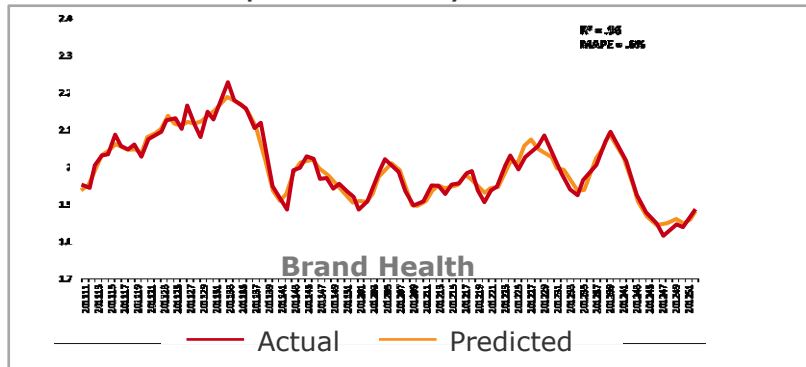


Better
Social

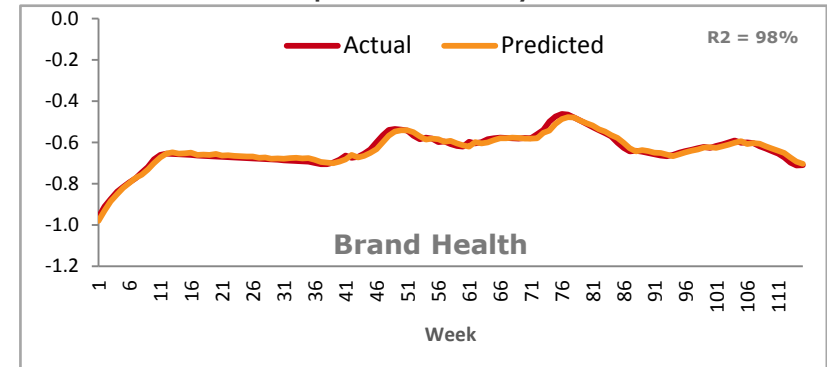
Proof of concept comes from 80 brands in 6 categories

We have been able to build these models successfully using our Power in the Mind measure, as well as clients' proprietary equity metrics. The modeled predicted metric lines up almost perfectly over time with the survey equity metric, in all cases with R^2 over 90%.

CPG – short purchase cycle



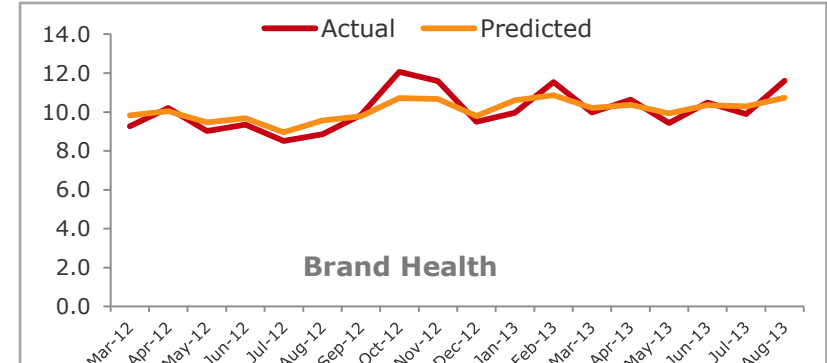
CPG – medium purchase cycle



CPG – long purchase cycle



Automotive brand



Future of Research

A 21st century romance..!



'Connected'
research



Lets collaborate!

