



Trends in Market Research in 2016 and Beyond

# Will Traditional Market Research Survive the Digital Explosion?

AGGREY ORIWO

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GAME CHANGERS



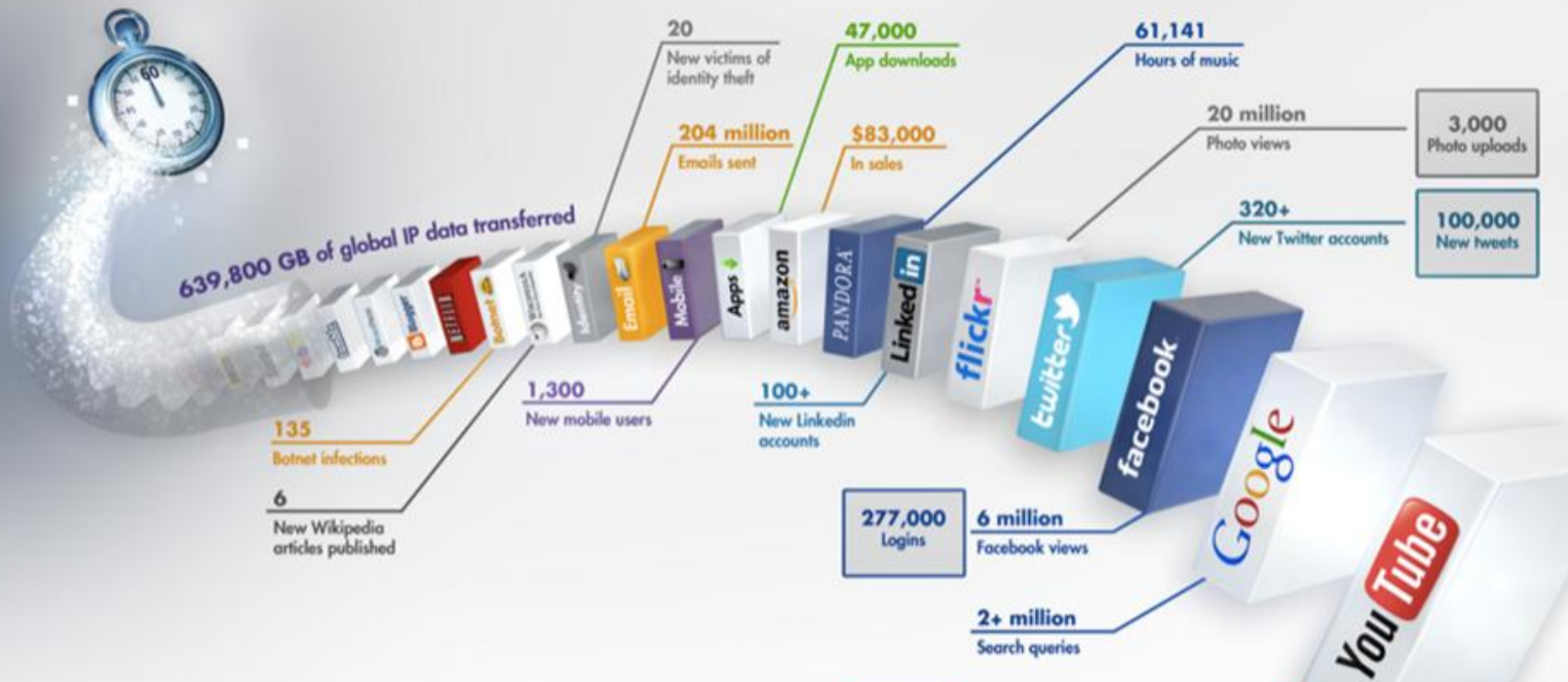


*Will Traditional Market  
Research Survive the  
Digital Explosion?*

*1965  
Prophecy  
fulfilment  
perhaps?*

Cordon E. Moore  
give us speed since 1969





## And Future Growth is Staggering



WILL TRADITIONAL MARKET RESEARCH SURVIVE DIGITAL EXPLOSION?

# Millennials Vs Baby Boomers & Gen Xers



*Millennials*

Consummate technology users



*Baby Boomers*

Owners of industry



*Generation Xers*

Owners of industry

***“THE LAGGARDS WHO  
DEFIED THE DIGITAL  
EXPLOSION AND  
DIDN'T SURVIVE THE  
AFTERMATH”***



**THE MARKET RESEARCH  
ARMAGEDDON**

# GRIT 2014

## GreenBook Research Industry Trends Survey



*Will traditional market research survive digital explosion?*

The proponents of Digital Marketing counter this by what they claim is the value of market researchers. They say that through the digital platform one can now talk directly to real consumers of goods and services. Those who participate in digital market research are an actual representation of the target market.

**ARE YOU A TRADITIONAL OR A DIGITAL MARKET RESEARCHER?**

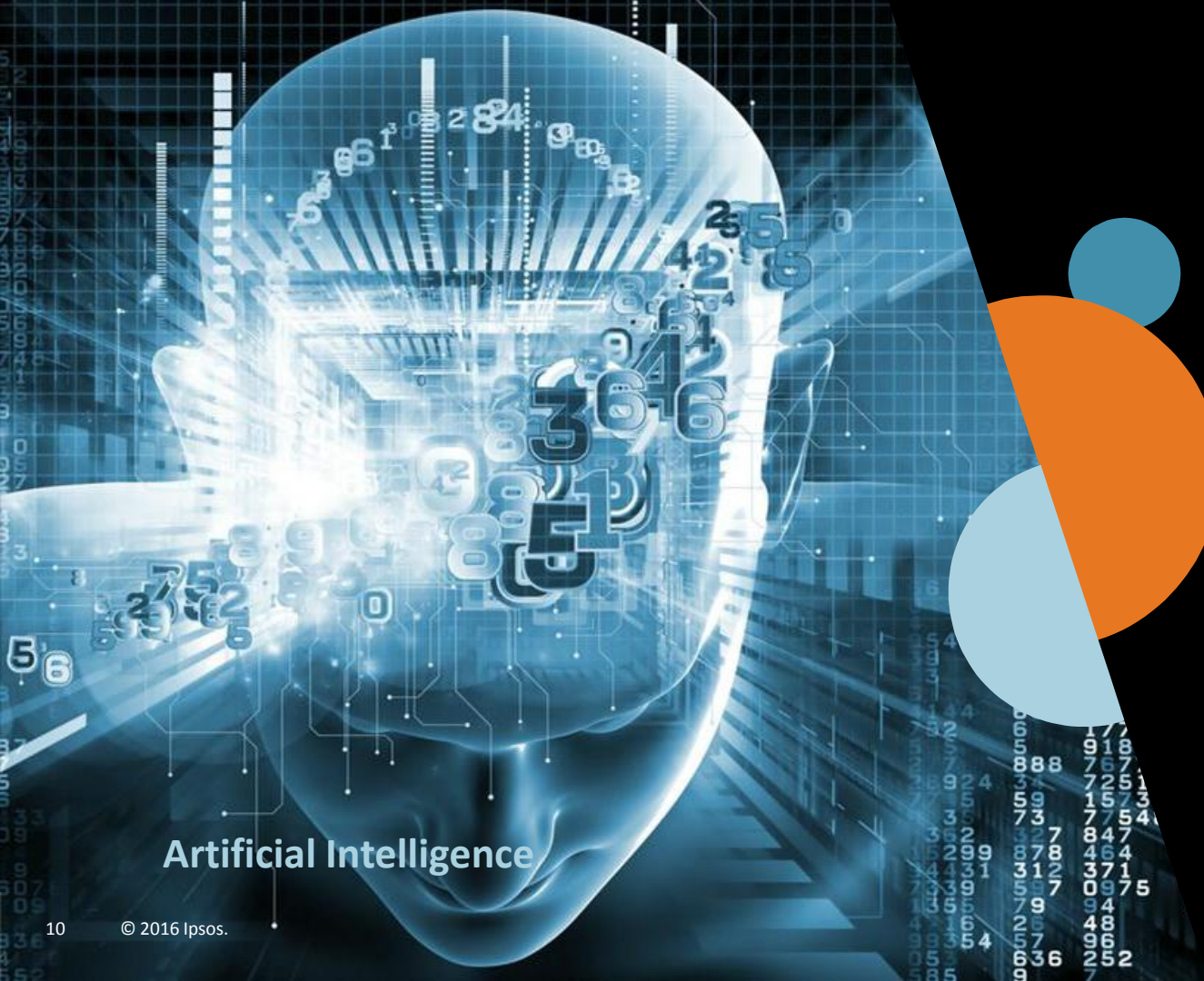


# TECHNOLOGY DISRUPTION

Technology  
companies or  
competition

*Are we Changing with the game?*

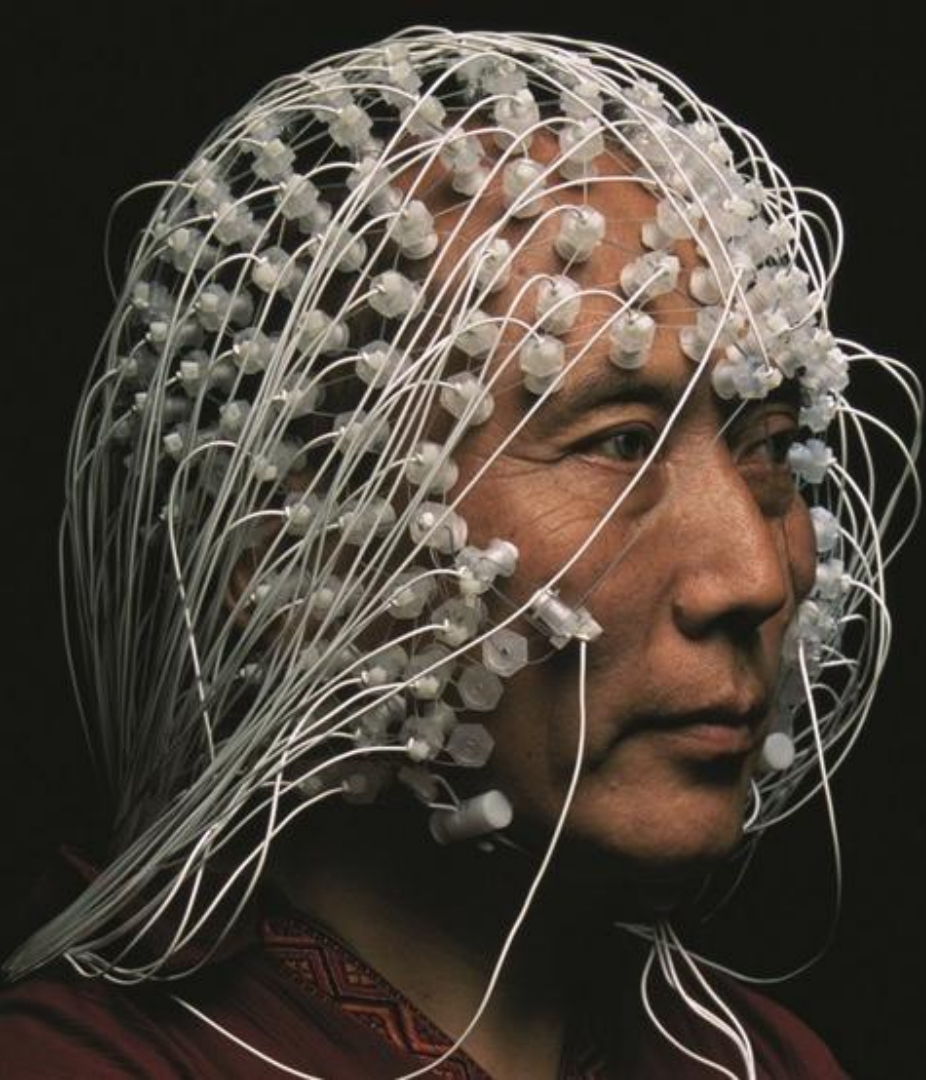




Artificial Intelligence

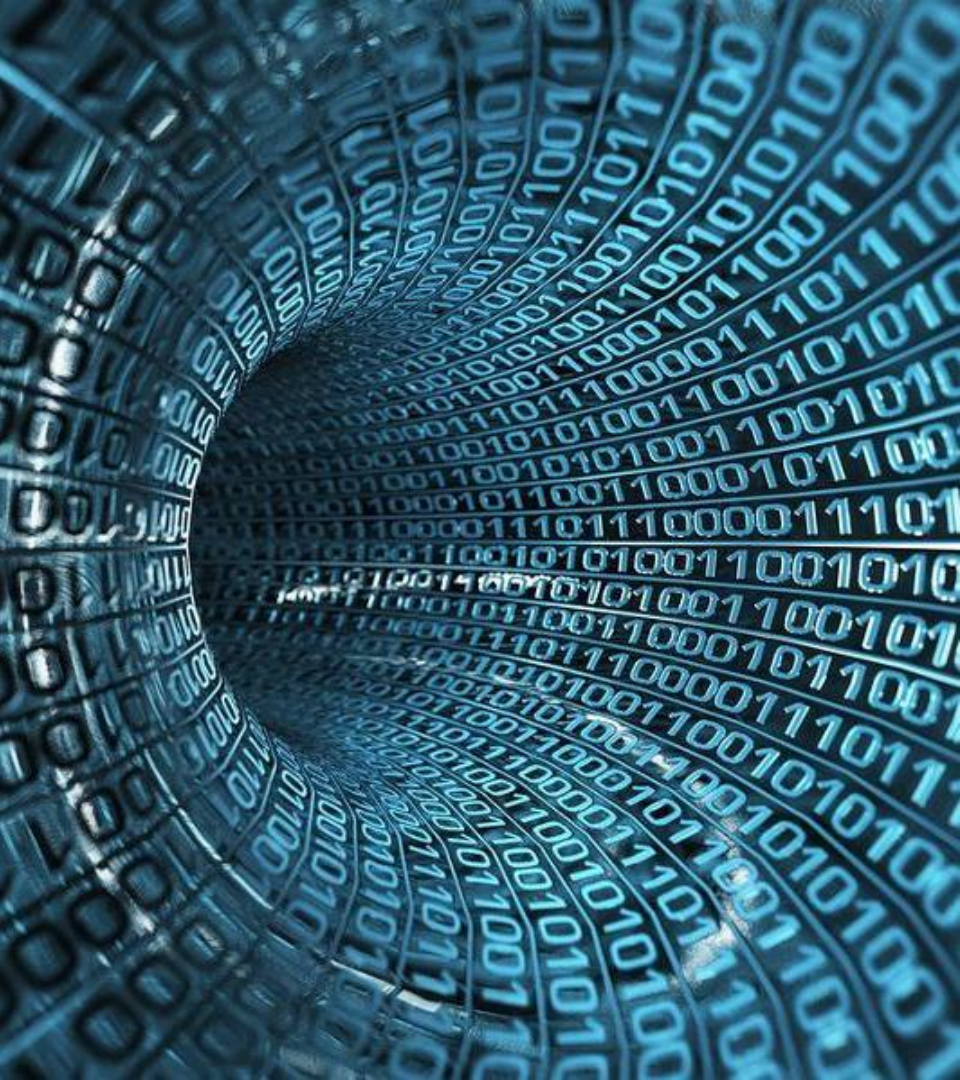
## Dystopian science fiction or reality?

A Future of machines learning algorithms and intelligent models is almost fully here with us.



## Real Eyes on a digital platform Facial recognition.

- The appropriately named technology tests emotions and conducts real time qualitative research.
- Leverage automation to deliver insights in hours.



# Big Data?

- **Big Data:** The greatest opportunity and challenge is uncovering the hidden patterns, unknown correlations, market trends, preferences and brand interaction outlets .
- **Data Warehousing:** The pertinent question is whether Market Researchers are ready or well geared to handle such a complex task.
- **Cloud computing:** Great opportunity?



## *Internet of Things*

- ATMs, vehicles, kitchen and home appliances are now transmitting and communicating data through the internet.
- The wearables industry that has grown 223% in the past 12 months has added to the complexity of internet of things.
- Currently there about 4.9 billion devices connected to the internet in the world.



*Internet of things?*

- Convergence of Data through some yet to be developed 'Killer Apps'?
- Seamless movement of Data across the different clouds to based analytics engines?

WILL MARKET RESEARCH SURVIVE DIGITAL EXPLOSION?

# General Theory of Innovation (GTI)



**Greg Yezersky**, creator of the *General Theory of Innovation* in 2004.

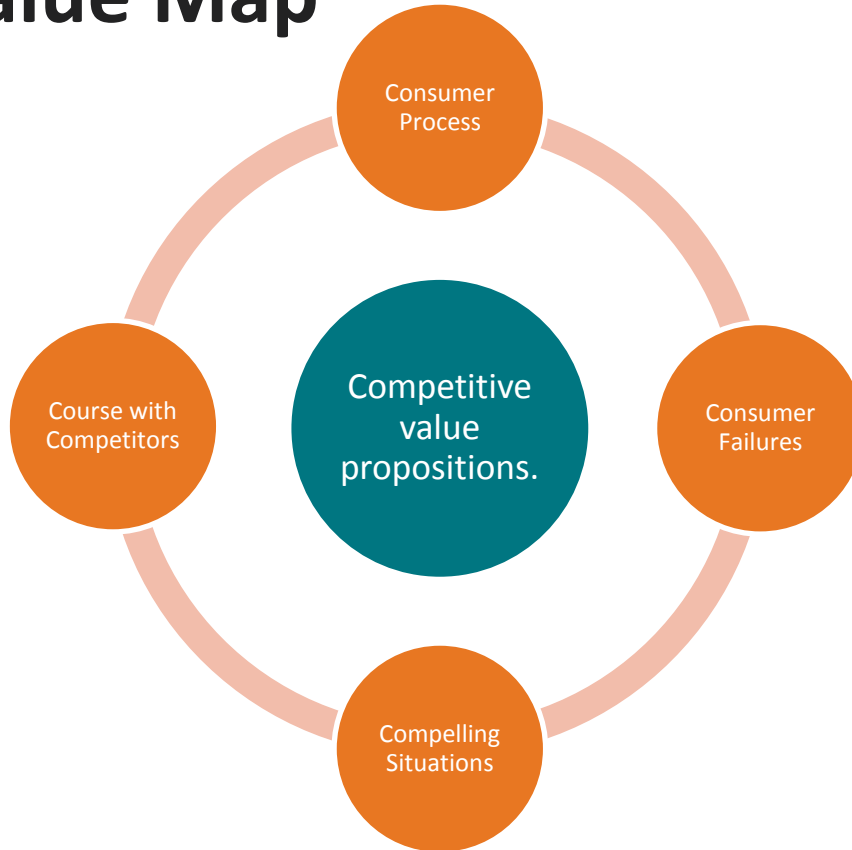


**Wojtek Ozimak** the VP Business Development at Invinsys



# WILL MARKET RESEARCH SURVIVE DIGITAL EXPLOSION?

## GTI – Value Map



- Evolutionary forecast based on GTI has been a great tool in Strategic planning.
- Behind Evolutionary forecast is the postulation that the evolution of all man-made system is not random. It is the chain of constant changes-new solutions of existing problems and human choices lead to new problems etc.
- GTI provides a value map we can use to identify future problems that the customer and our organisation will meet and create concepts of the future value propositions.



A human brain is shown in the center, being examined by a complex, metallic mechanical probe that extends from the left side of the frame. The background is a solid blue color. The overall theme is the intersection of human intelligence and artificial intelligence.

Will market research survive digital explosion?

# INTELLIGENT MACHINES



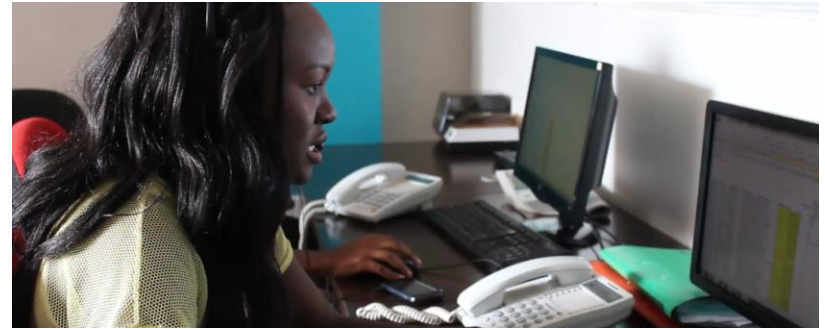
*“Learning machines that model their environment, remember, reason and plan will be the place that we will have to be contend with. Aspect of these intelligent machines and applications have been used in Market Research to simulate real/unreal 3D/ and virtual environments.”* Professor Yann LeCun

WILL MARKET RESEARCH SURVIVE DIGITAL EXPLOSION?

# Online is Here, Now and in the Future



Face to face interviews are slowly but surely phasing out. Panel management is vital and plodding into the future could be the next battlefield for researchers and new entrants



Online quantitative is now a reality. We can do Pack, Advertising, Tagline, Promotion, Name, Concept and Video tests online.

A close-up photograph of a person's hand touching the screen of a smartphone. The background is filled with soft, out-of-focus bokeh lights in various colors, including red, orange, yellow, and green. A red speech bubble is overlaid on the left side of the image, containing the text "What then?".

***What  
then?***

## WILL MARKET RESEARCH SURVIVE DIGITAL EXPLOSION?

# Paradigm Shift Approach

- **Immediacy and Faster Turnaround Time:** Our clients want findings now or today evening. The default Market Research eight weeks is so outdated and unacceptable in the current digital environment. Clients are demanding more innovation leveraging on technology to shrink the time between receiving of the brief and presentation of findings.
- **Lower Costs:** Clients are not only demanding a quicker turnaround, incisive insights and actionable recommendations but they want this for lower cost than before. Digital solutions are expected to have reduced the cost of doing Market research by 20-35%. The market expects us to have intuitively complied to this unwritten rule. Clients are almost taking it for granted that investments in the digital technology will be the minimum entry requirement. It is assumed that as MARKET Researchers we must invest in Technology to stay relevant. How and what you invest is your irrelevant. What counts is how soon can you avail cutting edge Technology. Demands for online focus groups, online in depth Interviews(IDIs), Mobile ethnography and in the moment qualitative groups are now almost standard feature in most research briefs.
- **Digital Research Guidelines:** The Market has rightfully or wrongfully tasked the Market researcher to develop a creative blueprint to guide the digital strides in the industry. Remote monitoring is taken for granted regardless of the mish-mash kind of operating environment we find ourselves in. Africa is still grappling with the dregs of the analogue technology in an increasingly demanding and fast changing digital world. Market Researchers are struggling to keep up. Passive monitoring and datafication of all that is offline are huge strides that we have recorded in Africa.
- **Quality Management:** MI data kind of solutions are now common place. The consumer who in digital realm is also our respondent and is increasingly the point of aggregation of technology. This has expanded to include the distribution and payment of stipends for field interviewers. Passive monitoring and mapping solutions have helped a lot in quality management, data collection and processing.

WILL MARKET RESEARCH SURVIVE DIGITAL EXPLOSION?

# Call to Action for Market Researchers



**Adapt  
Technology**



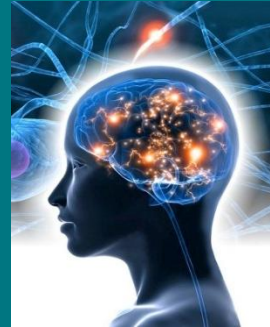
**Mergers and  
Acquisition/  
Integration**



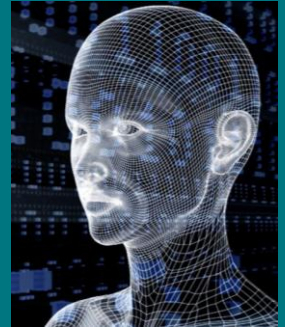
**Get  
digitalized**



**Sampling  
and  
Targeting**



**Qualitative,  
Neuroscience  
and New  
Product  
Testing**



**Artificial  
Intelligence**



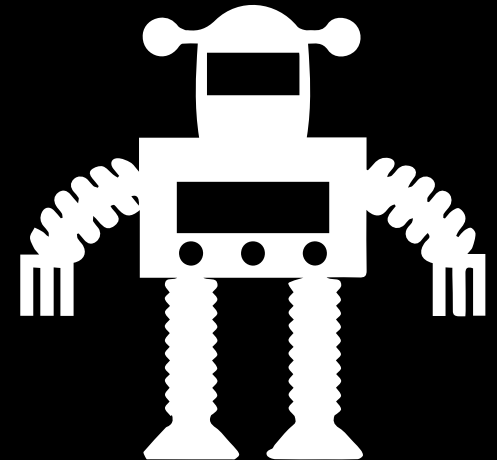
*Parting Shot*

**Our Survival amidst Digital Disruption =**  
human skills + emotional intelligence that  
can capture the nuances and insights of  
how humanity interacts with brands.



*Market Research  
will revolve around  
MAN...*

*...and not  
machines!*



# Thank You!



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## GAME CHANGERS

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We believe that our work is important. Security, simplicity, speed and substance applies to everything we do.

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“GAME CHANGERS” - our tagline - summarises our ambition.

**GAME CHANGERS**

